



Research & Monitoring Centre
for Coastal & Maritime Tourism
in the Eastern Mediterranean

COASTAL & MARITIME TOURISM · EASTERN MEDITERRANEAN

Indicator Summary

The Framework

www.rmcmmed.org

Independent, evidence-based research and monitoring to advance sustainable coastal and maritime tourism across the Eastern Mediterranean.

Co-funded by the European Union – NextGenerationEU | Greece 2.0 National Recovery and Resilience Plan



HELLENIC REPUBLIC
MINISTRY OF TOURISM

Greece 2.0
NATIONAL RECOVERY AND RESILIENCE PLAN



Funded by the
European Union
NextGenerationEU

Observatory of Maritime and Coastal Tourism

Indicator Hierarchy (Tier 1 – Tier 2 – Tier 3)

Brief of the indicators, organised by Tier → Coastal/Maritime → Theme → Sub-theme.

- **Tier 1** — 36 indicators (21 coastal / 15 maritime)
- **Tier 2** — 90 indicators (39 coastal / 51 maritime)
- **Tier 3** — 42 indicators (18 coastal / 24 maritime)

Tier 1

Coastal Tourism

Economic Dimension

Tourism flows (overnight stays, visitors, seasonality)

- 1.1.1 Dependence on tourist visitors (indicates the area's reliance on tourism)
- 1.1.2 Average length of stay (visitor behaviour)
- 1.1.4 Seasonality

Local added value and employment

- 1.2.1 Tourism employment
- 1.2.4 Seasonality of coastal tourism employment
- 1.2.5 Share of full-time employment in coastal tourism

Performance of tourism businesses

- 1.3.2 Occupancy rate of tourist accommodation

Investment in sustainable infrastructure

- 1.4.6 Share of sole proprietorships
- 1.4.7 Business dynamics of enterprises active in coastal tourism

Social and cultural dimension

Social acceptance and quality of life

- 2.1.1 Tourism pressure (intensity index of visitors & seasonal workers, expressed as visitors per 100 residents)
- 2.1.7 Share of women in coastal tourism employment
- 2.1.8 Age structure index of employment

Cultural heritage and local identity

- 2.2.1 Share of visits to cultural sites among visitors

Environmental dimension

Waste and pollution management

- 3.2.6 Waste management

Ecosystems and biodiversity

- 3.3.1 Share of protected areas within tourism destinations
- 3.3.2 Share of Blue Flag beaches out of the total
- 3.3.9 Share of preventive clearing of vegetated areas
- 3.3.10 Share of stormwater drains cleaned

Environmental responsibility of businesses and visitors

- 3.5.4 Share of businesses with recognised environmental certifications

Governance

Institutional and strategic framework

- 4.1.1 Existence of an approved sustainable tourism strategy
- 4.1.2 Existence of spatial plans

Maritime Tourism

Economic dimension

Tourism flows (overnight stays, visitors, seasonality)

- 1.1.6 Cruise seasonality
- 1.1.7 Share of recreational craft using marinas

Local added value and employment

- 1.2.1 Share of persons employed in maritime tourism Business Sectors

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- 1.2.4 Seasonality of maritime tourism employment
 - 1.2.5 Share of full-time employment in maritime tourism
 - 2.1.9 Age structure index of employment

Cruise and marina performance

- 1.3.3 Port revenue per passenger (deflated)

Investment in sustainable infrastructure

- 1.4.4 Share of sole proprietorships
- 1.4.5 Business dynamics of enterprises active in maritime tourism

Social and cultural dimension

Social acceptance and quality of life

- 2.1.1 Cruise tourism pressure (visitor intensity index, expressed as cruise visitors per 100 residents)
- 2.1.8 Share of women in maritime tourism employment

Environmental dimension

Natural resource management (energy, water)

- 3.3.1 Share of protected areas within tourism destinations
- 3.3.2 Share of Blue Flag beaches out of the total

Environmental responsibility of businesses and visitors

- 3.4.4 Share of businesses with recognised environmental certifications

Governance

Institutional and strategic framework

- 4.1.1 Existence of an approved sustainable tourism strategy

Tier 2

Coastal Tourism

Economic Dimension

Tourism flows (overnight stays, visitors, seasonality)

- 1.1.3 Ratio of same-day visitors to overnight visitors
- 1.1.5 Share of repeat visitors
- 1.1.6 Incoming vehicles by coastal shipping
- 1.1.7 Incoming private aircraft

Local added value and employment

- 1.2.2 Average wage level in coastal tourism occupations

Performance of tourism businesses

- 1.3.1 Tourism Economic Performance Index (deflated)
- 1.3.3 Tourist accommodation revenue per overnight stay (deflated)
- 1.3.4 Contribution of tourism business revenue (coastal tourism) to destination GDP

Investment in sustainable infrastructure

- 1.4.3 Institutional speed (average licensing duration for a 5-star hotel unit)

Social and cultural dimension

Social acceptance and quality of life

- 2.1.2 Social acceptance of tourism
- 2.1.3 Visitor experience and satisfaction
- 2.1.4 Pressure on public spaces
- 2.1.5 Traffic load
- 2.1.6 Business perception index regarding tourism
- 2.1.9 Resident satisfaction with their participation in tourism decision-making

Cultural heritage and local identity

- 2.2.2 Resident perception of the protection of cultural identity

Human resources education and training

- 2.4.1 Employee participation in education and training programmes

Safety and public health

- 2.5.1 Share of beaches with lifeguard coverage
- 2.5.3 Share of road accidents attributable to tourism
- 2.5.4 Availability of nursing staff
- 2.5.5 Availability of hospital beds
- 2.5.6 Availability of policing staff

Environmental dimension

Natural resource management (energy, water)

- 3.1.1 Share of tourism businesses using renewable energy sources
- 3.1.2 Excess water consumption from tourism activities
- 3.1.3 Excess energy consumption from tourism activities

Waste and pollution management

- 3.2.1 Share of waste recycled from tourism activities
- 3.2.2 Solid waste generated per overnight stay
- 3.2.3 Wastewater treatment
- 3.2.5 Share of waste volume generated in the destination by tourism activities

Ecosystems and biodiversity

- 3.3.4 Implementation of climate change prevention and adaptation measures in tourism areas
- 3.3.6 Availability of risk management plans for tourism destinations
- 3.3.8 Existence of a local coastal adaptation plan

Environmental responsibility of businesses and visitors

- 3.5.2 Share of tourism businesses running awareness campaigns for visitors and residents on environmental issues
- 3.5.3 Visitor environmental awareness index

Governance

Institutional and strategic framework

- 4.1.3 Implementation of land uses

Participation, communication, promotion and partnerships

- 4.2.1 Stakeholder satisfaction with participation in sustainable tourism consultations
- 4.2.2 Level of visitor awareness of the destination's sustainable tourism actions
- 4.2.3 Businesses communicating sustainability actions (website, signage, reports)
- 4.2.4 Recognition of the destination as sustainable

Maritime Tourism

Economic Dimension

Tourism flows (overnight stays, visitors, seasonality)

- 1.1.1 Share of cruise passengers at national level
- 1.1.2 Average number of passengers per cruise ship
- 1.1.3 Share of cruise ship port calls at national level

- 1.1.4 Average length of stay per cruise ship
- 1.1.5 Average cruise ship dimensions (length, draught)
- 1.1.8 Share of visitors arriving by charter
- 1.1.9 Share of visitors arriving by private recreational craft
- 1.1.10 Share of passengers on daily sea excursions
- 1.1.11 Share of participants in fishing tourism activities
- 1.1.12 Share of participants in diving activities
- 1.1.13 Share of repeat visitors

Local added value and employment

- 1.2.2 Average wage level in maritime tourism occupations

Cruise and marina performance

- 1.3.1 Tourism Economic Performance Index (deflated)
- 1.3.2 Public cruise revenue per passenger (deflated)
- 1.3.6 Occupancy and use intensity of marinas
- 1.3.7 Marina revenue per berth

Investment in sustainable infrastructure

- 1.4.6 Number of dive sites / parks per kilometre of coastline
- 1.4.7 Ratio of piers outside ports to the number of tourist craft
- 1.4.8 Share of the destination's marina capacity in the country's total marina capacity
- 1.4.9 Share of craft wintering in the destination out of all craft wintering in the country

Social and cultural dimension

Social acceptance and quality of life

- 2.1.2 Level of resident satisfaction with tourism development — resident perception of impacts on employment, cost of living and use of public spaces
- 2.1.3 Level of visitor satisfaction — perception of cost and quality of life
- 2.1.7 Business perception of impacts on employment, cost of living and use of public spaces
- 2.1.10 Resident satisfaction with their participation in tourism decision-making

Cultural heritage and local identity

- 2.2.1 Resident perception of the protection of cultural identity

Accessibility and social inclusion

- 2.3.1 Share of beaches and marinas with accessibility infrastructure
- 2.3.2 Accessibility of tourism businesses for people with disabilities

Human resources education and training

- 2.4.1 Employee participation in education and training programmes

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- 2.4.2 Share of employees with professional skills certifications (e.g. diving, seamanship, safety at sea)

Safety and public health

- 2.5.1 Share of beaches with lifeguard coverage
- 2.5.3 Share of road accidents attributable to tourism
- 2.5.4 Availability of nursing staff for visitors
- 2.5.5 Availability of hospital beds for visitors
- 2.5.6 Availability of policing staff

Environmental dimension

Natural resource management (energy, water)

- 3.1.1 Energy consumption per cruise passenger
- 3.1.5 Excess water consumption from tourism activities
- 3.1.6 Excess energy consumption from tourism activities
- 3.3.3 Beach visitor load
- 3.3.4 Implementation of climate change prevention and adaptation measures in tourism areas
- 3.3.6 Availability of risk management plans in ports

Waste and pollution management

- 3.2.2 Share of waste recycled on cruise ships
- 3.2.5 Share of wastewater receiving at least secondary treatment on cruise ships
- 3.2.6 Share of wastewater receiving at least secondary treatment
- 3.2.7 Management of marine waste and vessel wastewater

Environmental responsibility of businesses and visitors

- 3.4.1 Share of tourism businesses with "green" certifications
- 3.4.2 Share of tourism businesses running awareness campaigns for visitors and residents on environmental issues
- 3.4.3 Visitor environmental awareness index

Governance

Institutional and strategic framework

- 4.1.2 Adequacy rate of waste reception facilities

Participation, communication, promotion and partnerships

- 4.2.1 Stakeholder satisfaction with participation in sustainable tourism consultations
- 4.2.2 Level of visitor awareness of the destination's sustainable tourism actions
- 4.2.4 Recognition of the destination as sustainable

Tier 3

Coastal Tourism

Economic Dimension

Local added value and employment

- 1.2.3 Share of tourism-related businesses (proxy for local added value of coastal tourism)

Investment in sustainable infrastructure

- 1.4.1 Public investment in tourism infrastructure (e.g. ports, trails, energy-efficient facilities)
- 1.4.2 Private investment in tourism infrastructure
- 1.4.4 Share of companies with innovations and green technologies in tourism (e.g. "smart" infrastructure)
- 1.4.5 Share of unfinished constructions

Social and cultural dimension

Cultural heritage and local identity

- 2.2.3 Share of visitable destination sites covered by a cultural heritage protection policy/plan

Accessibility and social inclusion

- 2.3.1 Share of beaches and marinas with accessibility infrastructure
- 2.3.2 Accessibility of tourism businesses for people with disabilities

Human resources education and training

- 2.4.2 Share of employees with professional skills certifications (e.g. diving, seamanship, safety at sea)

Safety and public health

- 2.5.2 Preparedness of local rescue and emergency services

Environmental dimension

Natural resource management (energy, water)

- 3.1.4 Excess water consumption from tourism activities as a share of water reserves
- 3.1.5 Excess energy consumption from tourism activities as a share of supply capacity

Waste and pollution management

- 3.2.4 Level of water, air and coastal pollution in tourism areas

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- 3.2.7 Waste generated per tourist

Ecosystems and biodiversity

- 3.3.3 Beach visitor load
- 3.3.5 Greenhouse gas emissions from tourism activities
- 3.3.7 Coastal erosion

Environmental responsibility of businesses and visitors

- 3.5.1 Share of tourism businesses with "green" certifications

Maritime Tourism

Economic dimension

Local added value and employment

- 1.2.3 Share of tourism-related businesses (proxy for local added value of maritime tourism)

Cruise and marina performance

- 1.3.4 Cruise economic performance
- 1.3.5 Revenue per cruise visitor (passengers / crew)

Investment in sustainable infrastructure

- 1.4.1 Public investment in tourism infrastructure (e.g. ports, trails, energy-efficient facilities)
- 1.4.2 Private investment in tourism infrastructure
- 1.4.3 Share of companies with innovations and green technologies in tourism (e.g. solar-powered craft, "smart" infrastructure)

Social and cultural dimension

Social acceptance and quality of life

- 2.1.4 Load on public spaces
- 2.1.5 Traffic load
- 2.1.6 Transport load

Cultural heritage and local identity

- 2.2.2 Share of visitable destination sites covered by a cultural heritage protection policy/plan

Safety and public health

- 2.5.2 Preparedness of local rescue and emergency services

Environmental dimension

Natural resource management (energy, water)

- 3.1.2 Water consumption per berthed craft in marinas
- 3.1.3 Energy consumption per berthed craft in marinas
- 3.1.4 Share of tourism businesses using renewable energy sources
- 3.1.7 Excess water consumption from tourism activities as a share of water reserves
- 3.1.8 Excess energy consumption from tourism activities as a share of supply capacity
- 3.3.5 Greenhouse gas emissions from tourism activities
- 3.3.7 Coastal erosion
- 3.3.8 Existence of a local coastal adaptation plan

Waste and pollution management

- 3.2.1 Share of air pollutants retained on cruise ships
- 3.2.3 Waste generated per cruise visitor
- 3.2.4 Waste generated per yachting & day-boat visitor
- 3.2.8 Level of water, air and coastal pollution in tourism areas

Governance

Participation, communication, promotion and partnerships

- 4.2.3 Businesses communicating sustainability actions (website, signage, reports)