



Laboratory for Local and Insular Development

University of the Aegean - Greece



The Aegean Sustainable Tourism Observatory



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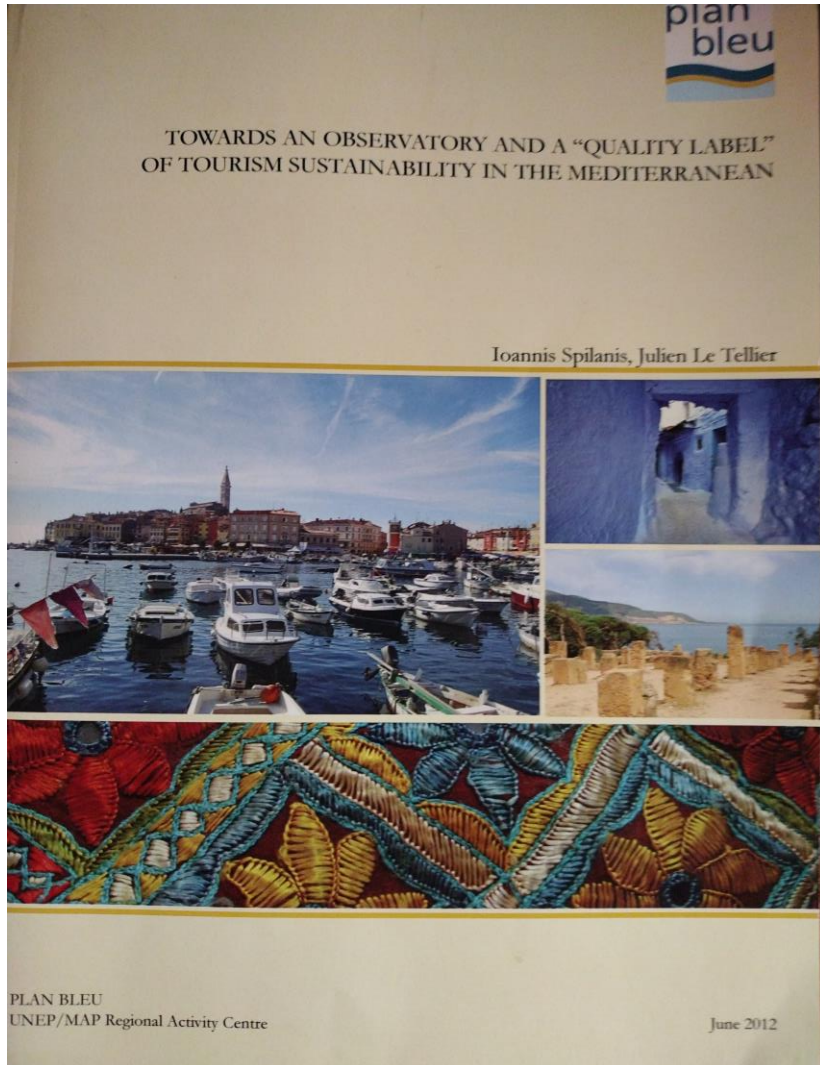
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Questions from organizers

- 1) what kind of data do you work the most on?
- 2) what would you need to work on more?
- 3) are you a member of the UNWTO?
- 4) what do you expect from NSTO and how could the Networks integrate? To have a minimum dataset and a platform for comparisons as MITomed+

What is the Aegean Sustainable Tourism Observatory?



- The Aegean STO (<http://tourismobservatory.ba.aegean.gr/>) came up as an application at the Aegean Islands of a study implemented by MAP/ Blue Plan (2009-12) in 11 destinations of Mediterranean countries.
- It covers “officially” 48 islands, but in reality, all (78) the Greek inhabited islands with an administrative status
- It is based on available secondary data covering horizontally all the islands

Aegean Sea Islands



The variables finally proposed by the project as the tool (1)

C.3.1. The “Mediterranean Companies’ Radar”.

The basic variables are:

- Eco 1: Nights spent per bed (clients per table, rented days of a bike, car)
- Eco 2: Receipts per night spent (or per client)
- Eco 3: Receipts per bed (or per m², per table, per rented car etc)

- Soc 1: Employment per bed (or per m², per table, per rented car etc)

- Env 1: water consumption per night spent (or m²)
- Env 2: energy consumption per night spent (or m²)
- Env 3: waste production per night spent (or m²)
- Env 4: space occupied (per bed, per table, per car, per berth place)

The variables finally proposed by the project as the tool (2)

C.3.2. The “Mediterranean Destinations’ Radar”

The basic variables are:

- Eco 1: Nights spent per bed
- Eco 2: Tourism expenditure (direct contribution of tourism GDP) per bed
- Eco 3: Total contribution of tourism GDP created by bed

- Soc 1: Direct employment per bed (equivalent annual employment)
- Soc 2: Total employment per bed (equivalent annual employment)

- Env 1: Average tourist space occupied per bed
- Env 2: Average tourist water consumption per bed
- Env 3: Average tourist energy consumption per bed
- Env 4: Average tourist waste production per bed

The Aegean STO as member of INSTO

- 2013: The Aegean STO becomes the 1st European Observatory of INSTO and member of the Statistics Committee of UNWTO
- Production of ASTO reports for 2013 and 2019 based on our methodology and existing data
- Participation in Annual meetings
- 2021-22 on-line seminars in order to include data on 11 basic topics – mandatory issue areas

MANDATORY ISSUE AREAS

There are 11 core issue areas that INSTO Observatories are required to monitor at least to a certain extent.



Integrating the new mandatory issue areas: Milos island report (1)

- Creation of a “new” framework in order to combine national and islands specificities & priorities with international obligations. The use of surveys for specific case studies.

A. TOURISM ACTIVITY DISCRIPTION		
	A.1 Supply	
		A.1.1. Attractions
		A.1.2. Accommodation
		A.1.3 Infrastructure
	A.2 Demand	
		A.2.1 Passenger arrivals on the islands
		A.2.2 Night spent and pressure
		A.2.3 Nationalities
		A.2.4. Average stay, occupancy rate
		A.2.5. Seasonality

Integrating the new mandatory issue areas: Milos island report (2)

B. TOURISM RESULTS AND IMPACTS		
	B.1. Economic benefit	
		B.1.1 Expenditure
		B.1.2. Economic structure
	B.2. Employment	
	B.3. Environment	
		B.3.1. Energy
		B.3.2. Water Management
		B.3.3. Waste water management
		B.3.4. Solid waste management
		B.3.5. Climate Action
		B.3.6. Land use and quality

Integrating the new mandatory issue areas: Milos island report (3)

C. GOVERNANCE		
	C.1. Policy measures	
	C.2. Accessibility	
D. SATISFACTION		
	D.1. Tourist satisfaction	
	D.2. Locals satisfaction	
	D.3. Entrepreneurs satisfaction	
	D.4. Employees satisfaction	

What do you expect from NSTO and how could the Networks integrate?

- To share a common methodology for analysis (evaluation) of present situation and planning proposals (exante and expost)
- To have a minimum common dataset
- To adopt same rules for reporting
- To create a common platform for benchmarking as MITOMED+
- To exchange on policy making and results

Thank you for your attention

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