



COP 28
GREECE

Supporting the sustainability of coastal and maritime tourism
Panel 2: Discussing with the Research Community

Measuring the sustainability of coastal and maritime tourism in Croatia

December 11th, 2023

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Institute for Tourism, Croatia

Institute for Tourism, Croatia

- Scientific research institute
- Established in **1959**
- Multidisciplinary team of 20 researchers (economists, urbanists, traffic engineers, tourism studies, environmental economists, geographers, mathematicians, statisticians)



65

godina/anniversary

institutzaturizam
institute for tourism



<http://www.itzzg.hr/>

Main activities...





TOMAS visitor surveys



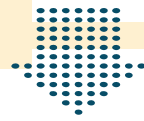
From 1987
Longitudinal quantitative research on attitudes and expenditures of tourists in Croatia



From 2001
Survey on nautical tourists (yachtsmen) in Croatia
Analytical tool for coastal tourism destination management and marketing

≈2,500 respondents/
nautical tourists on sailing/motorboats, interviewed in 39 marinas/ports
≈500 passengers on domestic small cruise ships

Nautical tourist's profile, sailing characteristics, activities in destination, satisfaction, consumption by products/services



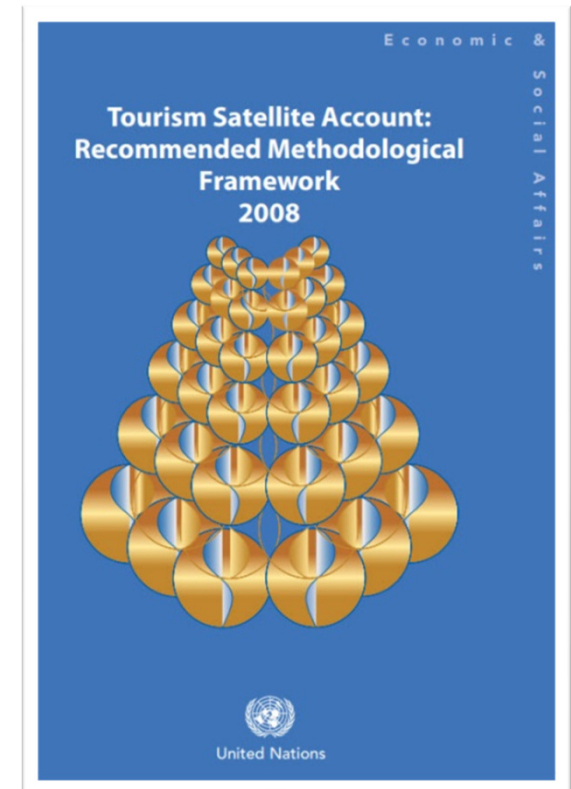
TSA

Measuring direct economic contribution of tourism in Croatia since 2005

Tourism Satellite Account

In cooperation with the Ministry for Tourism and Sports, and Croatian Bureau of Statistics

Total economic contribution of tourism assessed by employing the I-O analysis and CGE model



Macroeconomic analysis with environmental/social extensions, indicators...



TSSA

Tourism Sustainability Satellite Account



Extensions:
4 **environmental accounts** (water, energy, GHG emissions, solid waste) + additional module for **social indicators** (2022)

Measuring direct **economic contribution** of tourism in Croatia in **2022**



Measuring the sustainability of **tourism (MST)**

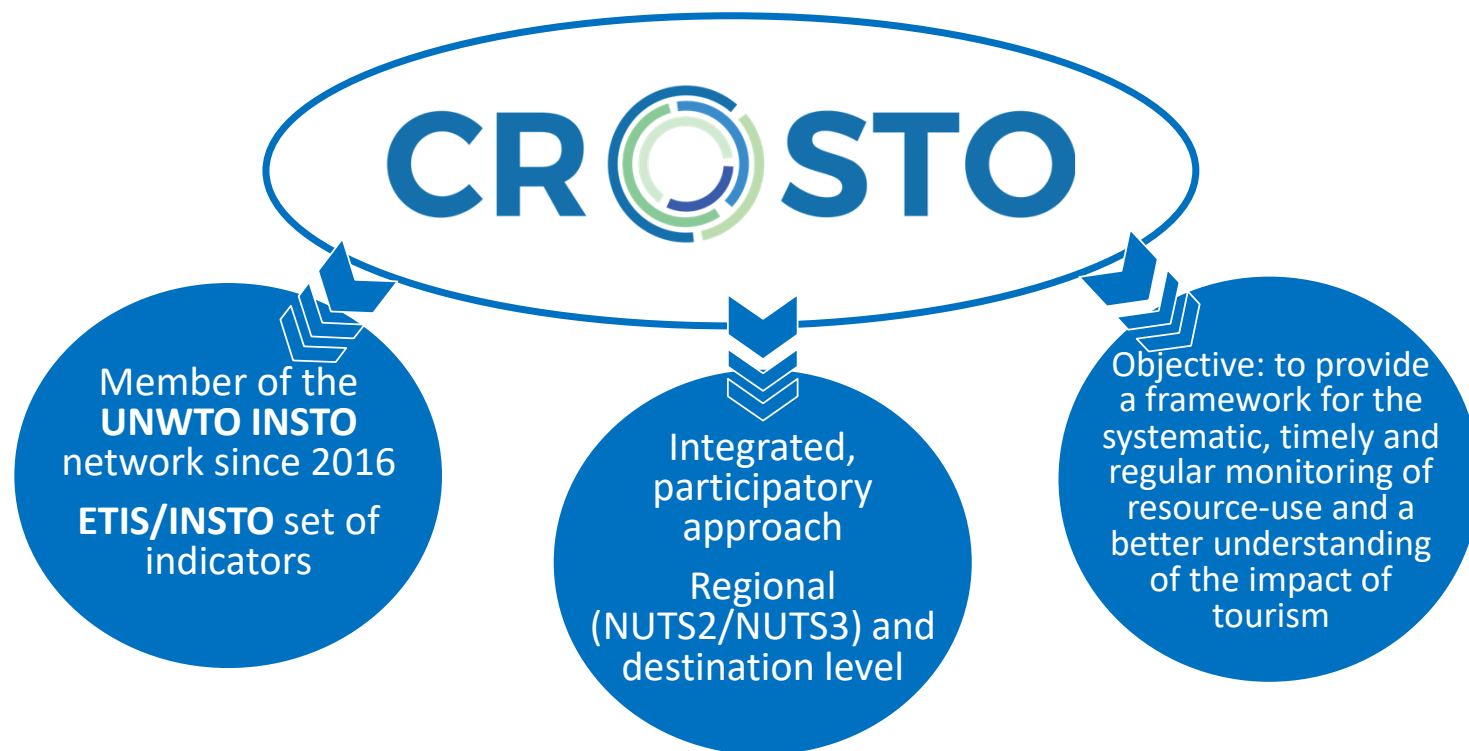


In cooperation with the Ministry for Tourism and Sports, and Croatian Bureau of Statistics





Croatian observatory for sustainable coastal and maritime tourism development

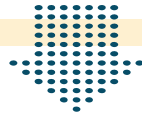


Indicators...

CROSTO

Guidelines / manual

- Guidelines for measurement and monitoring sustainability of tourism for destinations
(http://www.crosto.hr/files/file/prirucnik/prirucnik_za_mjerenje_i_pracenje_odrzivosti_turizma_za_destinacije_crosto.pdf)
- Enable destinations to independently establish a measurement system, from the formation of a local working group, data collection, calculation, analysis and dissemination of measurement results



Pokazatelj	O2 - Potrošnja vode turista u odnosu na potrošnju vode stalnog stanovništva (po noćenju)
Obrazloženje	Voda je ključni resurs i ograničavajući čimbenik razvoja turizma, posebice uslijed povećanih rizika uzrokovanih klimatskim promjenama, hidrološkim anomalijama i sl. Potrošnja vode je ključna tema u Hrvatskoj i zbog velikih gubitaka u vodoopskrbnom sustavu.
Opis	Potrošnja vode u komercijalnim smještajnim kapacitetima u odnosu na potrošnju vode stalnog stanovništva.
Pristup	Složeni pokazatelj čija se procjena temelji na sekundarnim podacima. Ukupna potrošnja vode u komercijalnim smještajnim kapacitetima procjenjuje se na temelju postojećih normi potrošnje vode prema vrsti smještaja i strukture smještajnih kapaciteta. Potrošnja vode u kućanstvima obuhvaća potrošnju vode kućanstava u stanicama priključenim na javnu mrežu. <ul style="list-style-type: none"> Ukupna finalna potrošnja vode u litrama u siječnju
Potrebni podaci	<p>UPITNIK O OBLJEZIMA I STAVOVIMA TURISTA U DESTINACIJI</p> <p>LIVOD (realno pročitati ispitaniku!) Dobar dan, moje je ime _____ i u ime TZ _____ i Instituta za turizam provodimo istraživanje o zadovoljstvu naših posjetitelja. Istraživanje je anonimno, njihne se ne prikupljaju nikakvi osobni podaci, a vaši odgovori ostaju povjerljivi. Molimo Vas da odgovorite na nekoliko pitanja. Intervju će trajati oko 5 minuta. Hvala!</p> <p>P1. Je li ovo Vaš prvi posjet ovom mjestu? 1. Da – prijeđite na P2 2. Ne – nastavite s P2</p> <p>P2. Koliko ste puta posjetili ovo odredište tijekom posljednjih pet godina?</p> <p>P3. S kime putujete? MOGUĆE VIŠE ODGOVORA! 1. Sam(a) 2. S partnerom 3. S ostalim članovima obitelji (djeca, roditelji, ostali) 4. S prijateljskim poznanicima 5. S organiziranom grupom.</p> <p>P4. Kojim ste prometnim sredstvom preputovali najveći dio puta (najveću udaljenost) od mjesta stalnog boravišta do ovog odredišta? MOGUĆE JEDAN ODGOVOR! 1. Automobilom (klasični, poslovnim ili u vlasništvu prijatelja/rođaka) 2. Automobilom iznajmljivanim 3. Automobilom i kamp-kućicom 4. Kampom 5. Autobusom 6. Motociklom 7. Biciklom 8. Vlakom 9. Zrakoplovom 10. Brodom / trajektom 11. Jahtom / jedrilicom 12. Nekim drugim sredstvom.</p> <p>P5. Navedite prosječnu dužinu putovanja (km) od mjesta stalnog boravka do ovog odredišta! _____ km</p>
Izvori podataka	
Izračun	

Applications

- CROSTO StanApp - an application for data entry and data processing of residents survey
- CROSTO TurApp - an application for data entry and data processing of tourists survey

<http://www.crosto.hr/hr/korisni-dokumenti/aplikacije-prim-istrazivanja/>

CROSTO StanApp					
Grupa pitanja	Oblavomno / Otkr	Pitanje	Uključeno?	Nivoi broj	
Pitanje o utjecaju turizma na Vaš grad/općinu (u kojoj mjeri se ispitanici slažu s tvrdnjama)	P1.1	1. Uslijed turističkog razvoja povećali su se moji troškovi života	DA	P1.1	Stvori radni list za unos podataka
	P1.2	2. Zapošljavanje stranaca za potrebe turizma ugroziće kvalitetu života u mom gradu/općini	DA	P1.2	
	P1.3	3. Turistička izgradnja naruđuje izgled mog mjesta	DA	P1.3	
	P1.4	4. Turizam donosi koristi mom gradu/općini	DA	P1.4	Status upisanih podataka
	P1.5	5. Turizam donosi samo loše plaćena radna mjesta	DA	P1.5	
	P1.6	6. Javni sektor (grad/općina, javna poduzeća) treba više ulagati u razvoj turizma u mjestu	DA	P1.6	
	P1.7	7. Prisutnost turista tijekom cijele godine bi mi smetala	DA	P1.7	Napravi obradu podataka
	P1.8	8. Samo manjina građana ima koristi od turizma	DA	P1.8	
	P1.9	9. Privatni sektor (smještaj, ugostitelji, agencije) treba više ulagati u razvoj turizma u mjestu	DA	P1.9	
	P1.10	10. Daljnji razvoj turizma u mjestu svakako treba podržati	DA	P1.10	
Odnos prema turistima	P2	Koja od sljedećih tvrdnji najbolje opisuje Vaš odnos prema turistima	NE		
Uključenost građana u proces planiranja i razvoja turizma	P5	U kojoj ste mjeri zadovoljni uključenošću građana u proces planiranja i razvoja turizma u Vašem gradu/općini?	DA	P2	

Croatia: The commitment to monitor and support the sustainable tourism

High-Level Political Forum on Sustainable Development 2023
Official side event: Economic, social and environmental sustainability in tourism

„... Tourism Act (2024) will create a legislative framework for data collection measuring the effects of tourism and managing tourism based on meaningful data....

...local population and government will be provided with tools to mitigate negative impact of tourism on the environment including possibilities of charging a special environmental fee...

... the Act will also include framework for investments and incentives based on sustainability criteria...”

✓ Policy working for data!



14th July 2023, UN Headquarters in NYC

The Ministry of Tourism and Sport of the Republic of Croatia in collaboration with the UNWTO with the support of the Ministry of Tourism of India, Chair of the G20 Tourism Committee Presidency.

To showcase how partnerships across multilateral, public, private, and academic sectors are actively contributing to fulfilling tourism's potential in achieving the Sustainable Development Goals (SDGs).

Challenges of the measurement process and establishment of indicators (local/regional/national/international scope)

- **Data availability / assessment of indicators** (e.g. family owned accommodation, non-commercial accommodation – second homes and VFR, same-day visitors, **nautical tourism – yachting/cruising** etc.)
- **Data harmonization** highly dependent on portfolio/structure of tourism products
- **Data integration** (development of some kind of **aggregate/compound indicator**)
- **Interpretation** of indicators (inauguration of some **baseline values/intervals** in order to enable benchmarking and/or recognition of ‘good value practice’)
- **Standardization / comparability** (MST, INSTO, EUROSTAT, ETIS, GSTC, OECD....)
- **Survey based indicators** – national/regional surveys or local/destination surveys

Data gaps: Research agenda on environmental impacts generated by tourism – pilot surveys (2023/2024)

- Hotels, camps and restaurants sector
 - Providers of commercial accommodation services in households
 - Accommodation in secondary homes
 - Travel agencies and tour operators
 - Passenger transport (transport providers)
 - **Nautical tourism (yachting and small ship cruises)**
 - Visits to protected natural areas and cultural heritage
 - Same-day tourism trips
- Main survey topics:
- GHG emission
 - Energy use
 - Water use
 - Waste water production
 - Solid waste production
- Attitudes of the local population towards tourism and the impact of tourism on the quality of life (local/destination level)

Thank you for your attention!
Looking forward to further discussion!



godina/anniversary

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