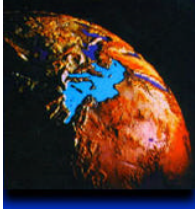


**Data, indicators and their use for the
integration of environment in tourism
policies.**

**The regional Mediterranean case of
Blue Plan**

**International Seminar « Environmental Indicators on Tourism »
Murcia, April 10-12, 2002**

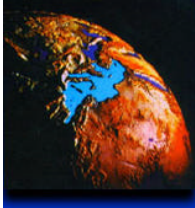


Contents

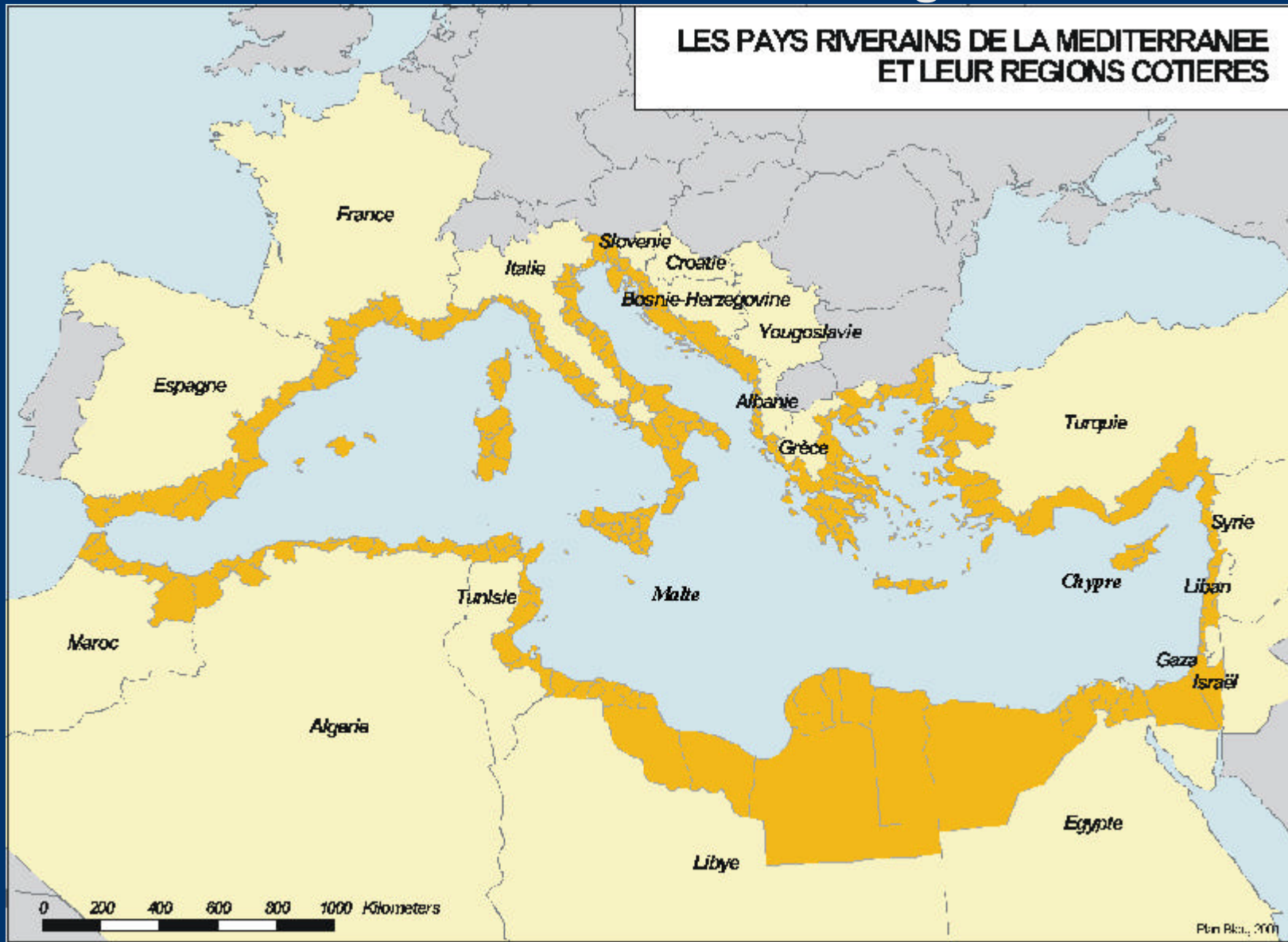


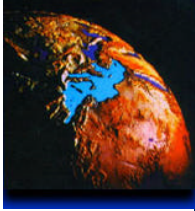
- The framework: Mediterranean Commission on Sustainable Development (MCSD)
- Tourism: a major activity sector in the Mediterranean
- Indicators for reporting
- Indicators and their use in the « White paper » project
- Some criticism, some pragmatism, some achievement





Coastal Mediterranean regions





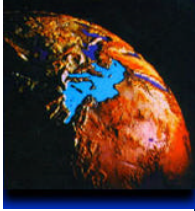
The framework: the Mediterranean Commission on Sustainable Development (MCSD)



Genesis

- **1972 : *United Nations Environment Programme***
- **1975 : *Mediterranean Action Plan***
- **1976 : *Barcelona Convention***
- **1992 : *Rio Conference***
- **1994 : *MED Agenda 21***
- **1995 : *Revision of Barcelona Convention-MAP Phase II***
- **1996 : *Creation of the MCSD***





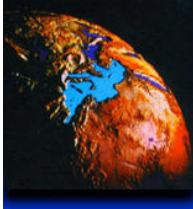
The framework: the Mediterranean Commission on Sustainable Development (MCSD)



MCSD thematic working groups

- Sustainable management of coastal zones
- Management of water demand
- Sustainable development indicators
- Tourism and sustainable development
- Industry and environment
- Information, awareness and participation
- Free trade and environment
- Urban management and sustainable development





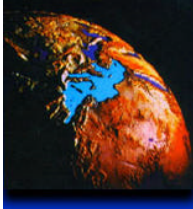
Tourism: a major activity sector in the Mediterranean



Three-year regional program for tourism

- Experience-sharing between Mediterranean tourist destinations
- Promoting Mediterranean eco-labels
- Awareness campaigns on the regional level (**White paper**)
- Promoting economic and financial tools for protecting and managing sites
- A study for a « regional cooperation mechanism »
- A regional symposium over the period (assessment, common view, regional co-operation)





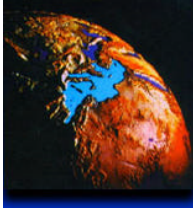
Indicators for reporting

Contracting parties recommendations in Oct. 99



- **Promotion of indicators at various scale**
- **Development of a 5-year report on sustainable development in the Mediterranean**
- **Development of a common set of 130 indicators**
- **Capacity building, through National and regional Observatories for Environment and development**





Indicators for reporting

The SDI program of the MCSD (1/2)



Tunis
June 1998

Sophia
May 1999

134 SDI
CSD-UN.

New thematic
indicators



1st Set of 75
SDI Med

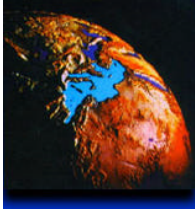
Common set of
130 Mediterranean
SDI
(5 on Tourism 40
from CSD-UN;)

Malta, October 1999
Adoption of the
SDI work program
by the contracting
parties

93 Indicators
Blue Plan &
Others

Env. Perf. Indicators
Test in Slovenia and
Tunisia





Indicators for reporting The SDI program of the MCSD (2/2)



2000



Calculation of the
130 indicators in
most of the Med
countries

Sophia-Antipolis
December 2000

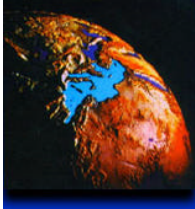
Presentation
and feedback on
first results

2001 - 2002

Calculation of the
130 indicators in
the Med countries
(continuing)

Relevance Test in
Morocco





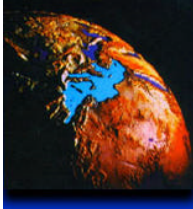
Indicators and their use in the “White paper on tourism and sustainable development in the Mediterranean”



Objectives

- **Production and circulation of a reference document on the situation, the issues and the measures to take for tourism in its relations with sustainable development**
- **Linking the assesment process to the elaboration of recommendations on mediterranean tourism**
- **Procedure: draft and experts meetings until 2003 (presentation to the ordinary session of the contracting parties)**





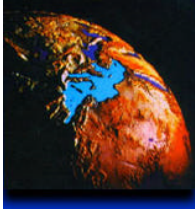
Indicators and their use in the “White paper on tourism and sustainable development in the Mediterranean”



Indicators for an assesment of tourism

- **The current state tourism drives impossible the elaboration of a complete set of SDI indicators for Mediterranean tourism**
- **All the information available should be used :**
 - ✓ International data (WTO)
 - ✓ National sources (National statistic services)
 - ✓ Experts inputs
 - ✓ Academic literature
- **Some key issues may not be evaluated due to this lack of data**





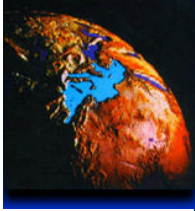
Indicators : criticism, pragmatism, achievement



Indicators are useful...

- ... **if they are calculated** : there were a lot of methodological, conceptual framework of indicators for the tourism sector in the past years, but very few practical achievements.
- ... **as part of** an overall assessment, a policy process, a strategy. It's no use saying "let's establish a set of indicator, and we'll see". The objectives should be defined at first (e.g Blue Plan: indicators for reporting at the regional level).





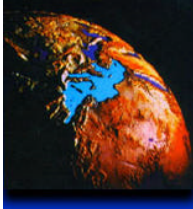
Indicators : criticisms, pragmatism, achievement



Practical difficulties...

- **There is a gap between theoretical demands and practical achievements.** Defining indicators requires a high level of exigency, but implementing them requires a lot of pragmatism. Moreover, every kind of data are useful for an assessment, even imprecise or imperfect ones
- **Check the availability of data first !** The same persons should define the indicators and think about their calculation, meanwhile. Otherwise, indicators could be unrealistic or subject to criticism





Indicators : criticisms, pragmatism, achievement

Criteria to which environmental indicators should comply (Adapted from Rump, 1996)



1. Quality of the data and accuracy of analysis

Scientific value: expert agreement, non ambiguous

Availability of the data.

Quality of

A reason

▪ 2.

A repres

Appropriate geographic coverage

Sensitivity to changes

▪ 3. Communication

Relevance, resonance

Simplicity

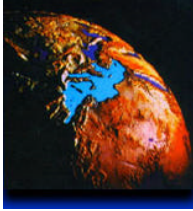
Existence of a benchmark value

Possibility of interregional or international comparison

Potential use within the framework of prospective scenarios

Additional criteria for sustainable development indicators make them more complicated to develop than environmental indicators (Ruitenbeek, 1991)





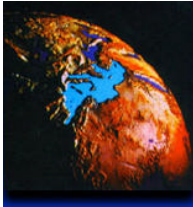
Indicators : criticisms, pragmatism, achievement



To conclude...

- There are a lot of risks and illusions in the indicators :
 - ✓ Planning Utopia : everything can't be checked and controlled through indicators
 - ✓ The illusion of indexes that could summarise the main issues
 - ✓ The illusion of perfect information systems for all fields of activity
- However :
 - ✓ indicators are useful to point out the lack of critical data for the assessment of the tourism sector, to improve information system
 - ✓ The aim isn't to reuse old data, but to produce new ones, especially on key issues (buildings on the coast line, biodiversity...)
 - ✓ Indicators can play a central role in the evaluation process





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