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REGIONE DEL VENETO

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Contribution to Topic 17. List of basic data and indicators
INDICATORS OF DESTINATION STRUCTURE AND PERFORMANCE

- **The concept of destination**
 - **Scale:** national, regional, local
 - **Type:** coastal, urban, rural, mountain, ...

- **The construction of homogeneous indicators**
 - **Structure:** destination delimitation, location of tourist activities, degree of resources attractiveness
 - **Performance:** economic, social, cultural, environmental

- Problems with available tourism data
 - Inconsistencies in tourist flows and supply data
 - Scarce and uneven data at regional level on aspects such as:
 - sub-sectors
 - tourist expenditure
 - investments
 - quality
 - Insufficient regional and local detail
 - No data on short-term tourist mobility (excursionism, proximity trips, cruise ship passengers, etc.)
 - (Almost) no data on second residence tourism and other “hybrid” form of tourism: student exchanges, VFR, etc.

- Problems with mainstream local and regional approaches
 - Dependency on limited models (e.g. life cycle of local and regional destinations)
 - Excessive focus on case study (e.g. specific studies of local destinations)
 - Ideologically-driven impact analysis studies (e.g. environmentalist studies)
 - Extent of academic adaptations of cultural and post-structural approaches

OPERATIONAL PROPOSAL

- Based on our experience and results from two recent research projects
 - **GLOBALTUR** (Spanish Ministry of Science and Innovation Ref. CSO2011-23004/GEOG)
 - Objective: To build a system of indicators adapted to the needs of interpretation of coastal destinations as urban places with a specific nature)
 - **ATTREG** (ESPON Program 2013/1/7)
 - Objective: To position tourism and populations attracted to places within the wider spectrum of mobilities, and analyze their impacts /interdependencies with respect to place performance and sustainability)
- we devise the main challenges to be addressed by a Local/Regional Tourism Information System:
 - Analyze the impact of tourism on destinations
 - Determine the spatial extent of the destination
 - Link destination attractiveness with place performance as produced by different mobilities

INDICATOR PROPOSAL 1: Tourism as an opportunity/thread for sustainable development

- Rationale:
 - Sustainable tourism as an ‘adaptive paradigm’ (Hunter 1997) which needs embedding in specific context and past history of destination, to be operationalized looking at conflicts with strategic development priorities



- Objective:
 - Develop typologies of destinations considering a new set of analytical indicators
 - Analyze the evolution of the tourism districts and the location trends of tourism activities
 - Study the location of other economic functions
 - Target role of tourism in specific matters such as demographic and social issues as well as policy and governance structures

Hotel density index	551.32	261.62
Lodging density index	1,128.25	2,024.97
Second home density index	566.16	1,763.35
Tourism density index	576.93	1,763.35
Beach hotel productivity index	806.68	611.97
Beach lodging productivity index	822.43	611.97
Beach second home productivity index	828.40	4,124.76
Beach tourism productivity index	1,650.82	4,736.73
Tourism spatial concentration index	0.77	*

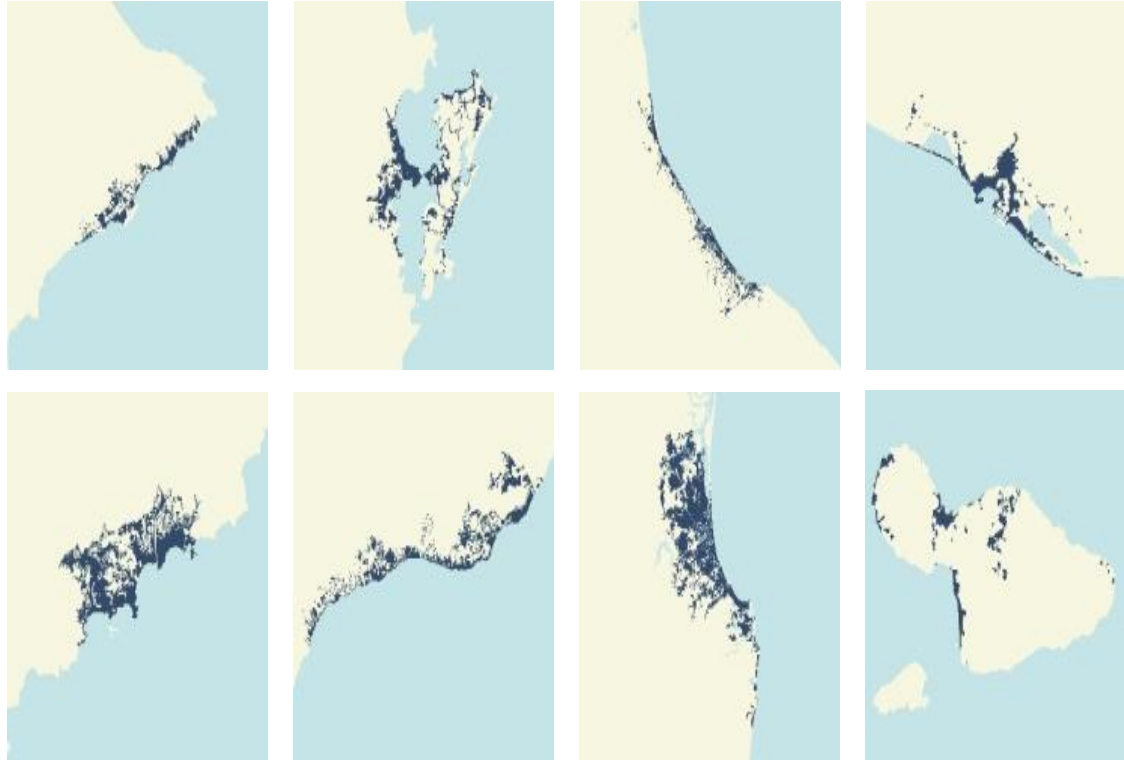
INDICATOR PROPOSAL 2: Tourism as a engine for urban development

- Rationale:

- Tourism as a cultural phenomena of our consumer society that allows places to emerge with new systems of actors and new social, economic and urban practices with environmental impact (Equipe MIT, 2002)

- Objective:

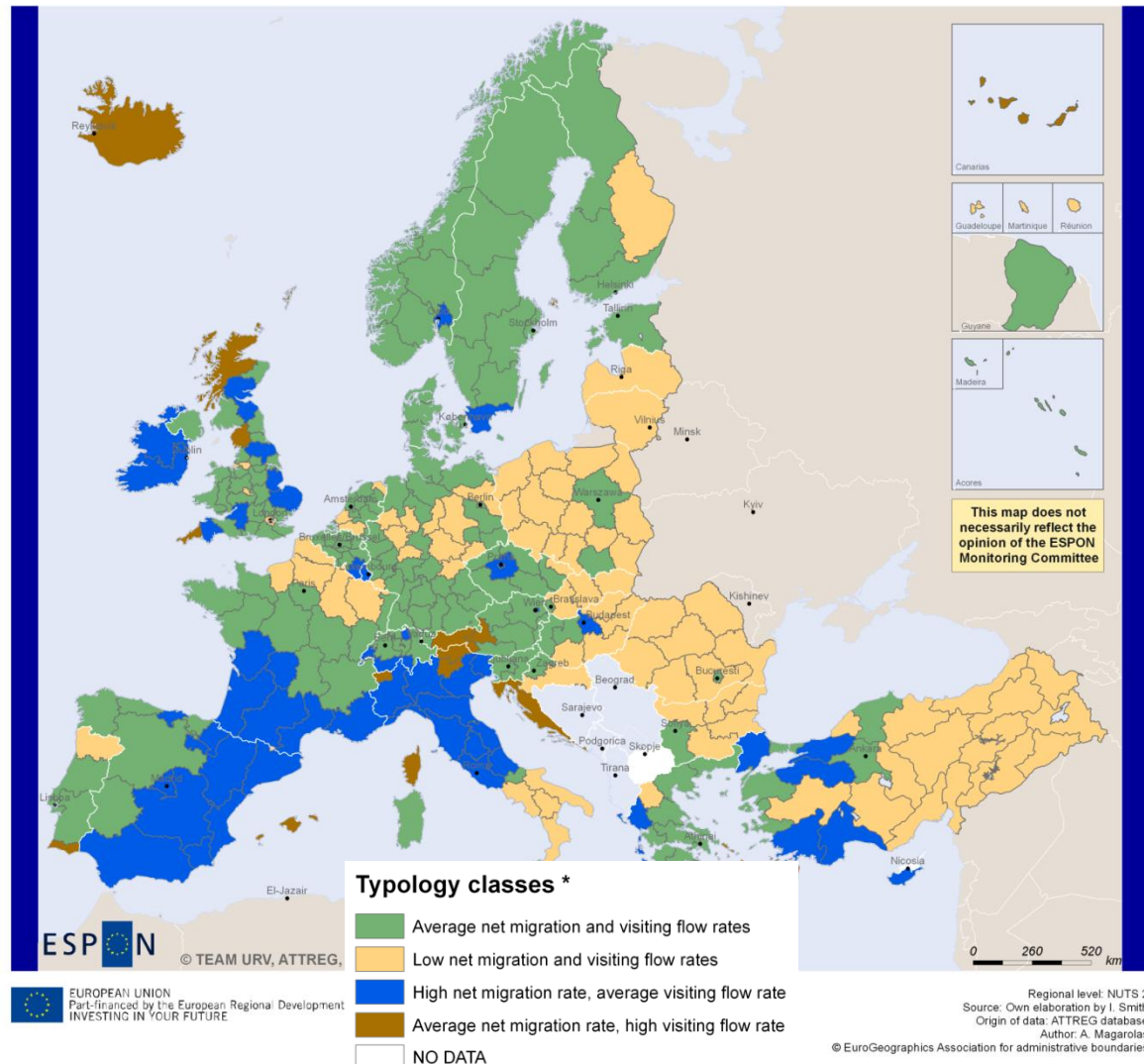
- Determine the geographical extent of destinations as a complex places which includes other activities
- A more sophisticated analysis should build a multi-scale morphological inventory of urban developments in mass coastal destinations.



Scale 1:2.000.000

INDICATOR PROPOSAL 3: Tourism as a form and engine of mobility

- Rationale:
 - Under the emerging *mobilities* paradigm (Urry 2007), places attract tourists as well as new residents and workers
 - “Excessive attractiveness” may be a problem when different mobile populations generate negative externalities instead than feeding synergies
- Objective:
 - Evaluate the comparative performance of regions for different mobile groups, one (or various) of them being visitors
 - The simplest way is to cross-plot net migration and visitor attraction rates as in the ESPON/ATTREG project
 - A more sophisticated analysis should pick different visitor (and migration groups)



* K-means clustering algorithm based on normalised variables.

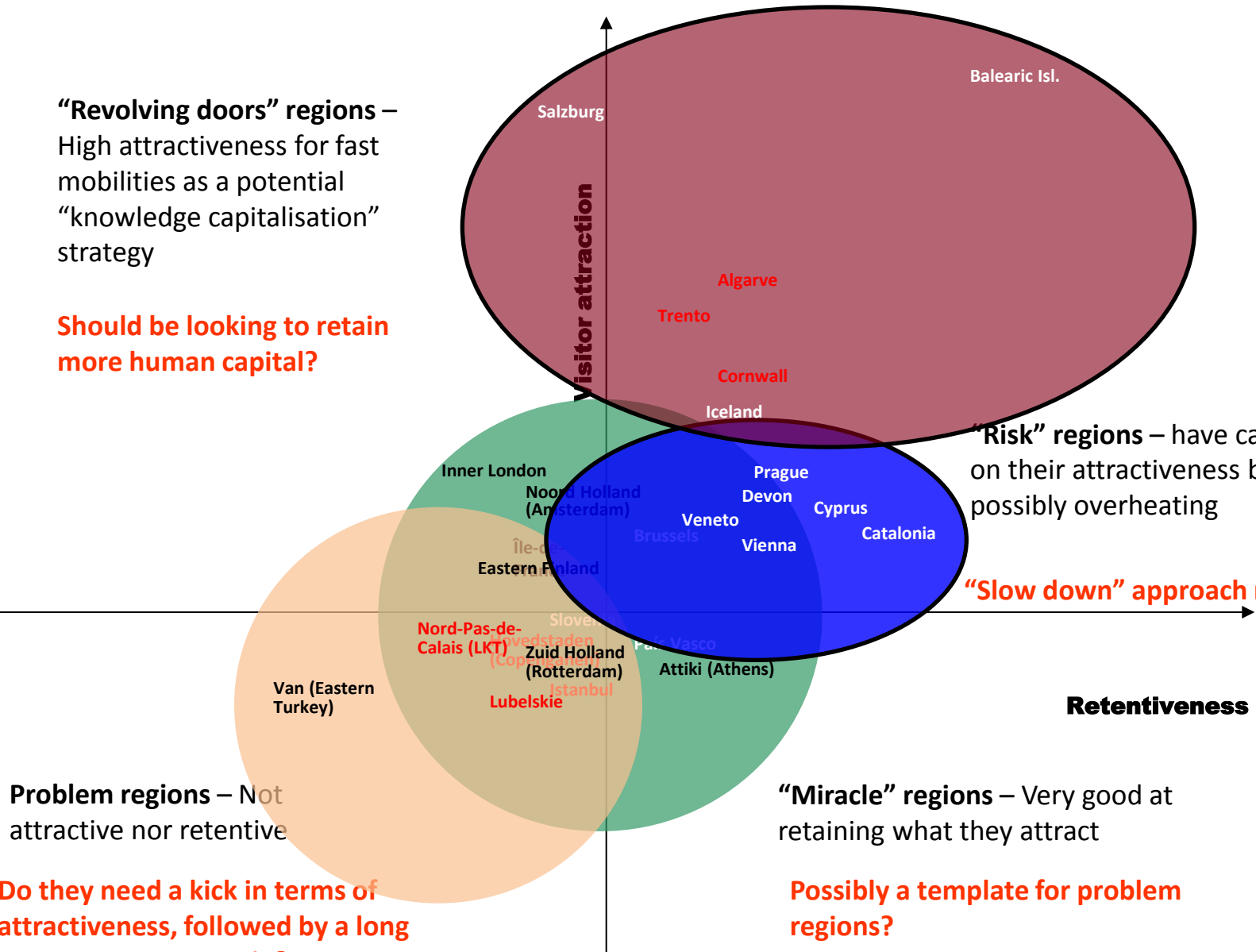
The ATTREG place-based policy framework

“Revolving doors” regions – High attractiveness for fast mobilities as a potential “knowledge capitalisation” strategy

Should be looking to retain more human capital?

“Risk” regions – have capitalised on their attractiveness but possibly overheating

“Slow down” approach needed?



Problem regions – Not attractive nor retentive

Do they need a kick in terms of attractiveness, followed by a long term strategy to retain?

“Miracle” regions – Very good at retaining what they attract

Possibly a template for problem regions?

MAIN CHALLENGES

- How to measure all this?
 - The scale issue is fundamental. Currently most statistics available are at regional (movement) or provincial level. Few successful experiences of collecting data at city or destination level on a wider range of variables, including the economic impacts (CISSET, TOURMIS).
 - Ideally, we would need EUROSTAT to collect, harmonize and provide data (population, industry, travel as basic) at LAU2 (municipal) level
- How to generalize at a EU scale?
 - Two possibilities. Either centralize data collection / harmonization efforts at EUROSTAT, or establish strict protocols to be shared by the network of national / regional agencies in charge of tourism statistics (top-down + bottom-up model)
 - Scale issue to be addressed with “anonymization” procedures
- How to analyze all this?
 - Widen the range of traditional tourism structure / performance / impact indicators to take into account emerging paradigms on sustainability and mobilities
 - Elaborate regional/place typologies and self-diagnostic and benchmarking frameworks to assist policymakers at different levels using this information for planning/management decisions



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Thanks for your attention!

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http://www.urv.cat/dgeo/gratet/en_index.html

<http://www.pct-turisme.cat/eng/>