

SYSTEM OF TOURISM SUSTAINABILITY SATELLITE ACCOUNTS (S-TSSA) FOR THE REPUBLIC OF CROATIA

Presentation of the Project Methodological Framework

ZOOM MEETING
ATTENDED BY REPRESENTATIVES OF



REPUBLIKA HRVATSKA
Ministarstvo
turizma i sporta



May 6th, 2022

Today's agenda

- Presentation of institutions/participants
- Presentation of the
SYSTEM OF TOURISM SUSTAINABILITY
SATELLITE ACCOUNTS FOR THE REPUBLIC
OF CROATIA project
- Discussion
- Conclusions



UNWTO affiliate-member-organization

Founder of the CROatian Sustainable Tourism Observatory – member of INSTO

Interdisciplinary team of experts constantly developing during the Institute's more than 60 year existence:

- Urbanists
- Traffic engineers
- Mathematicians
- Statisticians
- Environmental economists
- Geographers
- Economists

<http://www.itzg.hr/>

Mission

The Institute for Tourism is the only scientific public institute in Croatia specializing in research and consultancy services in tourism. Its expertise is based on scientific work, permanent research activities and the continuous education of its multidisciplinary team.

The Institute's activities are governed by an integrated approach to tourism development and management, which takes into account the development aspects of a company or a tourist destination, as well as the national tourism policies. The Institute for Tourism works together with tourism industry players with whom it shares a common goal – to achieve a higher level of competitiveness for Croatian tourism.



Basic tasks:

The Institute for Tourism fosters ongoing efforts to improve specialist knowledge pertaining to the different areas that impact the development and management of tourism: economics, marketing, management, transportation, environmental protection and application of modern information and communication technologies.

The Institute's basic tasks are:

- Research Planning and Development Information and Documentation Education Library Publishing
- Organization of the Institute
- Managing Director Scientific Council Management Board

Institute for tourism relevant expertise

TSA
for Croatia
+
EXTENSION FOR THE
MEASUREMENT OF
TOTAL CONTRIBUTION



Tourism industries
analysis



Tourism carrying capacity
studies



Tourism environmental
impact studies



Research of attitudes and
expenditures of tourists
in Croatia



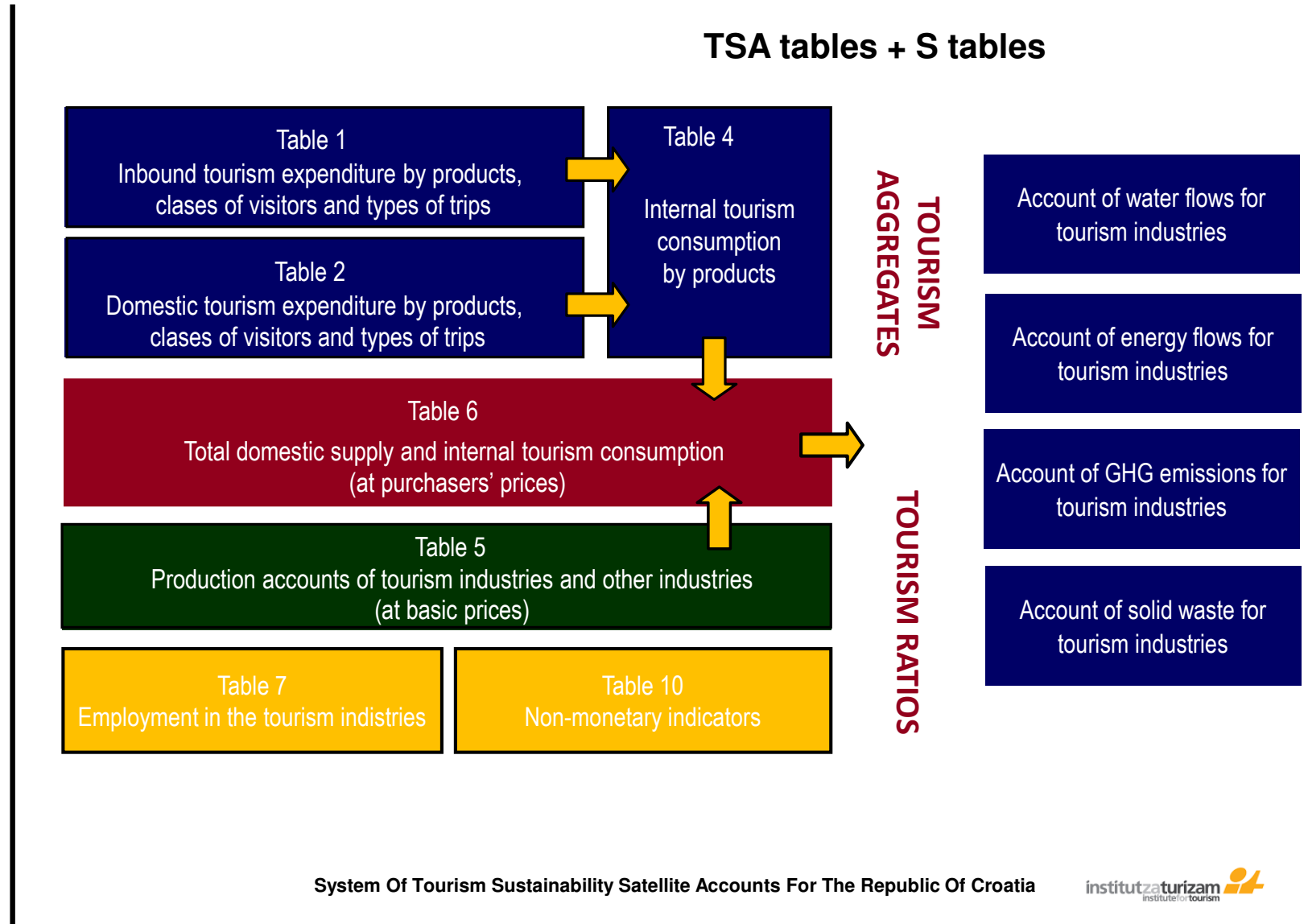
Tourism Product and
Destination Strategic
Planning

.....

Structure of the Project



TSSA tables



Regional TSA ?

VS.

**Top-down approach:
deriving regional estimates from national estimates**

- Development of a national TSSA based on regional data (adapting existing primary surveys of tourism activity, implementing additional surveys)
- Top-down approach to be used only if necessary

**Bottom-up approach:
making estimates at the regional level**

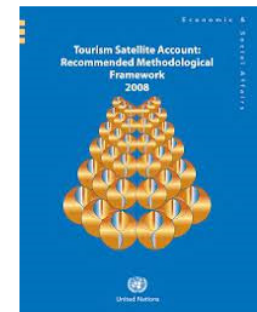
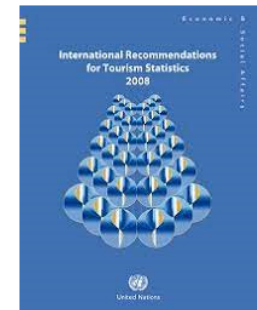
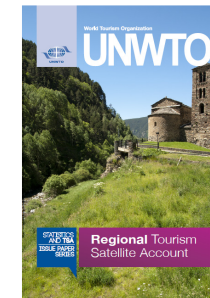
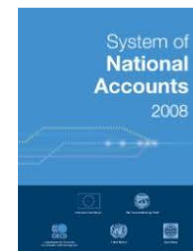
Methodological framework

(numerous methodological issues)

I
(Legislative act)

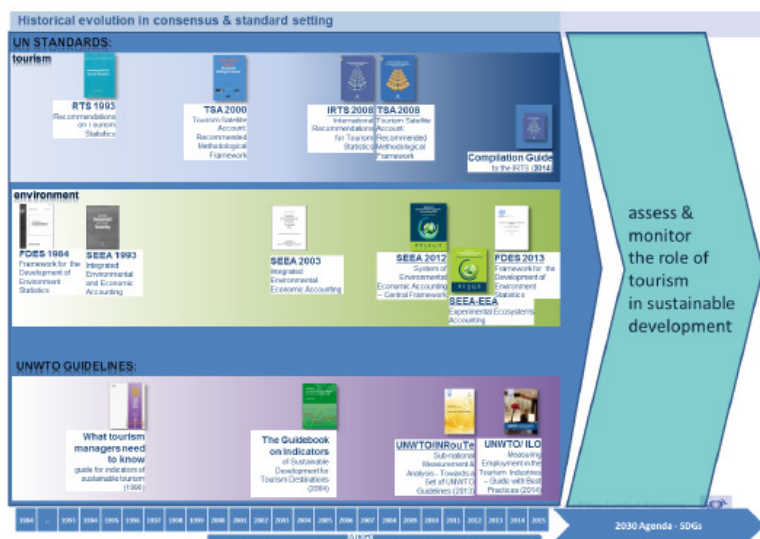
REGULATIONS

REGULATION (EU) No 691/2011 OF THE EUROPEAN PARLIAMANT AND OF THE COUNCIL
of 9 July 2011
on European environmental economic accounts
(Text with EEA relevance)



UNWTO MST & SYSTEM OF TOURISM SUSTAINABILITY SATELLITE ACCOUNTS (S-TSSA)

Methodological framework and context map of MST platform



Information that MST provides

DIMENSION	
ECONOMIC	Tourism industry value added
	Tourism GDP
	Tourism establishments
	Tourism expenditure
	Tourism infrastructure assets
ENVIRONMENTAL	Employment in tourism
	Demographics of tourism establishments
	Investment & Infrastructure
	Water use in tourism industries (including wastewater flows)
	Energy use in tourism industries
SOCIAL	GHG emissions generated by tourism industries
	Solid waste generated in tourism industries
	Land use (including marine areas)
	Ecosystem condition and services for tourism related areas
	Wildlife in protected areas/parks
SOCIAL	Green jobs
	Culture/heritage
	Health outcomes
	Education
	Community
	Visitor perception
	Tourism governance
	Accessibility
Decent work	

S-TSSA

Harmonized system of tourism sustainability accounts on national and regional level:

- Based on the similar methodological framework and
- Focuses on similar indicators of tourism activity

As MTS platform

A FRAMEWORK FOR TESTING AND DEVELOPMENT OF METHODOLOGY

AN EXAMPLE OF GOOD PRACTICE

Timeframe of the SYSTEM OF TOURISM SUSTAINABILITY SATELLITE ACCOUNTS FOR CROATIA project

	2022.												2023.												2024.												2025.												2026.																			
	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6																
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6														
ELEMENT 1 Preparatory activities	1	2	3																																																																	
ELEMENT 2. Feasibility study							1	2	3	4	5	6	7	8	9	10																																																				
ELEMENT 3. Preparation of primary research			1	2	3																																																															
ELEMENT 4 TSSA																					1	2	3	4	5	6	7	8	9	10	11	12																																				
ELEMENT 5 Indicators																	1	2	3																																																	
ELEMENT 6 RTSA																																																																				
ELEMENT 7 RTSSA																																																																				
ELEMENT 8. Dissemination																																																																				



THANK YOU FOR YOUR ATTENTION
AND I HOPE WE WILL FIND A SUSTAINABLE WAY OF COOPERATION