

3. TOURISM: WHAT IS TO BE MEASURED?

3.1 Introduction

The purpose of developing and implementing Local Sustainable Tourism Indicators is to provide a rigorous set of measures for monitoring the effects of tourism and to measure progress towards achieving more sustainable tourism policies and programmes. However, before considering what indicators could best be used in relation to monitoring and measuring change, it is necessary to generate a set of measures to provide a baseline against which to assess change. Such measures must be capable of identifying trends and be available during, and possibly beyond, the life of the project under consideration.

The basic measures provide a view of the state of tourism at a particular point in time. They are essentially measures of existing activity and supply without reference to the sustainability or otherwise of the activity. The number and depth of these basic measures will vary with the degree of importance attached to tourism activity in the local area, and the ability and costs of assembling the data.

This section looks at local "state" indicators describing:

- Tourism product: character and attractiveness
- Tourism supply: facilities and infrastructure
- Tourism demand
- Tourism in context

Apart from the use of the "state" indicators, listed above, to provide a baseline for and an input to pressure and response indicators, the information collected will assist and inform a range of other public and private sector activities. These linkages are considered at the end of this section (3.6).

It is vital that local user needs and the resources available are clearly identified. The following issues must also be addressed prior to commencing the development of any LSTI: the identification of existing data; data sources; the need for original primary research to cover gaps; what can be obtained from partners; and, what other data sources exist.

3.2 Tourism Product: Character and Attractiveness

Why does this matter?

The tourism product is the primary reason why tourists come to a particular local area. The tourism product includes common goods such as the quality of the landscape, wildlife, historic and cultural attributes of the area as well as leisure and recreation facilities used by both tourists and local residents. For most localities the product is made up of a wide range of elements that, together, create the character and attractiveness of the area for visitors and residents. However, in a limited number of cases, the product may be a single attraction or establishment, such as a major theme park or holiday village that is significant enough to be a destination in its own right.

Indicators

Set out below are representative product areas for which indicators are required to be agreed at the local level to establish baselines, milestones, trends and targets:

- Area of landscape designations
- Wildlife conservation sites and area, identifying areas open to the public
- Historic buildings and ancient monuments, identifying buildings and sites open to the public
- Major cultural events
- Length of national and regional paths for walking, cycling and riding

Additional information that may also influence policy and monitoring of sustainability could include:

- Historic and/or cultural associations
- Unique local customs and traditions

Sources of data

The main elements of distinctive product will be covered by national designations and listed by the relevant agencies such as the Countryside Agency, English Heritage and English Nature. Local Authorities will often hold such data in house.

Local societies can be a valuable source of information on local historic, cultural associations and local customs and traditions.

Frequency of collection

After the initial collection exercise, changes in the product are likely to be relatively slow and easy to monitor. A full review will only be required every 3-5 years, or longer if no major changes are notified to the local authority.

Comment

The tourism product is a major consideration in developing “pressure” and “action” indicators, since the conservation and enhancement of the various environmental and heritage elements that contribute to the product are a key sustainable tourism objective.

3.3 Tourism Supply: Facilities and the Infrastructure

Why does this matter?

The supply of tourism facilities and infrastructure is an important factor in influencing the level and type of tourism activity in the area. Variations in the capacity and/or the quality of supply can affect the tourism profile of the area with consequent impacts on the level of benefits derived.

Indicators

The key “state” indicators should include:

- The number of tourist accommodation establishments and their capacity, including serviced, self catering, camping and caravanning sites, holiday villages and group accommodation.
- The number of tourist attractions and their relative scale measured in the number of visitors per year, including heritage attractions, museums and galleries, gardens, wildlife attractions, countryside attractions and other sites attracting visitors.
- Tourism infrastructure and amenities including tourist information centres, car parks toilets and the rights of way network including national and regional paths and cycle routes.
- Transport infrastructure including rail and bus stations, air and seaports, taxis and the network of public transport routes and services.
- Conference and exhibition facilities, sports facilities including major spectator venues, entertainment facilities including theatres and cinemas

Additional information that may also influence policy and monitoring of sustainability could include:

- Quality information with regard to accommodation and attraction establishments
- Range and quality of catering facilities
- Range and quality of leisure shopping facilities

Sources of data

Information on many of the supply elements will already be available to the local authority through its collection of information for tourist information services, its statutory functions relating to planning, caravan legislation and public health, and its role in providing and maintaining leisure and other facilities for its communities. Additional information is collected by the Regional Tourist Board for marketing and development purposes, while information on transport infrastructure will be collected in connection with the preparation of local transport plans and regional transport strategies.

In some cases, an element of field survey work may be required to update existing records. Rating valuation listings may also prove a useful source to cross check other sources of information.

Frequency of collection

Tourism supply facilities change to some extent from year to year as new capacity is developed and existing establishments close or change their use. Regular monitoring of development should enable annual updating by the local authority with the assistance of the Regional Tourist Board.

Comment

Changes in the capacity or quality of tourist establishments can have an impact on tourism activity. In some areas, policy options may involve seeking to modify existing provision as part of an overall management programme. Changes in the stock of accommodation and/or attractions may also act as a pressure indicator in respect of business viability.

3.4 Tourism Demand

Why does this matter?

The absolute and relative volume of activity in the local area is the prime determinant of the economic, social and environmental effects of tourism. Different forms of tourism have varying effects and it is therefore important to differentiate as far as possible between the different forms. A clear view of existing tourism activity is a prerequisite to developing and implementing effective policies and programmes to develop sustainable tourism.

Indicators

The key state indicators are the volume of trips, nights/days and expenditure in respect of:

- Tourists staying in commercial serviced accommodation, such as hotels, guest houses, bed and breakfast, etc.
- Tourists staying in commercial non-serviced accommodation, such as campsites, flats, chalets, country cottages, etc.
- Tourists staying with friends and relatives (SFR) or staying in other non-commercial accommodation
- Day Visitors from home or holiday accommodation outside the area
- Consumption of environment resources

Additional information, which may also influence policy and monitoring of sustainability, could include:

- Mode of transport
- Seasonal pattern of tourism activity by type
- Educational visits into the area
- Conference and exhibition visitor into the area
- Visitor numbers to attractions within the area.
- Occupancy data for commercial accommodation

Sources of data

Unfortunately, information on tourism demand is not readily available at local area level. Thus information on activity will need to be generated either through local surveys or through the use of local area tourism models. As mentioned previously, a valuable source of guidance was published by the DCMS entitled, "Measuring the Local Impact of Tourism" http://www.culture.gov.uk/PDF/DCMS_Local_Indicators.pdf, available from the Department and/or the National Tourist Boards.

The Regional Tourist Boards should be able to provide information from existing national and regional survey data, as well as data on visitor numbers to tourist attractions in the area. Other sources, which can contribute to building up a picture of tourism activity in the area, include car parking demand, incoming passenger numbers from public transport operators, enquiries at tourist information centres and other local activities reflecting tourism activity. Joint working with local tourism operators can also be helpful in seeking information on occupancy of commercial accommodation and seasonal patterns of use of attractions.

Frequency of collection

Ideally, the indicators should be compiled at least on an annual basis but, preferably, monthly or seasonally.

Comments

Collecting data on tourism demand presents a challenge in that visitor flows are dynamic and difficult to measure. Moreover, it is important to seek an overview of the different components of demand particularly if policies are to be developed to manage tourism activity to generate greater benefit for the local area.

3.5 Tourism in Context

Why does this matter?

Tourism does not exist in isolation but interacts with other economic, social and environmental activity within the local area. In order to gain a view of the relative importance or otherwise of tourism in the local area, it is important to consider the wider context and other elements in the local area which interact with tourism.

Indicators

The appropriate indicators will need to be selected taking account of the character of the local area, but they will normally include:

- The economic profile of the area, including employment by sector and the levels of unemployment (usually defined in travel to work areas)
- The demographic profile of the area, including the absolute numbers of residents
- The composition of the local tourism sector, notably the retail and catering sector
- Leisure and recreation provision levels for the local residents
- Development pressures and constraints

Sources of data

Much of the information to provide context indicators will already be collected by the local authority for planning and economic regeneration purposes. National sources of information <http://www.staruk.org.uk/> include the Annual Employment Survey, the Labour Force Survey and the Registrar General's estimates and forecasts.

Frequency of collection

Context data will need to be updated annually if comparability with tourism demand information is to be maintained.

Comment

The context state indicators will not normally require additional information collection since they are key data sets for most planning and economic regeneration purposes.

3.6 Linkages with other uses

Baseline data collected for state indicator purposes will often provide inputs to a wide range of planning and development activity including:

- The preparation of local plans
- Regeneration initiatives and policies
- Regional transport strategies and local transport plans
- LA 21 plans and other environmental conservation and enhancement programmes
- Regional Tourism and Cultural Strategies
- Private sector developments in the tourism sector

In addition, it will also provide base data in connection with measuring best value related to tourism, recreation and leisure activity undertaken by the local authority.

4. DEVELOPING LOCAL INDICATORS OF SUSTAINABLE TOURISM

4.1 Role and Characteristics of Indicators

It is intended to consider the broadest array of Local Sustainable Tourism Indicators (LSTI) possible without loss of comparability and compatibility. To do this, a number of theories must be tested so as to create theorems that may be simply understood and demonstrable. It has long been accepted, if not fully understood, that tourism policies, strategies, programmes, marketing, research and development are driven by the balance of four imperatives, the needs and aspirations of tourists and their impacts upon: the economy; the environment; the communities. Overarching these four imperatives is the need for the political will, structures and relationships to enable such a balance to be achieved locally. The ultimate decisions that are made are based upon both quantitative and qualitative inputs regardless of whether evidence exists or is purely theoretical or, worse, “seat of the pants” based on individual bias. In effect, a series of cost/benefit ratio decisions are made, even if not expressed as such.

It is vital that, whatever appropriate LSTI are created for a local area, they must be essentially neutral. Having said that, generally when indicators are established it is in the context of proving an output. Therefore, the LSTI must be capable of establishing target outcomes that can, over a period of time, be proved as either a positive or negative achievement.

Given the four main strands of sustainability: **Economic Impacts; Environmental Impacts; Social Impacts; and, the prudent use of resources**, the core LSTI will be suggested so as to illustrate selected relationships, e.g. to establish for a given period: Tourist Days v. Population; or, Tourist Days v. Area; or, Local Employment v. Tourist Days; or, Overseas Visitor Nights v. Total Tourist Days; and so on.

The purpose will be to create, for use at the local level, an array of core LSTI, and the methods for deriving them, where the local destination may select, in each of the three main strands, 3-4 core LSTI out of a selection of, say, 10-15 core LSTI. In addition, secondary LSTI will be provided purely for local circumstances and use. It is also vital to ensure that the project serves the needs of all of the potential users in the destinations. To do this, a thorough objective-setting process must take place in each destination so as to ensure the LSTI reflect local distinctiveness and can evolve in a controlled and robust manner. The local user needs must be the core driving force and the process must encourage local ownership and involvement.

Elsewhere in this Guidance Note a wide variety of indicators are outlined, not that they should all be used, but as a menu which should be selected from sparingly. Too many will be burdensome, indigestible and, ultimately, counterproductive.

It may not surprise many that the communication between governments, academia and tourism practitioner has been historically poor. With the immediacy of communications and given computer power and literacy at all levels, the opportunity has never been greater to create new exciting and productive linkages. The needs of many can be served provided they are prepared to be more open and trusting, without which the challenges of the present and future will remain beyond our reach.

4.2 Key Characteristics of LSTI

In the Guidance Pack from the Department for Culture, Media and Sport, “*Measuring the Local Impact of Tourism*” http://www.culture.gov.uk/PDF/DCMS_Local_Indicators.pdf, six criteria developed by the British Resorts Association are endorsed and can be applied to the LSTIs:

- **Reliability:** how accurate do you want the information to be for the purpose to which it will be put?
- **Timeliness:** how soon you want the information to be available following actual events?

- **Participation:** how will you involve those who will provide as well as those who will use the information?
- **Cost:** what is affordable, including the internal staff and other resources you will need to support this work?
- **Comparability:** is part of your requirement to make comparisons with other local areas, or with the regional or national total?
- **Frequency:** is the information required continuously, meaning, say, every year or every month? It may be as important to assess change over time as it is to estimate the level of tourism during a given period.

To this should be added:

- **Utility:** Are the indicators going to be used to inform the decision-making process? Will they be suitable for use by a wide range of audiences? Will they measure change? Can they be sustained over a period of time? If the answer is, "No", to any of the above questions, think carefully as to the suitability of the LSTI in question.

(In **Section 1.5**, the themes and principles for the sustainable development of tourism are outlined)

4.3 Issues and Choice of Indicators

Issues concerning sustainable development in the tourism sector, by definition, will not only have long-term indicator requirements, but also for short and mid-term progress indicators, as has already been considered and is further expanded in **Section 5**.

4.4 Indicators are a Tool to Aid Monitoring Outcomes

Tourism Indicators

"It might well be suggested that there is no such thing as sustainable tourism; there is less unsustainable and more sustainable which might be more practical targets." (Middleton & Hawkins, 1998)

Broadly speaking, the tourist visit involves all of the elements set out below except for the tourist day visitor who does not use accommodation in the area visited:

- **Access:** transport to and from the destination and within the destination;
- **Activities and attractions:** facilitated through the provision of infrastructure;
- **Accommodation:** through a variety of commercial accommodation, establishments, or staying with friends and relatives;
- **All of the above, either separately or in combination with each other, can result in social, physical and economic impacts.**

A standard way of ordering indicators, first introduced by the OECD, is to look at "state", "pressure" and "response". Thus a "state" indicator could be the level of energy consumed by tourist facilities. "Pressure" indicators reflect activities that contribute to the trend, such as the volume of tourist arrivals. "Response" indicators indicate action to relieve pressure, such as the take up of "green" codes of conduct by tourist enterprises. While some of the data required to generate such indicators are not available at present, the potential to exploit digital information generated by new technologies is there. **Appendix I, ("An Exemplar of LSTI Selection")** considers "state" and "response" indicators.

The fundamental need for Local Sustainable Tourism Indicators (LSTI) is to demonstrate change that has occurred over a period of time, whether engineered or by chance. Given that the majority of decision making in tourism is at the micro or local level, it is necessary that an array of LSTI are created which have local meaning but wider comparison. For this to happen, multi-disciplined and multi-focus partnerships need to work in a defined structure and

relationship. This is fundamental for success because no one player has the ability to deliver all the necessary programmes to achieve the necessary sustainability goals and objectives.

Monitoring Outcomes

Monitoring has been defined as: *“The regular and systematic assessment of progress against a plan”*. For a plan to be successful, regardless of whether it is part of policy, strategy or programme, it must have objectives that are measurable during the lifetime of the plan.

For monitoring to be successful it requires the selection of an array of relevant indicators that will inform the monitoring process of the plan’s objective attainment progress. This will require indicators to be selected that will provide consistent and robust outcomes over the time period of the plan.

Monitoring and the selection of indicators must be part of the plan-setting process, not an afterthought. The capability of establishing both the start position and plan targets, with agreed milestones at effective intervals, is dependent upon obtainable data to produce meaningful indicators. Monitoring and evaluation are essential steps in assessing progress towards achieving objectives.

In this process, the following should be considered:

a) Setting Objectives

Critical to the quality and ultimate success of creating sustainable tourism projects will be the setting of objectives, accompanied by effective monitoring and evaluation programmes. These, obviously, have to relate to the aims and aspirations of the local tourism sustainability strategy and the issues to be tackled. They have to reflect the interests of, and be understood and accepted by, all who subscribe to the strategy - public sector partners, funding bodies, private sector organisations and the staff in these organisations who will be responsible for influencing the strategy and implementing the necessary actions and policies. The objectives dictate the framework for monitoring progress and evaluating performance.

Objectives are the statement of what is to be achieved over the lifetime of the strategy. They should:

- demonstrate how implementing the sustainable tourism strategy will meet the aims of the partners
- provide a basis for the preparation of action plans which will show how the sustainability objectives will be achieved, and who will be responsible
- where appropriate, be capable of being translated into quantifiable targets for which indicators (measures) of progress can be established.

Objectives should be “SMART”

Table 8

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| <ul style="list-style-type: none">▪ Specific - for example, to a clearly defined set of issues▪ Measurable - related to clear targets which are capable of being quantified and measured▪ Achievable - reflective of the resources available (time, people, skills, budgets) among those who will be required to deliver the strategy▪ Realistic - challenging, but not over-ambitious; reflective of the capacity, capabilities and sphere of influence of the partners▪ Time-based - be linked to a clear timetable which specifies when each objective or critical activity will be done. |
|--|

b) Monitoring

“The regular and systematic assessment of progress against plan”

Effective monitoring requires a set of specific and measurable targets against which progress and performance can be assessed during, and on completion of, strategic actions or tasks. A monitoring framework should be put in place before the implementation of the strategy. Information on past trends and/or baseline data on which targets can be set, and progress measurement based, will be required.

A number of issues need to be considered when the monitoring plan is being developed:

- What information (indicators/measures) is required to demonstrate progress towards meeting individual objectives and targets (and the aim of the strategy overall)?
- Do funding bodies have specified requirements?
- How best can this information be collected? Are there existing research or information sources that can be used? Is new research required?
- Who will be responsible for collecting the information? Is co-operation required from partners or third parties?
- How frequently is the information required?
- Are there resource implications?
- Consideration of the necessity for gathering information (need to know v. neat to know).

It is important to take a balanced view on performance using information from a number of indicators, possibly over a period of time, and avoid basing decisions on evidence from a single indicator. To give a simple example, it would be unwise to take decisions on the serviced accommodation sector based on a single year’s occupancy figures and without considering information on supply. Qualitative information should also be used when interpreting information generated by the indicators.

c) Evaluation

“The process of checking afterwards how far project objectives were achieved and about learning how things can be done more effectively in the future”

Evaluation is a review of the effectiveness of a sustainable tourism strategy. The results will be of interest to all partners and funders and will provide important input to the next round of the strategic process.

There are a number of issues relating to evaluation that need to be borne in mind:

- Who will be responsible for the evaluation? Will this be done internally or externally?
- How will it be undertaken? Is a plan required?
- Are resources available to undertake the evaluation?
- Has relevant information been collected as the strategy has been implemented?
- When will it be done?
- How will the results be used, and by whom?

Evaluation techniques can range from the relatively simple to the highly sophisticated. Information giving further guidance on monitoring and evaluation techniques is available in publications produced by national tourist boards, government agencies and a variety of regional agencies and organisations in the United Kingdom.

d) Measurement

Every effort has been made to ensure that the indicators suggested are measurable at a local level, that the information is relatively easy to access and is available at least on an annual basis. If additional indicators are to be added, the partners must ensure that they are **measurable** and that the resources are allocated to measure them if they are not available from other sources.

When thinking about measurement, it is important to:

- consider the benefits of additional information
- consider the cost/complexity of collecting specific information
- make use of relevant sources such as local visitor surveys or other local research
- assess whether original research might be required to gather required information
- make sure the information source and method of measurement are clearly identified
- clearly allocate responsibility for collection, analysis and dissemination of the information.

e) Performance Measurement System Loop

In setting objectives, monitoring and evaluation, it should be remembered that the complete performance measurement system loop is: define objectives; identify indicators; set target; monitor performance; interpret results; refine objectives.....and so on.

4.5 Interpreting Change

Introduction

In considering change, the identification of trend and, on occasion, sub-trends, is vital. Trends provide the contextual basis upon which desired outcomes can be based. It is also vital, in establishing such contexts, to be aware, and wary of, the factors affecting change which are within local control and those which are external. If such factors are mainly external it must be questioned whether or not it is worthwhile trying to establish local indicators.

In *section 5*, selected "State" indicators in *Table 9*, are grouped together under three headings: Economic Impacts; Environmental Impacts; and, Visitor and Community Benefits, as are selected "Response" indicators in *Table 10*.

The process of indicator selection has been discussed in *section 4.4*, "*Indicators are a tool to aid monitoring outcomes*". In setting performance objectives and attendant performance indicators it is also vital to establish interim milestones.

Previous experience

Experience obtained through a number of sustainable tourism projects indicates that the monitoring process can suffer by being under-resourced and seen as an unimportant diversion. Monitoring budgets seem to be handled relatively easily. Less well handled has been the measurement of the impact of sustainable tourism projects, specifically monitoring the changes in volume of tourism and its impacts on local economies, the environment and communities. It is vital that the "SMART" approach, *section 4.4*, *Table 8*, is employed. Without such a discipline it will be unlikely that any worthwhile conclusions will be drawn which will demonstrate the outcomes of a given policy, strategy or programme.

Throughout this Guidance Note, a variety of indicators have been identified in a number of different contexts. Despite how complex a sustainable issue or project is, the "KISS" principle (Keep it Simple, Stupid) is good advice. From whatever your start point, the objective set or progress milestones identified, it is CHANGE that you are seeking to measure. Will more tourists have unacceptable environmental costs, despite benefiting a local community? Will different types of tourists have different effects? If some of the tourists came at different times, will the effects be better or worse?

Caveat

Regrettably, a caveat. Indicators can be misleading and can indicate different outcomes to different people - avoid ambiguity and be sure you have a robust and closely defined baseline against which to measure outcomes.

5. LSTIs: A STARTING POINT

5.1 Introduction

It is strongly recommended that, in considering the development of Local Sustainable Tourism Indicators (LSTI), reference is made to, "A Guidance Pack from the Department for Culture, Media and Sport: Measuring the Local Impact of Tourism, 1998". Copies of this document can be obtained from most Tourist Boards, but is also available on the Internet. http://www.culture.gov.uk/PDF/DCMS_Local_Indicators.pdf

5.2 Core vs. specialist indicators

The range and number of Local Sustainable Tourism Indicators (LSTI) that could be developed using the basic information suggested in **sections 3 and 4** is very high. It is, therefore, useful to consider why and what we are seeking to monitor through the indicators before seeking to specify the indicators for any particular area. As previously discussed, LSTIs can serve three main purposes, namely:

- To provide a relative measure compared to other tourism destinations
- To provide a measure of change over time to provide information on the effect of policies and activities pursued by the public and private sectors
- To facilitate obtaining donor funding by, first, establishing target output measures and, secondly, by establishing progress output measures

Most local areas will be specifically interested in the latter indicators, which should reflect local issues and policy concerns. However, the generation of a limited number of core indicators by a majority of local areas could provide the basis for comparisons across different areas. For instance, the destination benchmarking approach makes use of a standard set of indicators allowing comparison of the visitor attitudes and experience of different destinations.

Potential core indicators are likely to include, in addition to the indicators set out in **section 3**:

- Measures of the relative effect of tourism on the local environment
- Measures of the relative effect of tourism on local communities

5.3 Local Sustainable Tourism Indicators in context

There is little, if any, experience in the United Kingdom of constructing and using Local Sustainable Tourism Indicators. The development of LSTI should be related to both the wider context of local sustainable development and quality of life indicators, and to the national sustainable tourism indicators. In the absence of existing LSTI, this introduction and background paper has drawn indicators from a number of sources, which are to be found in the appendices as identified below. This provides a context in which LSTI can be usefully developed and maintained.

Section 2 has previously discussed the wider context and **Appendix D** provides a suggested checklist for local tourism partnerships, followed by **Appendices E, F and G** which provide suites of indicators as seen from the perspective of: the Local Sustainable Tourism Indicators Working Group, (**Appendix E, "A Nesting/Family of Indicators for Tourism"**); Department of Environment, Transport and the Regions (**Appendix F, "Local Quality of Life Counts", July 2000**); and, The Environment Agency (**Appendix G, "An Environmental Vision: An Array of Environmental Indicators", February 2001**).

In **Tables 9 and 10**, that follow, the various indicators reflect, with some minor modification, the present received wisdom so as to minimise the creation of unnecessary additional indicators. As mentioned earlier, it is suggested that the array of indicators selected are as small as possible, whilst being as informative as possible. Specifically, **Table 9** deals with selected "State" and "Pressure" of local tourism, and **Table 10** identifies some indicators of "Response". The following sections set out an illustrative range of local indicators, including a number that could usefully be used as core indicators.

SELECTED STATE INDICATORS

Table 9

Characteristics of a Sustainable Society (Appendix F)	THE ECONOMIC IMPACTS OF TOURISM (Promoting economic success)	Characteristics of a Sustainable Society (Appendix F)	THE ENVIRONMENTAL IMPACTS OF TOURISM (Protect and enhance the environment)	Characteristics of a Sustainable Society (Appendix F)	THE SOCIAL IMPACTS OF TOURISM (Create visitor and community benefits)
16	1. The following indicators of tourism impacts by month or season specified, by category of accommodation used, or by type of tourist 1.1 Those staying in commercial serviced accommodation 1.2 Those staying in commercial non-serviced accommodation 1.3 Tourists staying with friends and relatives 1.4 Tourist Day Visitors	1	1. Quality of life 1.1 Bathing water quality 1.2 Quality of beach facilities and infrastructure 1.3 Beach litter 1.4 Recreation use of waters	16	1. Number of local people employed by tourism 1.1 Entries into the tourism sector, e.g. young people 1.2 Equality of employment male/female, young/mature
16	2. Estimates by type of tourist and period of stay as specified 1.1 to 1.4 above 2.1 Estimates of tourism expenditure generated 2.2 Estimates of tourist numbers 2.3 Estimates of tourist days	4	2. An enhanced environment for wildlife 2.1 Population of wild birds 2.2 River habitat classification 2.3 Salmon catches 2.4 Coarse river catches 2.5 Number of SSSIs and other special habitat/environment areas	7	2. Education and training in tourism 2.1 School leavers and young people 2.2 Training 2.3 Re-training
16	3. Derived from the above by type of tourist and period of stay as specified 1.1 to 1.4 above 3.1 Average spend 3.2 Average length of stay	2,3	3. Improved and protected inland and coastal waters 3.1 Nutrients in water 3.2 Contaminants in coastal waters 3.3 Estuary water quality 3.4 Water pollution incidents 3.5 Number of Blue Flag beaches	9,10	3. Access for all 3.1 Number of attractions providing for disabled access/facilities 3.2 Number of bed spaces adapted for wheelchair users 3.3 Creation and improvement of facilities for other special needs groups
16	4. Tourist spend per head of population	4	4. Restored protected land with healthier soils 4.1 Landscape features - Tree planting schemes - Loss/gain/improvement of landscape - Area of woodlands maintained - Cycle route mileage - Footpath mileage - Areas of AONB	10,11	4. Amenities and facilities created and/or supported by tourist use
16	5. Total visitor spend per head of local population	4	5. Wiser, sustainable use of natural resources 5.1 Waste generated by accommodation providers, tourist attractions and tourist activities 5.2 Low energy light bulbs 5.3 Alternative fuels 5.4 Water demand and availability 5.5 Abstraction of water by purpose 5.6 Limiting and adapting to climate change 5.7 Emissions of greenhouse gases 5.8 Seasonal temperatures 5.9 Electricity from renewable sources 5.10 Summer and winter rainfall	9	5. Tourist traffic 5.1 Volumes 5.2 Pollution 5.3 Congestion 5.4 Noise
16	6. Percentage of local GDP derived from tourism expenditure	1,2		14	6. Crime 6.1 Caused by visitors 6.2 Against visitors
16	7. Visitor numbers at local attractions	1,2		13	7. Resident/visitor ratio
16	8. Estimates of employment supported by tourism spending	1,2		8,11	8. Local housing stock pressure 8.1 Young people unable to buy local homes
16	9. Leisure day visits	1,2		12,13,14	9. Community well-being
16	10. New tourism enterprise openings	1,2		15	10. Social and community enterprises
				15	11. Number of visitor codes in operation
				15	12. Number of local tourism forums and local representatives on them
				17	13. Voluntary work
				12	14. Brownfield site tourism developments

Table 10

SELECTED RESPONSE INDICATORS <i>(Planned approach to sustainable tourism)</i>		
ECONOMIC	ENVIRONMENTAL	COMMUNITY
<ul style="list-style-type: none"> 1. Economic contribution of tourism to the local economy 2. Economic aspects of tourism identified through the economic development strategy 3. Cost of local authority tourism services 4. Cost and efficiency of delivering local authority tourism services 	<ul style="list-style-type: none"> 1. Number of visitors to the local area/specific destination 2. Inclusion of tourism policies in LA21 action plans 3. Management of impacts of tourism through a destination management plan 4. Planning for the land use and transport aspects of tourism through the development plan and the local transport plan 5. Planning for tourism through a tourism strategy 	<ul style="list-style-type: none"> 1. Active involvement of tourism enterprises in sustainable tourism. Percentage of staff and management involved in: <ul style="list-style-type: none"> 1.1 Green Globe 1.2 CERT 1.3 Green Audit Kit 2. Visitor and staff awareness of recycling schemes 3. Use of low energy light bulbs 4. Effective local transport <ul style="list-style-type: none"> 4.1 Encourage provision of reliable services 4.2 Promote services locally

6. LOOKING AHEAD: REALISING THE POTENTIAL FOR THE DEVELOPMENT OF LOCAL SUSTAINABLE TOURISM INDICATORS

In this final section of the guidance note we look ahead at the potential for the development of local sustainable tourism indicators and at the scope for exchanging information and good practice. We have collected and reviewed many suggestions for local sustainable tourism indicators. However, it is not yet possible to produce guidance in which every indicator is fully described and illustrated (as has been done, for example, in the DETR's regional 'quality of life counts'). Even the specification of some indicators in this guidance is rather less precise than those, for example, in the DETR's local quality of life counts. We need, therefore, to build on the considerable efforts made so far.

A number of local authorities are now measuring the economic impact of tourism in their area. This provides a degree of comparability at the local level through the use of standard concepts, such as the spending by tourists staying at least one night in the area. However, local assessments of the sustainability of tourism - bringing in environmental and social impacts and benefits as well - are relatively rare. Those that are undertaken reflect a number of different approaches or circumstances, such as those in historic towns.

The primary focus on local indicators must remain on local needs and local solutions. But there would be value in sharing experience and good practice as the use of indicators passes through a number of phases, from piloting to implementation and evaluation of local indicators.

We are only at the beginning in the development and use of local sustainable tourism indicators. Implementing the indicators outlined in this guidance material will be in effective a pilot exercise, to test that the indicators are relevant, usable and cost-effective to compile. There should follow an iterative process to reflect lessons learned and to refine the indicators.

We encourage the exchange of information in the pilot phase in order to share experience of what works best in particular circumstances. An analogy would be a 'question bank' of commonly used survey questions, from which new users can draw down tried and tested questions and information about how the questions might be used. In the case of sustainable tourism indicators we envisage the compilation of an 'indicator bank' building on the array of indicators presented earlier in this guidance. As these (and other) indicators begin to be used we should collate information about how they work, what kinds of data sources can be used and other practical issues.

Information could usefully also be shared at a later stage, when indicators have been adopted and used over several years. By this stage we will be gaining valuable experience on what the indicators look like in practice: how variable are they? How sensitive are they to policy changes or to external influences? It should then be possible to seek to benchmark an authority or area against others with similar tourism characteristics.

Finally, indicators and sustainable tourism policies generally will in due course need to be evaluated and assessed: in particular, how easy were the indicators to compile and to use? What combination of indicators provided the most cost-effective means of monitoring sustainable tourism development? What changes should be made to the indicators outlined here and what new indicators have emerged?

In all of these stages it would seem helpful to exchange information and contacts. Some of this will no doubt usefully take place through existing local government research and other networks. However, in order to build on the work done by many people and organisations in compiling this, the DCMS is committed to continuing to support the development and promotion of local sustainable tourism indicators. It will be important to forge strong links with developments elsewhere, such as the community planning and sustainable development advisory services under development in the Local Government Data Unit, Wales, as referred to earlier in the Management Summary.