LAB OBJECTIVES

Introduction to the Methodological Model for Monitoring the Sustainable Development of Coastal and Maritime Tourism

- **Purpose: introduction** to the logic, structure and purpose
of the methodological model for the observatory of coastal and maritime tourism in the Mediterranean.
- **Objective:** understanding the transformation of the theoretical framework of sustainability into a practical measurement and policy support system.
- **Methodology: analysis** of the structure of the standard, monitoring indicators and the role of the observatory in decision-making.

Unit 2: Economic Indicators

Economic Dimension: Monitoring Subtopics

The economic dimension is not uniform for coastal and maritime tourism; it adapts to the type of activity, the available data sources and the different economic impacts of each form of tourism.




COASTAL TOURISM

Tourist flows

It measures the intensity and seasonality of tourism demand.

Examples: dependence on tourist visitors, average length of stay, seasonality.

Local added value and employment

It examines the contribution of tourism to employment and the local economy.

Examples: tourism employment, average age of employees, % full time.

Tourism business performance

It evaluates the economic performance of businesses and basic tourism infrastructure.

Examples: economic performance of tourism, revenue per night.

Investments in sustainable infrastructure

Monitors the destination's investments and growth dynamics.

Examples: public and private investment, business dynamics.

SEA TOURISM

Tourist flows

It focuses on streams related to cruising, yachting and water activities.

Examples: cruise passengers, charter guests

Local added value and employment

It measures the contribution of maritime tourism to employment and income.

Examples: employed in maritime tourism KAD, seasonality of employment.

Performance of cruise and tourist ports

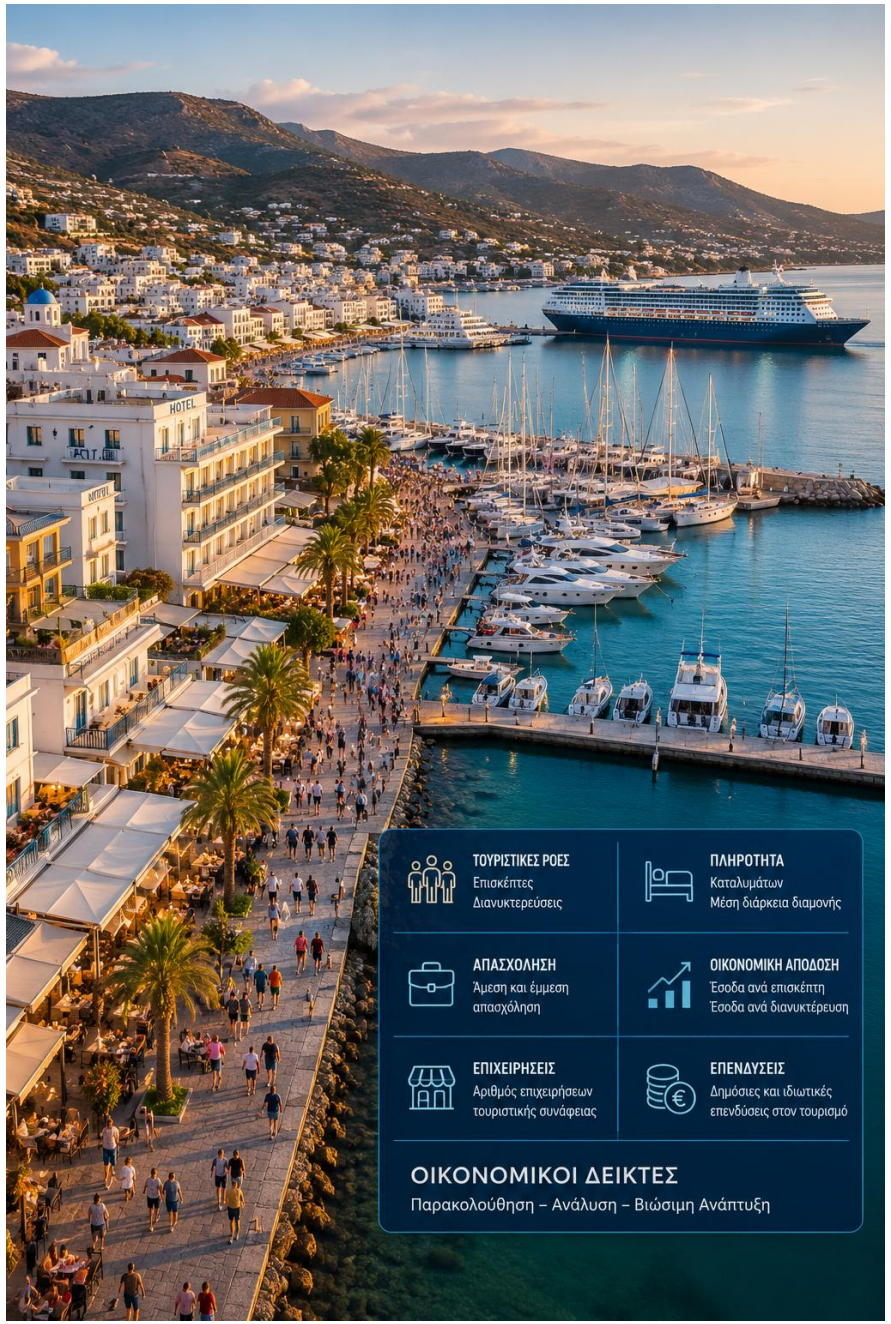
It evaluates the financial performance of ports, cruise and tourist ports.

Examples: revenue per visitor, port revenue, tourist port occupancy.

Investments in sustainable infrastructure

It monitors investments that enhance the sustainable development of maritime tourism.

Examples: investments in tourist ports, diving spots.



From the Superset to the Core of Financial Indicators

From an initial set of 58 economic indicators, 17 indicators were selected that meet the criteria of data availability at the required spatial level. The selection of these indicators does not reject the rest of the indicators, but lays the foundations for a realistic and gradually evolving tourism monitoring system.

1. Indicators with limited data availability

- Average salary level
- Public investment
- Private investments
- Innovation & green technologies
- Fullness of marinas
- Marina revenue per berth

2. Indicators that require primary research

- Rate of repeat visitors
- Participation in diving
- Participation in fishing tourism

3. Indicators that will mature in the course of the Observatory's operation

- Institutional speed of permits
- Innovation
- Investments
- Dive parks per kilometer of coast
- Marina infrastructure

- Of particular importance are the indicators based on the data of the Central Bank, as they provide information on tourist receipts, expenditure and the characteristics of tourist demand. However, at this stage they are not available at the required spatial level.
- Also, although Law 2160/1993, as it stands, provides for the maintenance of information on tourist ports, the systematic collection of the required statistical data has not yet been activated as the issuance of the relevant Ministerial Decision is pending.

TOURIST FLOWS - COAST

Dependence on Tourist Visitors

Total overnight stays/ Permanent residents

BASIC QUESTIONS

- How important is tourism to the local economy?
- How vulnerable is the destination to shocks or changes in demand?

INTERPRETATION OF INDICATORS

- High prices: Strong tourism specialization and increased dependence.
- Low prices: Greater economic diversification and resilience.

STRATEGIC USE

- Benchmarking/ longitudinal monitoring.
- Support diversification policies.
- Risk resilience assessment.

SOURCES & METHODOLOGY

Data source: ELSTAT

Required data: Overnight stays and resident population.

Minimum possible periodicity: Annually

Spatial level: Municipality / LAU.

LIMITATIONS & CAUTION

- The indicator captures the intensity of tourism activity, not the economic benefit generated by it.
- Challenge regarding the delimitation of the permanent population.

B.C. two destinations may have 100 overnight stays per inhabitant, but if in the first the average spend is €50 per visitor and in the second €200, their economic performance differs significantly even though the dependence on tourism is the same.

The indicator is a key tool for assessing a destination's dependence on tourism and its economic resilience.

TOURIST FLOWS - COAST

Average Length of Stay

Number of nights / Number of arrivals

BASIC QUESTIONS

- How long do visitors stay at the destination?
- How attractive is the tourism product?
- Does length of stay increase or decrease over time?

INTERPRETATION OF INDICATORS

- High rates: Higher potential economic contribution per visitor.
- Low prices: Limited exploitation of tourist demand.

STRATEGIC USE

- Destination attractiveness rating.
- Monitoring changes in visitor behavior
- Support for extension of stay actions.

SOURCES & METHODOLOGY

Data source: ELSTAT

Required data: Arrivals and overnight stays.

Minimum possible periodicity: Annually

Spatial level: Municipality / LAU.

LIMITATIONS & CAUTION

A longer stay does not necessarily mean a greater expense or financial return.

The indicator captures visitor behavior and the destination's ability to sustain demand over a longer period of time.

TOURIST FLOWS - COAST

Seasonality

Monthly nights / Total annual nights × 100

BASIC QUESTIONS

- How much does the destination depend on peak season?
- Are there signs of lengthening of the tourist season?

INTERPRETATION OF INDICATORS

- High prices: Strong concentration of demand in a few months.
- Low rates: More balanced distribution of activity throughout the year.

STRATEGIC USE

- Track the seasonality of the destination.
- Evaluation of period extension policies.

SOURCES & METHODOLOGY

Data source: ELSTAT

Required data: Monthly overnight stays.

Minimum possible periodicity: Monthly

Spatial level: Municipality / LAU.

LIMITATIONS & CAUTION

The indicator captures the temporal distribution of demand, not the economic effect of tourism activity.

Key indicator for assessing the seasonality and resilience of a destination's tourism model.

Cruise Seasonality

(Number of vessel arrivals month/ Number of arrivals month with lowest arrivals) × 100

BASIC QUESTIONS

- How much activity is concentrated in certain months of the year?
- Which destinations experience a greater seasonal concentration of cruise arrivals?

INTERPRETATION OF INDICATORS

- High prices: strong seasonality and concentration of arrivals in a few months.
- Low prices: more even distribution of cruising throughout the year.

STRATEGIC USE

- Identify peak and low demand periods.
- Support policies to extend the tourist season.

SOURCES & METHODOLOGY

Data Source: Port Organisations, Port Funds.

Required data: Passengers Monthly cruise ship arrivals.

Minimum possible periodicity: Monthly

Spatial level: Port / LAU.

LIMITATIONS & CAUTION

- The indicator captures the distribution of arrivals and not the overall size of activity.
- It should be assessed in conjunction with indicators of cruise visitors and tourism pressure.

The indicator captures the degree of concentration of cruise activity during the year and helps assess the seasonality of the destination.

Percentage of Yachts Using Tourist Ports

(Total number of vessels using tourist ports / Total number of vessels approaching destination) × 100

BASIC QUESTIONS

- What is the degree of utilization of the tourist ports?
- Which port facilities have the highest percentage of pleasure boat traffic?

INTERPRETATION OF INDICATORS

- High prices: Increased demand for tourist port slots.
- Low prices: Limited utilization of existing infrastructure.

STRATEGIC USE

- Monitoring the demand for maritime tourism.
- Support for investment in tourism port infrastructure.

SOURCES & METHODOLOGY

Data source: Port Authorities

Required data: Number of yachts per tourist port.

Minimum possible periodicity: Annually

Spatial level: Jurisdiction of Port Authorities

LIMITATIONS & CAUTION

The indicator captures the use of port infrastructure by pleasure craft, but does not capture the length of stay, the intensity of use or the economic contribution of the craft.

The indicator captures the degree of use of existing infrastructure by pleasure craft and supports the assessment of their adequacy and utilization.

Tourist Employment

Employees in tourist KAD / Total employees × 100

BASIC QUESTIONS

- How much does tourism contribute to local employment?
- How dependent is the job market on tourism?

INTERPRETATION OF INDICATORS

- High prices: Tourism is a key employer of the local economy.
- Low prices: Employment is spread across more economic sectors.

STRATEGIC USE

- Benchmarking/ longitudinal monitoring.
- Supporting employment and training policies.

SOURCES & METHODOLOGY

Data source: ERGANI

Required data: Employees in tourist KAD and total number of employees.

Minimum possible periodicity: Annually

Spatial level: Municipality / LAU.

LIMITATIONS & CAUTION

- The indicator is based on an assessment of the contribution of KAD to tourism employment
- The indicator is based on declared employment and may not fully capture undeclared work phenomena
- The indicator captures the size of tourism employment, not the stability of jobs.

Key indicator for assessing the contribution of tourism to the local labor market.

Seasonality in Employment

(Number of persons employed in tourist establishments during the reference month / Total number of persons employed in tourist establishments during the year) × 100 and

(Number of people employed in tourist centers during the reference month / Number of people employed in tourist centers during the month with the lowest employment of the same year) × 100

BASIC QUESTIONS

- How much does employment depend on the tourist season?
- How stable are jobs throughout the year?

INTERPRETATION OF INDICATORS

- High prices: Strong seasonality and high fluctuation of employment.
- Low prices: More stable employment throughout the year.

STRATEGIC USE

- Monitoring dependence on seasonal activities.
- Evaluation of policies to extend the tourist season.

SOURCES & METHODOLOGY

Data source: ERGANI

Required data: Monthly number of employees in tourist KAD.

Minimum possible periodicity: Monthly

Spatial level: Municipality / LAU.

LIMITATIONS & CAUTION

- The indicator is based on an assessment of the contribution of KAD to tourism employment
- The indicator is based on reported employment and may not accurately capture seasonality in employment

Key indicator for assessing the seasonality and stability of tourism employment.

Full Employment Rate in Coastal Tourism

Full-time employees in the tourist KAD / Total of people employed in the tourist KAD

BASIC QUESTIONS

- How stable are jobs in tourism?
- Do full-time or part-time positions predominate?

INTERPRETATION OF INDICATORS

- High prices: Greater stability and quality of employment.
- Low prices: Increased presence of flexible or seasonal forms of work.

STRATEGIC USE

- Monitoring the quality of jobs.
- Supporting employment and human resources policies.

SOURCES & METHODOLOGY

Data source: ERGANI

Required data: Employees by type of contract (++) in the tourist KAD.

Minimum possible periodicity: Annually

Spatial level: Municipality / LAU.

LIMITATIONS & CAUTION

- The indicator is based on an assessment of the contribution of KAD to tourism employment
- The indicator is based on reported employment and may not accurately reflect the full employment rate in tourism

The indicator provides insight into the stability and quality of employment generated by tourism.

PERFORMANCE OF TOURISM BUSINESSES - COAST

Fullness of Tourist Accommodations

Occupied Beds / Rooms Available

BASIC QUESTIONS

- How efficiently is the available accommodation potential used?
- Is there sufficient or excess supply?
- How does demand evolve over time?

INTERPRETATION OF INDICATORS

- High prices: Strong demand and high infrastructure utilization.
- Low prices: Underutilization of capacity or reduced demand.

STRATEGIC USE

- Monitoring of tourism demand.
- Evaluation of the efficiency of accommodation.
- Investment and spatial planning support.

SOURCES & METHODOLOGY

Data source: ELSTAT, MIT

Required data: Available and occupied rooms.

Minimum possible periodicity: Annually

Spatial level: Municipality / LAU

LIMITATIONS & CAUTION

- The indicator does not capture the income or profitability of accommodation and should be interpreted in conjunction with financial performance indicators.

Occupancy is a key indicator of utilizing the tourist potential and demand of a destination.

Port Revenue per Cruise Passenger

Port revenue / Passenger traffic

BASIC QUESTIONS

- What is the economic contribution of passenger traffic?
- How does the performance of different ports compare?

INTERPRETATION OF INDICATORS

- High fares: Greater economic return per passenger.
- Low prices: Limited economic utilization of passenger traffic.

STRATEGIC USE

- Evaluation of the efficiency of ports and marinas.
- Support for investment in port infrastructure.
- Benchmarking of ports.

SOURCES & METHODOLOGY

Data Source: Ports Organisations

Required data: Port revenue and passenger traffic.

Minimum possible periodicity: Annually

Spatial level: Port

LIMITATIONS & CAUTION

- The indicator captures the performance of port infrastructure and not the overall economic contribution of cruise or maritime tourism to the destination.
- Accounting practices and revenue sources* differ between ports, which may affect comparability of results.

** One Port Authority may include berthing fees, passenger fees, shop rents, parking, while another may only record passenger and berthing fees.*

The indicator captures the degree of economic utilization of passenger traffic and the efficiency of port infrastructure.

Business Dynamics of companies active in coastal/sea tourism)

(New businesses active in coastal/maritime tourism – Closures active in coastal/maritime tourism) / Total active businesses × 100

BASIC QUESTIONS

- How sustainable and attractive is the business environment?
- How resilient is the local tourism industry?

INTERPRETATION OF INDICATORS

- High prices: Positive business balance and growth dynamics.
- Low prices: Slowing activity or increased sustainability difficulties.

STRATEGIC USE

- Monitoring business development.
- Early detection of shrinkage trends.
- Assessing the resilience of the local economy.

SOURCES & METHODOLOGY

Data source: GEMI

Required data: Establishments and deletions of businesses.

Minimum possible periodicity: Annually

Spatial level: Municipality / LAU.

LIMITATIONS & CAUTION

- The indicator is based on the estimation of tourism employment based on selected branches of economic activity.
- New businesses do not necessarily imply sustainable growth, as the indicator does not capture their size or length of operation.

The indicator provides timely insight into the dynamics and resilience of tourism entrepreneurship.

Sole Proprietorship Rate

Individual businesses / Total tourism businesses

BASIC QUESTIONS

- What is the structure of tourism entrepreneurship?
- Do small family businesses or larger corporate structures dominate?

INTERPRETATION OF INDICATORS

- High prices: Dominance of small and family businesses.
- Low prices: Greater presence of corporate or organized business forms.

STRATEGIC USE

- Understanding the structure of the production model.
- Supporting business development policies.
- Evaluation of the possibility of investments

SOURCES & METHODOLOGY

Data source: GEMI

Required data: Individual and total tourism businesses.

Minimum possible periodicity: Annually

Spatial level: Municipality / LAU.

LIMITATIONS & CAUTION

- The indicator is based on the estimation of tourism employment based on selected branches of economic activity.
- The indicator captures the legal form of businesses and not their size, turnover or sustainability.

The indicator helps to understand the structure of tourism entrepreneurship.