



# HORIZON 2020

## **IMPACTOUR**

### **IMproving Sustainable Development Policies and PrActices to assess, diversify and foster Cultural TOURism in European regions and areas**



## **D2.1 - List of criteria and indicators to carry out the comparative assessment**

### **Final**

**Deliverable Lead and Editor:** TECNALIA

**Contributing Partners:** CULTUR, EN, IBS, UNINOVA

**Date:** 2021-03

**Dissemination Level:** Public

**Status:** Submitted

#### **Abstract**

The deliverable proposes a list of indicators to help measure the impact that cultural tourism has on destinations. The report is based on an explorative analysis of existing tourism indicators and a preliminary framework of criteria & indicators is designed. A collaborative work is performed between scientific partners as well as data pilots (pilot community) to explore current practices and needs regarding cultural tourism impact assessment. The report concludes with the final set of indicators proposed and finetuned, ready to be used for the comparative assessment within IMPACTOUR pilot community.

Grant Agreement  
870747



## Document Information

<b>Deliverable Lead</b>	Alessandra Gandini, Mikel Zubiaga, Elena Usobiaga, Amaia Sopelana, TECNALIA
<b>Internal Review #1</b>	UNINOVA
<b>Internal Review #2</b>	EN
<b>Document Type</b>	Public
<b>Work Package</b>	WP2 – Comparative assessment of cultural tourism impact
<b>Document ID</b>	D2.1 - List of criteria and indicators to carry out the comparative assessment
<b>Due Date</b>	2021-03
<b>Delivery Date</b>	2021-03-30
<b>Status</b>	Submitted

### Status

This deliverable is subject to final acceptance by the European Commission.

### Further Information

[www.impactour.eu](http://www.impactour.eu) and <mailto:info@impactour.eu>

### Disclaimer

The views represented in this document only reflect the views of the authors and not the views of the European Union. The European Union is not liable for any use that may be made of the information contained in this document.

Furthermore, the information is provided “as is” and no guarantee or warranty is given that the information is fit for any particular purpose. The user of the information uses it at its sole risk and liability.

## History

Document History	
<b>Versions</b>	<p>V0.1</p> <ul style="list-style-type: none"> <li>● Table of Contents 2020-10-16.</li> </ul> <p>V0.2</p> <ul style="list-style-type: none"> <li>● Preliminary set of indicators 2020-12-12.</li> <li>● Survey with Pilots (December 2020 – January 2021)</li> </ul> <p>V0.3</p> <ul style="list-style-type: none"> <li>● Draft report with partners participating 2021-02-12.</li> </ul> <p>V0.4</p> <ul style="list-style-type: none"> <li>● Full draft report 2021-03-02 for editing and commenting by all IMPACTOUR partners.</li> </ul> <p>V0.5</p> <ul style="list-style-type: none"> <li>● Final draft submitted for quality review 2021-03-12.</li> </ul> <p>Final</p> <ul style="list-style-type: none"> <li>● Approved by the quality review, final</li> </ul>
<b>Contributions</b>	<p>TECNALIA</p> <ul style="list-style-type: none"> <li>● Alessandra Gandini</li> <li>● Elena Usobiaga</li> <li>● Mikel Zubiaga</li> <li>● Amaia Sopelana</li> </ul> <p>Project partners that contributed drafting sections, comments and edits:</p> <ul style="list-style-type: none"> <li>● CULTUR (Joaquín García / Héctor Aliaga)</li> <li>● EN (Graham Bell)</li> <li>● IBS (Tarmo Kalvet / Marek Tiits)</li> <li>● UNINOVA (Pedro Pereira / Joao Martins / Dalik Sorjef / Shabnam Pasandideh)</li> </ul> <p>Deliverable reference:</p> <ul style="list-style-type: none"> <li>● <i>Alessandra Gandini, Elena Usobiaga, Mikel Zubiaga, Amaia Sopelana (2021), List of criteria and indicators to carry out the comparative assessment. IMPACTOUR Deliverable 2.1.</i></li> </ul>

## Project Partners



For full details of partners go to [www.impactour.eu/partners](http://www.impactour.eu/partners)

## **Executive Summary**

The robustness of a community relies on the sustainability of its socioeconomic and sociocultural sectors; having a balance among all economic activities present in a territory makes the community and its inhabitants resilient. Following this idea, the ongoing research focuses on measuring the cultural tourism activity in a territory, aiming to first comprehend and later provide tools for a more sustainable cultural tourism that will positively impact the community.

The measurement of sustainability of tourism has been addressed by precedent studies, being the UNWTO Indicators of Sustainable Development for Tourism Destinations and the European Tourism Indicator System (ETIS) two of the most renowned guidelines and tools. These indicators systems focus on the need to provide for sustainable tourism in general and are not explicitly focused on cultural tourism. Cultural tourism is usually considered a specific sub-sector in tourism, it is often not easy to define, characterise or measure, therefore, the objective of this research is to set up the measurement of sustainable cultural tourism. Cultural heritage is a non-renewable resource and cultural tourism is a key factor that contributes to global sustainability by the preservation of the cultural heritage resources (tangible and intangible) of a territory; contributing to many of the Sustainable Development Goals - SDGs (responsible consumption and production, decent work and economic growth, reduced inequalities, sustainable cities and communities, etc.) and, therefore, influencing the community by providing social benefits.

The objective of the current deliverable is to provide an ad-hoc list of indicators to help stakeholders and destination managers measure the impact that cultural tourism has or may have on their sites. Based on previous work developed in the IMPACTOUR project (WP1), and following the singularity of existing indicators systems, a set of criteria and indicators is defined to provide a metrics system that will enable assessment and comparison between different cases as part of other WP2 activities and will guide other activities of the project, especially WP4.

As a first step of the research methodology, an extensive desk review was carried out to identify the most relevant, influential, and updated indicator systems focused on measuring tourism impact. The first challenge was to go beyond the traditional focus on the tourism sector and pay particular attention to the impacts (positive and negative) that cultural tourism sub-sector has or may have on the destinations; how to measure these impacts via indicators was the next step. Another remarkable challenge was to provide indicators that will help measure and comprehend how sites are able to answer when external hazards or crises happen. The ongoing COVID-19 pandemic has proved that one of the most vulnerable economic activities is the tourism sector and, therefore, the need of monitoring it to provide more resilient cultural tourism activities is one of the outputs that can be concluded from the economic crisis brought by the pandemic.

Desk research provided a huge set of indicators. The filtering process started afterwards, aiming to make a down-to-earth list of indicators following successful or unsuccessful cultural tourism measurement practices and following the recommendations by RACER principles (RACER for: Robust, Acceptable, Credible, Easy and Robust) to obtain sound sets of indicators. Based on these research findings, a preliminary framework of criteria and indicators was drafted, enabling categorisation considering six areas of measurement: four impact domains (Environmental, Social, Economic and Cultural) and two site context domains (characterisation and resilience). Complementing this, a consultation process involving the IMPACTOUR Pilot Community was deployed to gather information of their

current experiences and needs. 26 IMPACTOUR community pilots participated in the dialogue and validated those subjects which they are currently able to measure. The findings were analysed with partners participating in this research, which was valuable to further fine-tune the set of indicators which resulted in a final list of criteria and indicators.

It is worth mentioning that such a Set of Cultural Tourism Impact Indicators developed in this research is ready to be used for the comparative assessment within the IMPACTOUR pilot community in further stages of the IMPACTOUR project (i.e.T2.2/T2.3 and WP3) and will be the basis for the Key Performance Indicators development (in WP4).

## **Table of Contents**

0	Introduction.....	1
0.1	IMPACTOUR Project Overview .....	1
0.2	Deliverable Purpose and Scope .....	1
0.3	Target Audience .....	2
0.4	Document Structure.....	2
0.5	Document Status .....	3
1	Research Methodology.....	4
2	Desk Research.....	7
2.1	Existing Indicators Systems.....	7
2.1.1	Indicators of Sustainable Development for Tourism Destinations (UNWTO)...	8
2.1.2	European Tourism Indicator System (ETIS).....	9
2.1.3	Sustainable Cruise Tourism Certification System (SIROCCO).....	11
2.1.4	Promoting Co-Evolution of Sustainable Coastal Tourism (CO-EVOLVE).....	12
2.1.5	Models of Integrated Tourism in the MEDiterranean Plus (MITOMED+).....	13
2.1.6	The Cultural and Creative Cities Monitor (CCCM).....	14
2.1.7	Global Sustainable Tourism Council Destination Criteria (GSTC D-C).....	15
2.2	Scientific Papers and Reports .....	15
2.3	Structure Proposed for IMPACTOUR Indicators Classification .....	18
3	Criteria and Indicators Identification and Definition.....	21
3.1.	Characterisation Criteria.....	22
3.2.	Resilience Criteria .....	23
3.3.	Social Impacts Domain Criteria .....	26
3.4.	Cultural Impacts Domain Criteria.....	30
3.5.	Environmental Impacts Domain Criteria .....	31
3.6.	Economic Impacts Domain Criteria .....	33
3.7.	Preliminary Set of Indicators for Impact Assessment on Cultural Tourism .....	35
4	Consultation Process.....	41
4.1.	Objectives and Outline of the Explorative Analysis.....	41
4.2.	Participants.....	41
4.3.	Results Analysis .....	42
5	Set of Cultural Tourism Impact Indicators for the Comparative Assessment.....	44
5.1.	Methodology for the Selection of the Final Set of Indicators.....	44
5.2.	Final List of Indicators.....	46
	DOMAIN: Characterisation Indicators.....	46
	DOMAIN: Resilience Indicators Against External Factors.....	48

DOMAIN: Social Impact Indicators.....	51
DOMAIN: Cultural Impact Indicators.....	53
DOMAIN: Environmental Impact Indicators.....	55
DOMAIN: Economic Impact Indicators.....	57
6 Discussion and Conclusions.....	60
Annex A: List of Acronyms/Abbreviations.....	61
Annex B: References.....	62
Annex C: Survey Template.....	64
Annex D: Summary of the Survey Results.....	70
Annex E: Complete Set of Cultural Tourism Impact Indicators.....	73



## **List of Figures**

Figure 1 - IMPACTOUR methodology .....	1
Figure 2 - Deliverable's contents and corresponding sections .....	3
Figure 3 - Stage-based approach to establish main activities and outputs in Task 2.1.....	4
Figure 4 - Main areas of review and research gaps to be explored .....	7
Figure 5 - Existing Sustainable Development Related Indicator Systems evaluated and main valuable inputs to Task 2.1 .....	8
Figure 6 - ETIS toolkit general structure (based on [3], [4]) .....	11
Figure 7 - The Cultural and Creative Cities Monitor's dimensions, sub-indices and indicators – 2019 edition.....	14
Figure 8 - Summary of the main characteristics selected to show the set of indicators .....	46

## List of Tables

Table 1 - Collaborative process: stages, beneficiaries and their contributions.....	6
Table 2 - Scientific papers and reports reviewed additionally to the indicator systems.....	16
Table 3 - Summary of how existing indicator systems tackle the different domains .....	21
Table 4 - Social impact criteria in ETIS 2016.....	28
Table 5 - Social criteria arising from cultural tourism and related impacts .....	28
Table 6 - Environmental related issues in UNWTO 2004.....	31
Table 7 - Environmental impact criteria in ETIS 2013/2016 .....	32
Table 8 - Environmental criteria from SIROCCO 2017 .....	33
Table 9 - Preliminary list of indicators .....	36
Table 10 - Pilots that fulfilled the survey .....	41
Table 11 - Summary of data availability .....	42
Table 12 - Indicators “Size” criteria .....	46
Table 13 - Indicators “Cultural tourism relevance” criteria.....	47
Table 14 - Indicators “Organization / Management” criteria .....	47
Table 15 - Indicators “Connectivity” criteria.....	48
Table 16 - Indicators “Adaptation to crises or sudden events” criteria .....	48
Table 17 - Indicators “Recovery measures” criteria .....	49
Table 18 - Indicators “Digitalisation” criteria.....	50
Table 19 - Indicators “Balance of population” criteria.....	51
Table 20 - Indicators “Cultural Responsibility” criteria.....	51
Table 21 - Indicators “Inclusion / Exclusion” criteria.....	52
Table 22 - Indicators “Interculturality” criteria.....	52
Table 23 - Indicators “Cultural Heritage preservation” criteria.....	53
Table 24 - Indicators “Cultural Heritage promotion” criteria .....	54
Table 25 - Indicators “Environmental Quality” criteria .....	55
Table 26 - Indicators “Environmental Awareness” criteria .....	55
Table 27 - Indicators “Carbon Footprint” criteria .....	56
Table 28 - Indicators “Water Usage” criteria .....	56
Table 29 - Indicators “Reducing transport impact” criteria .....	57
Table 30 - Indicators “Cultural tourism flow at destination” criteria .....	57
Table 31 - Indicators “Direct economic impact from the cultural tourists” criteria.....	58
Table 32 - Indicators “Cultural tourism flow at destination” criteria .....	58

## 0 Introduction

### 0.1 IMPACTOUR Project Overview

IMPACTOUR – IMproving Sustainable Development Policies and PrActices to assess, diversify and foster Cultural TOURism in European regions and areas – is a project funded by the H2020 Framework Programme of the European Commission under Grant Agreement 870747 and conducted from January 2020 until December 2022. It engages 12 partners from 10 European countries with a total budget of 2,971,250.00 euro. Further information can be found at [www.impactour.eu](http://www.impactour.eu).

The main ambition of the IMPACTOUR project is to create an innovative and easy-to-use methodology and tool, to measure and assess the impact of cultural tourism (CT) on European economic and social development, and to improve Europe's policies and practices on CT, thereby strengthening its role as a sustainable driving force in the growth and economic development of European regions.

CT has been recognized as one of the drivers of growth, jobs and economic development, as well as intercultural understanding and social development in European regions and urban areas. However, there is still a knowledge gap on methods to measure the impact of CT, to assess multilevel and cross-border strategies, policies and practices which contribute to sustainable development. IMPACTOUR proposes to bring together CT-related stakeholders and researchers to achieve new approaches, taking advantage of the large amounts of information that confront policy-makers.

By identifying and comparing quantitative/qualitative pan-European information on CT forms and promotion, and by providing quantifiable evidence of CT strategies and their effect on European regions' development and Europeanisation, IMPACTOUR will deliver an innovative methodology and tool. Combining data analytics algorithms with artificial intelligence and machine learning strategies will provide CT stakeholders with strategic guidance so that policies and practices on CT can be improved.

IMPACTOUR will encompass a sustainable ecosystem by engaging cultural tourism stakeholders and following a participatory approach. IMPACTOUR tools and methods will lead to reinforcing the commitment with Europe CT, increasing citizens' sense of belonging, valorisation of minority cultures, strengthening of identities and Europeanisation.

The IMPACTOUR methodology will be completed and tested with data collected from 15 data information pilots and the IMPACTOUR tool will be validated in 5 validation pilots, with distinct characteristics spread around Europe.

### 0.2 Deliverable Purpose and Scope

The current Deliverable builds on the results of the WP1, where exploratory work was undertaken regarding the ways cultural tourism can lead to sustainable economic and social development and what kind of policies, government strategies and business models have



Figure 1 - IMPACTOUR methodology

been developed and applied in recent times to promote cultural tourism, taking into account various aspects of sustainability. Also, in WP1 work was undertaken regarding the novel methods and data sources to measure the impact of cultural tourism.

Within WP2, four tasks were put forward on addressing WP2's main aim, "[...] to carry out a comparative assessment among different types of cultural tourism, grouping them in similar contexts, and to define criteria and indicators that allow to compare the performance assessment and impact." The first step proposed, therefore, was focused on exploring and establishing the criteria and indicators that will be used to follow a metrics system, valid to compare different cases in similar contexts with the same form of cultural tourism, that is, to be used in the comparative assessment. Thus, the present report corresponds to Task 2.1 which is devoted to the "*Establishment of criteria and indicators to assess the impact of cultural tourism*" and provides the results derived from the activities planned in this first stage of WP2.

Based on the aforementioned objective, the activities planned were proposed and agreed upon with partners involved in Task 2.1 to address the following challenges:

- To deploy an explorative analysis of existing indicators;
- To create a preliminary framework of criteria & indicators and establish a categorisation scheme;
- To explore current practices and needs of the pilot community regarding cultural tourism impact assessment;
- Pilot community feedback is used to finetune a comprehensive set of indicators valuable for task 2.2.

### **0.3 Target Audience**

The deliverable is public, and its primary target audiences are local/regional authorities, tourism boards, and other relevant stakeholders. It might also be of wider interest as it is an updated and reviewed set of indicators now available for measuring cultural tourism impact in destinations. The document is also aimed at project participants, as it provides indicators to be used in the next steps of IMPACTOUR, such as the comparative assessment.

### **0.4 Document Structure**

This deliverable 2.1 titled "*List of criteria and indicators to carry out the comparative assessment*" has been structured following the stage sequence proposed and explained in Section 1.2. In the following figure (Figure 1), the report contents and corresponding sections are described:

After the Introduction section, Section 2 explains the methodology followed by all partners involved in this task in order to accomplish its objectives. In Section 3, the summary of the exploratory analysis is explained, and the main findings are highlighted in the form of a set of criteria and indicators. This constitutes the preliminary set of indicators focused on sustainable cultural tourism which is categorised in six areas of analysis. The consultation process with the support of the IMPACTOUR Pilot Community is outlined throughout Section 4 describing its main activities, characteristics as well as key findings more relevant to the context of the project. Those key findings provided relevant value for updating the set of indicators described in Section 5 and released the final set of sustainable cultural tourism indicators. Finally, Section 6 focuses on providing a concise summary of the main valuable inputs this report offers to the following tasks of this WP2 as well as to WP4.

The following figure shows the alignment between the methodology stages and the deliverable's sections.

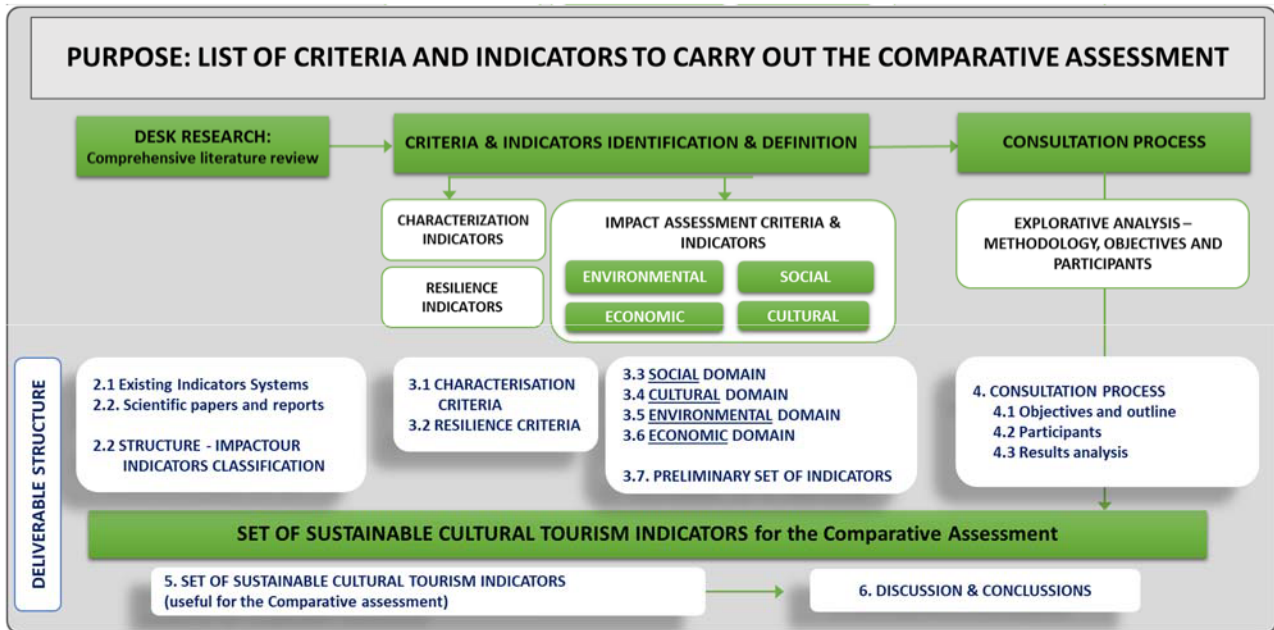


Figure 2 - Deliverable's contents and corresponding sections

## 0.5 Document Status

The Deliverable is listed in the Description of Action as “public”. This document has no preceding documents or expected further formal iterations.