



# Tools to assess the effectiveness of tourism plans and policies for improving sustainability

This document offers a two-step process to evaluate sustainability in tourism policies. Having a **CHECKLIST** is the first step towards analysing policies and ensuring that they include the needed criteria to tackle sustainability challenges. A second step is to ensure that the included criteria are being monitored. To do so, **INDICATORS** are needed. As such, this document offers a set of specific indicators that would help to evaluate the implementation of the sustainability criteria.

## Checklist

Checklist to support the assessment of sustainability in binding and non-binding tourism policies at the regional Catalan level and local (county and municipal) level. The checklist can support the assessment of sustainability in documents that are already in place or are being created and regularly updated.

The person or team who wants to assess the sustainability of the targeted policy can go over the checklist with the aim to achieve as many “yes” answers as possible.

If the analysed policy does not consider a specific “TO DO” stated in the checklist, it is crucial to, at least, bond the mentioned “TO DO” to other policies specifically tackling the topic and therefore, achieve a better understanding and interconnect tourism policies with sustainable principles.

## Indicators (summarized version)

Group of indicators to assess the effectivity of policies to build a sustainable tourism sector. The table includes a series of indicators that can be used to assess the policy implementation once the policy is in place. More indicators may be added as needed by policymakers or professionals implementing the selected policy.

# Checklist to evaluate sustainability in tourism policies

PILLARS	TO DO - Does this policy...	YES	In Progress	NO
Governance	...integrate the concept of sustainable tourism?			
	...include the 3 pillars of sustainability (environmental, economic, and social)?			
	...builds on the participation and decision-making of the quadruple helix actors (public authorities, private sector, society, academia) of the specific territory defining a communication strategy to work together?			
	...clearly defines the governance structure and mentions the competent organisms for its implementation and funding resources?			
	...follows diversity and gender equity principles?			
	...establish a monitoring system with specific indicators?			
Environmental	...take into account climate change mitigation and adaptation actions?			
	...integrate biodiversity conservation and restoration programmes?			
	...consider a sustainable mobility development?			
	...tackle specific waste management strategies?			
	...involve the preservation of freshwater resources for drinking and leisure purposes?			
	...include the use of renewable energy sources?			
	...demand minimising light and noise pollution?			
Socio-cultural	...integrate actions to allow community access to material and immaterial resources?			
	...prioritize the protection of cultural heritage?			
	...comprise local community engagement and capacity building action plans?			
	...incorporate guidelines to ensure locals secure living conditions and social cohesion aspects?			
	...take into account tourists health and safety programmes?			
	...penalise discrimination movements?			
	...prioritize the quality of the service and transparency of taken actions?			
	...consider spreading awareness and promote social and environmental responsibility?			
Economic	...include plans for fair working conditions and equal opportunities prioritizing local employment?			
	...tackle stakeholder cooperation enhancing fair business competition and value chain capacity building programmes?			
	...integrate actions to move towards digitalisation and data sharing protocols?			
	...inform on available funding programmes?			

# Indicators (summarized version)

PILLARS	RELEVANT TOPIC	INDICATOR
Governance	Destination strategy	Multi-year destination strategy focused on sustainable tourism
	Responsible organisation	Territorial organisation responsible of managing tourism
	Involvement of key actors	Involvement of the quadruple helix actors
	Financial resources	Financial resources for the responsible organisation
	Monitoring and evaluation plan	Monitoring system and periodical evaluation
Environmental	Climate change mitigation and adaptation	Program to educate and raise awareness among the public, tourism enterprises, and visitors about climate change
		Tourism enterprises involved in climate change mitigation schemes (%)
	Biodiversity/natural resource conservation and adaptation	Existence of a land use or development planning process including tourism
		Assessment of impacts on biodiversity
	Sustainable mobility development	Program to increase the use of low-impact transportation
		Tourists using public transport services to arrive at the destination (%)
	Waste	Program to assist enterprises to reduce, reuse, and recycle waste
		Municipal waste production per inhabitant in a destination's high season
	Water use	Program to assist enterprises to measure, monitor, reduce, and publicly report water usage
		Increase of the domestic water consumption in a destination with respect to zero tourism
	Energy use	Policies and incentives to reduce reliance on fossil fuels, improve energy efficiency, and encourage the adoption and use of renewable energy technologies
		Annual amount of energy consumed from renewable sources by the tourism sector (%)
	Pollution	Program to encourage enterprises to follow guidelines and regulations to minimize noise and light pollution
		Noise levels at site in decibels

Socio-cultural	Community access to material and immaterial resources	Programs to monitor, protect, and rehabilitate or restore public access by locals and domestic visitors to natural and cultural sites
		Access to tangible resources
	Cultural heritage protection	Program to protect and celebrate intangible cultural heritage (e.g., includes song, music, drama, skills and crafts)
		Existence of aesthetic considerations in planning approval process
	Community engagement	System for involving public, private, and community stakeholders in destination management planning and decision making
		Increase of the number of cultural associations
	Local capacity building	Training programs that provide equal access to decent jobs
		Program to support and build capacity of local and small- and medium-sized enterprises
	Secure living conditions	Publicly available crisis and emergency response plan that considers the tourism sector
		Proportion of housing available for touristic rental
Discrimination	System for improving the supply and visibility of accessible tourism services for persons with disabilities	
	System for reinforcing the inclusiveness of the destination	
Economic	Working conditions	Program to raise awareness among tourism companies' managers of the importance of offering stable and decent employment
		Jobs seasonality
	Equal opportunities	Legislation or policies supporting equal opportunities in employment for all, including women, youth, disabled people, minorities, and other vulnerable populations
		Occupation rate of persons with disabilities
	Local employment	Strength of policies on local hiring preferences
		Population employed in the tourism sector (%)
	Competitiveness	Program to promote sustainable tourism
		Raising awareness of tourism SMEs on the benefits of digitalisation and on existing European, national and regional digitalisation programmes for SMEs
	Stakeholder cooperation	Program encourages enterprises to purchase goods and services locally
		Increase of the number of companies in the destination
	Economic profitability	Regular monitoring and reporting of visitor expenditure data, revenue per available room, employment and investment data
		Daily spending per tourist (€)
	Quality of the service	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction
		Average stay (number of days)