Content

Socio-Cultural Sustainability

1. Measuring socio-cultural impacts of tourism

2. Socio-cultural sustainability KPIs

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Why Measure Socio-cultural Impacts?

Tourism depends on culture. How can we make sure tourism also benefits culture?

Measuring helps destinations:

‣ Understand impacts on local communities.

‣ Monitor progress over time.

‣ Make informed decisions based on data.

‣ Demonstrate accountability to stakeholders.

ETIS Sample Indicators (Section C "Social and Cultural Impact")

Cultural Heritage, Local Identity and Assets

- Residents **satisfaction** with the impact of tourism on destination identity.
- Representation of **tradition and heritage** in the destination's local calendar of events.

Source: ETIS Data Sheets

European Commission

The European Tourism
Indicator System

ETIS toolkit for sustainable destination management

March 2016
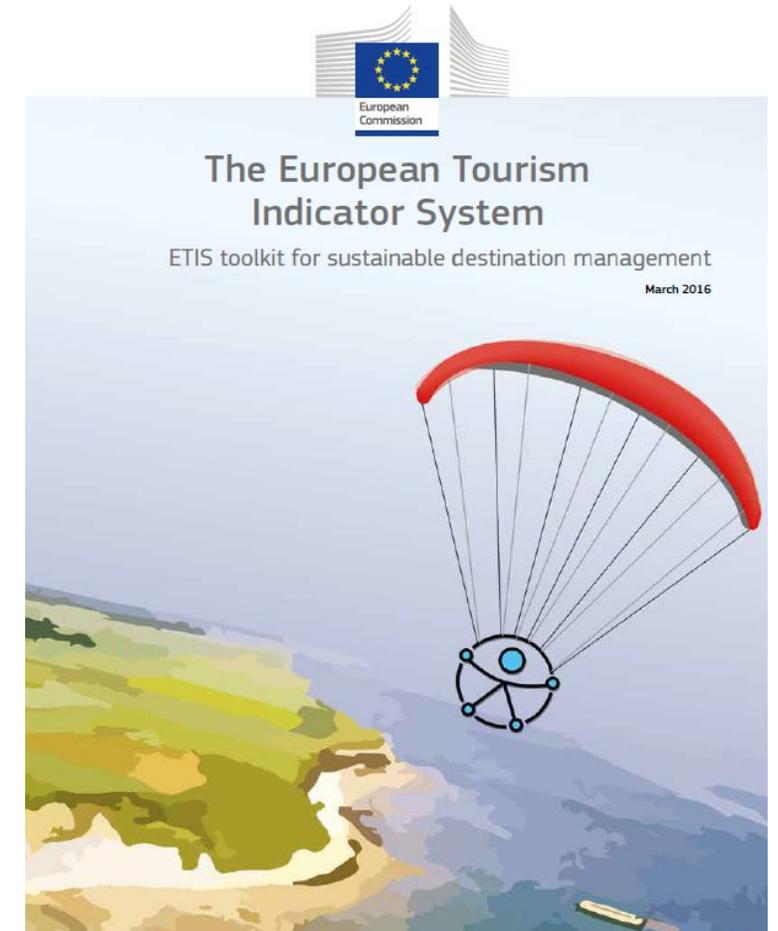
KPIs (key performance indicators)

- To understand the impact of our efforts, we need appropriate KPIs that ensure an **objective evaluation** of the effectiveness of your actions.

- Cultural (as well as environmental) sustainability efforts should be measured and monitored with **useful KPIs**.

WHAT should destinations measure?

GSTC Destination Standard

GSTC
Global Sustainable Tourism Council

Section C: Cultural sustainability

(a) Protecting cultural heritage: preserving cultural assets, promoting intangible heritage, and protecting traditional access and intellectual property rights

(b) Visiting cultural sites: visitor flow and behaviour management, and culturally appropriate interpretation

Source: GSTC

GSTC Destination Standard:
C1 Protection of cultural assets

"The destination has a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscapes."

Suggested Performance Indicators

a.   Lists of cultural assets, including evaluation and indication of vulnerability.

b.   Programme of rehabilitation and conservation of assets.

c.   Mechanisms for using income from tourism to support conservation of cultural assets.

Source: GSTC

GSTC Destination Standard:
C4 Traditional access

"The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural and cultural sites."

Suggested Performance Indicators

a. Monitoring of accessibility to natural and cultural sites for the local community.

b. Evidence of engagement with the local community regarding traditional access.

c. Specific action to protect and/or rehabilitate local community access.

Source: GSTC

GSTC Destination Standard:
C7 Site interpretation

"Accurate interpretative material is provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit. The information is culturally appropriate, developed with host community collaboration, and clearly communicated in languages pertinent to visitors and residents."

Suggested Performance Indicators

a. Provision of informative interpretative material on site and in formats that are accessible pre-arrival.
b. Evidence that interpretative material has been well researched and is accurate.
c. Interpretation material that identifies the significance and sensitivity/fragility of sites.
d. Evidence of host community collaboration in preparation of relevant interpretative material.
e. Interpretative material available in relevant languages.

Source: GSTC

What **measurable targets** could we set for these?

- "Mechanisms for using income from tourism to support conservation of cultural assets."
- "Specific action to protect and/or rehabilitate local community access."
- "Evidence of host community collaboration in preparation of relevant interpretative material."

EXAMPLE

Destination Canada

Tourism's Wealth & Wellbeing Index

> **Engagement Goal:**
>
> Thriving local cultures, rooted in community, attract global curiosity and tourism, driving economic benefits.

Indicators:
- **Community openness:** Residents recognizing the impact of tourism on their quality of life
- **Cultural resources:** investing in the stewardship of cultural assets
- **Cultural representation:** Language diversity, perception of the representation of Indigenous cultures
- **Cultural vibrancy:** financial support for arts and cultural tourism
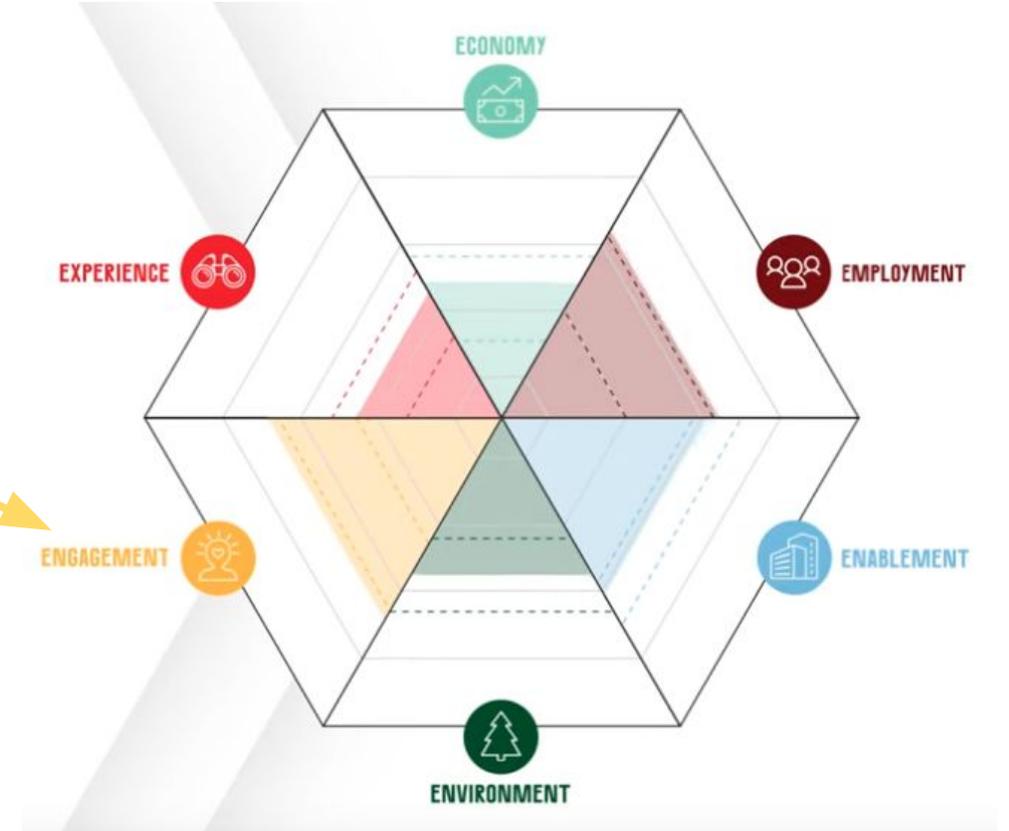
Source: Tourism Data Collective

National Parks Finland

"Healthy Parks Healthy People" goals and measures

GOAL	SAMPLE MEASURES
"A wide range of destinations and opportunities for outdoor recreation meeting diverse needs"	Communications on the suitability of sites for different user groups / user engagement with such materials
"Strengthen family ties"	Events that strengthen family ties (e.g. a heritage day for children) / attendance patterns, participant feedback
"Activities in nature support sociability and rehabilitation"	Nature as part of the integration programs for people who are new to Finland / program reach, long-term retention rate

Source: Metsähallitus Parks & Wildlife Finland

" Start measuring what truly matters to your place. Go beyond traditional metrics. Imagine new indicators that measure relational, cultural, and ecological wellbeing and tourism success. … Develop living indicators for what cannot easily be measured."

Wonderful KPIs
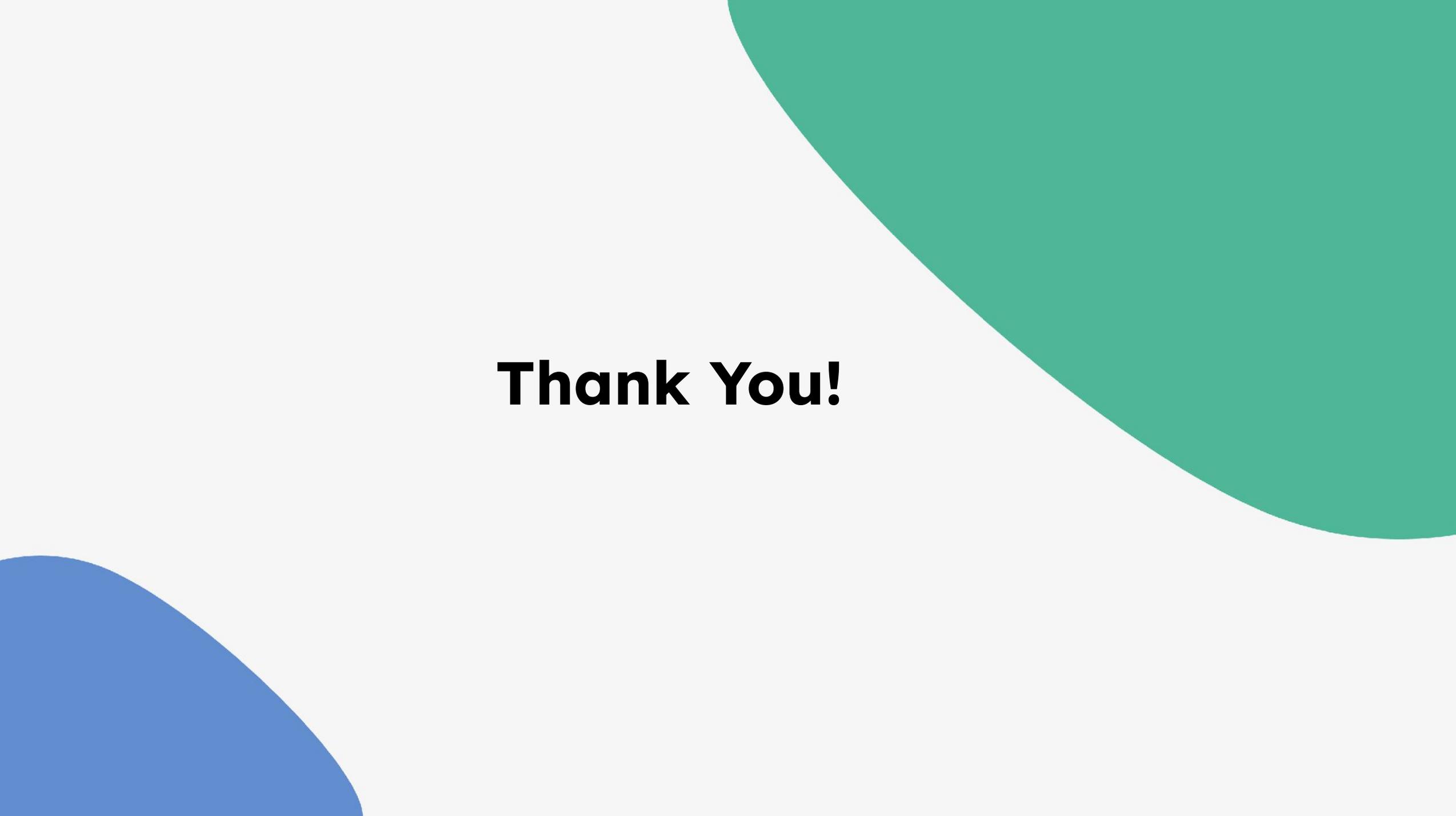
Thank You!

Project partners

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