



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 (extended version)

Group of indicators to assess the effectivity of policies to build a sustainable tourism sector. There are two types of indicators. A “type one” indicator is assessed on a more basic level with a Yes/No reference scale. A “type two” has a more specific reference scale to measure the performance in detail. More indicators may be added as needed by policymakers or analysts.

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 to assess effectivity of policies to address sustainability in tourism

Governance

Topic	Multi-year destination strategy focused on sustainable tourism	
Indicator	Multi-year destination strategy that includes a focus on sustainable tourism targeting environmental, economic, social, cultural, quality, health and safety issues	
Definition		YES <input type="checkbox"/>
Action plan that is publicly available, is suited to its scale, was developed with stakeholder engagement, and is based on sustainability principles. The strategy includes an identification and assessment of tourism assets and considers socio-economic, cultural and environmental issues and risks. The strategy relates to and influences wider sustainable development policy and action in the destination.		No / No data is available <input type="checkbox"/>

Topic	Territorial organisation responsible of managing tourism	
Indicator	An organisation has responsibility for a coordinated approach to the management of sustainable tourism	
Definition		YES <input type="checkbox"/>
The destination has an effective organisation, department, group, or committee responsible for a coordinated approach to sustainable tourism. This group has defined responsibilities, oversight, and implementation capability for the management of socio- economic, cultural and environmental issues.		No / No data is available <input type="checkbox"/>

Topic	Involvement of private and public sectors	
Indicator	The private and public sectors are involved in the organisation and coordination of tourism	
Definition		YES <input type="checkbox"/>
The territorial organisation group relies on the involvement of the private sector, public sector and civil society.		No / No data is available <input type="checkbox"/>

Topic	Organization appropriately funded	
Indicator	The tourism organisation is appropriately funded	
Definition		YES <input type="checkbox"/>
The group is adequately funded, works with a range of bodies in delivering destination management, has access to sufficient staffing (including personnel with experience in sustainability) and follows principles of sustainability and transparency in its operations and transactions.		No / No data is available <input type="checkbox"/>

Topic	Monitoring system and periodical evaluation	
Indicator	Monitoring system is reviewed and evaluated periodically	
Definition		YES <input type="checkbox"/>
The destination is implementing a system to monitor and respond to socio-economic, cultural and environmental issues and impacts arising from tourism. Actions and outcomes are regularly monitored, evaluated, and publicly reported. The monitoring system is periodically reviewed.		No / No data is available <input type="checkbox"/>

Environmental

Topic	Climate change mitigation and adaptation	
Indicator	Program to educate and raise awareness among the public, tourism enterprises, and visitors about climate change	
Definition		YES <input type="checkbox"/>
The extent to which a destination contributes to the sustainability and resilience of the tourism sector through public education on climate for both residents and tourists.		No / No data is available <input type="checkbox"/>

Topic	Climate change mitigation and adaptation	
Indicator	Tourism enterprises involved in climate change mitigation schemes (%)	
Definition		
The number of tourism enterprises in the area involved in climate change mitigation schemes compared to the total number of tourism enterprises in the area. The reference scale is based on the number of organisations at a Catalan level that have taken part in the Program of Voluntary Agreements for the reduction of GHGs emissions compared to the total number of organizations in Catalonia. Through public education on climate for both residents and tourists.		
Reference scale	Reference scale description	
+2	>0.044 % of tourism enterprises involved in the program	<input type="checkbox"/>
+1	0.039-0.044 % of tourism enterprises involved in the program	<input type="checkbox"/>
0	0.036-0.039 % of tourism enterprises involved in the program	<input type="checkbox"/>
-1	0.033-0.036 % of tourism enterprises involved in the program	<input type="checkbox"/>
-2	<0.033 % of tourism enterprises involved in the program OR no data is available	<input type="checkbox"/>

Topic	Biodiversity/natural resources conservation and restoration	
Indicator	Existence of a land use or development planning process including tourism	
Definition		YES <input type="checkbox"/>
The extent to which the destination has a system in place to guide development towards desired futures, and to influence the location, type and density of development making special mention to tourism development.		No / No data is available <input type="checkbox"/>

Topic	Biodiversity/natural resources conservation and restoration	
Indicator	Sustainability assessment of the destination	
Definition	The extent to which a destination assesses the direct and/or indirect impacts of their activities on biodiversity and on the environment and has a system in place to address them.	
Reference scale	Reference scale description	
+2	The impacts on biodiversity are assessed periodically, and actions based on the results of the assessment are implemented	<input type="checkbox"/>
+1	The impacts on biodiversity are assessed periodically	<input type="checkbox"/>
0	The impacts on biodiversity have been assessed occasionally	<input type="checkbox"/>
-1	The impacts on biodiversity have never been assessed but plans and strategies to evaluate it are being developed	<input type="checkbox"/>
-2	The impacts on biodiversity have never been assessed OR no data is available	<input type="checkbox"/>

Topic	Sustainable mobility development	
Indicator	Program to increase the use of low-impact transportation	
Definition		YES <input type="checkbox"/>
The extent to which the destination promotes the use of transportation with a lower environmental impact, including public transportation and active transportation.		No / No data is available <input type="checkbox"/>

Topic	Sustainable mobility development	
Indicator	Tourists using public transport services to arrive at the destination (%)	
Definition	The ratio of tourists that arrive to the destination by public transport compared to the total number of tourists. The reference scale is based on the ratio of foreign tourists that arrive to Catalonia by train or bus.	
Reference scale	Reference scale description	
+2	>5.75 % of tourists using public transport services to arrive at the destination	<input type="checkbox"/>
+1	5.25-5.75 % of tourists using public transport services to arrive at the destination	<input type="checkbox"/>
0	4.76-5.25 % of tourists using public transport services to arrive at the destination	<input type="checkbox"/>
-1	4.35-4.76 % of tourists using public transport services to arrive at the destination	<input type="checkbox"/>
-2	<4.35 % of tourists using public transport services to arrive at the destination OR no data is available	<input type="checkbox"/>

Topic	Waste	
Indicator	Program to assist enterprises to reduce, reuse, and recycle waste	
Definition		YES <input type="checkbox"/>
The extent to which a destination works towards the reduction of the amount of municipal waste produced through the implementation of programs that support tourism enterprises in the reduction of waste production.		No / No data is available <input type="checkbox"/>

Topic	Waste	
Indicator	Municipal waste production per inhabitant in a destination's high season	
Definition	The amount of waste produced in touristic season compared to the amount of waste produced in low season in the area per inhabitant. The references scale is based on the average amount of waste produced per inhabitant in Catalonia. If monthly specific data for the destination exists, the reference scale should be based on the amount of waste produced in low season per inhabitant.	
Reference scale	Reference scale description	
+2	<1.23 kg of municipal waste per inhabitant	<input type="checkbox"/>
+1	1.23-1.34 kg of municipal waste per inhabitant	<input type="checkbox"/>
0	1.34-1.48 kg of municipal waste per inhabitant	<input type="checkbox"/>
-1	1.48-1.62 kg of municipal waste per inhabitant	<input type="checkbox"/>
-2	>1.62 kg of municipal waste per inhabitant OR no data is available	<input type="checkbox"/>

Topic	Water use	
Indicator	Program to assist enterprises to measure, monitor, reduce, and publicly report water usage	
Definition		YES <input type="checkbox"/>
The extent to which the destination implements programs to support tourism businesses to improve their performance with regard water consumption.		No / No data is available <input type="checkbox"/>

Topic	Water use	
Indicator	Increase of the domestic water consumption in a destination with respect to zero tourism	
Definition	The increase of the amount of water for domestic use consumed in a destination in high season in comparison with low season. The reference scale is based on the findings of Garcia C., et al. 56 on the assessment of water consumption associated to tourism in the Balearic Islands.	
Reference scale	Reference scale description	
+2	<5 % increase of domestic water consumption	<input type="checkbox"/>
+1	5-10 % increase of domestic water consumption	<input type="checkbox"/>
0	10-15 % increase of domestic water consumption	<input type="checkbox"/>
-1	15-20 % increase of domestic water consumption	<input type="checkbox"/>
-2	>20 % increase of domestic water consumption	<input type="checkbox"/>

Topic	Energy use	
Indicator	Policies and incentives to reduce reliance on fossil fuels, improve energy efficiency, and encourage the adoption and use of renewable energy technologies	
Definition		YES <input type="checkbox"/>
The extent to which a destination works towards the reduction of the environmental impact of energy consumption through incentivising the adoption of cleaner energy sources.		No / No data is available <input type="checkbox"/>

Topic	Energy use	
Indicator	Annual amount of energy consumed from renewable sources by the tourism sector (%)	
Definition	The amount of energy consumed from renewable sources compared to the total amount of energy consumed by the tourism sector in a destination. The reference scale is based on values of the type of energy consumed at Catalonia level.	
Reference scale	Reference scale description	
+2	>5.75 % of the energy consumed is from renewable sources	<input type="checkbox"/>
+1	5.25-5.75 % of the energy consumed is from renewable sources	<input type="checkbox"/>
0	4.76-5.25 % of the energy consumed is from renewable sources	<input type="checkbox"/>
-1	4.35-4.76 % of the energy consumed is from renewable sources	<input type="checkbox"/>
-2	<4.35 % of the energy consumed is from renewable sources OR no data is available	<input type="checkbox"/>

Topic	Pollution	
Indicator	Program to encourage enterprises to follow guidelines and regulations to minimize noise and light pollution	
Definition		YES <input type="checkbox"/>
The extent to which a destination implements programs and strategies to reduce the noise and light pollution derived from touristic activities.		No / No data is available <input type="checkbox"/>

Topic	Pollution	
Indicator	Noise levels at site in decibels	
Definition	The noise emission levels (dB) in residential areas. The reference scale is based on the values for the Zone of moderate acoustic sensitivity of the Acoustic capacity map developed by the Catalan government.	
Reference scale	Reference scale description	
+2	<57 dB (7 h – 23 h); 48 dB (23 h – 7 h)	<input type="checkbox"/>
+1	<62 dB (7 h – 23 h); 52 dB (23 h – 7 h)	<input type="checkbox"/>
0	65 dB (7 h – 23 h); 55 dB (23 h – 7 h)	<input type="checkbox"/>
-1	>65 dB (7 h – 23 h); 55 dB (23 h – 7 h) and a plan for improvement is in place	<input type="checkbox"/>
-2	>65 dB (7 h – 23 h); 55 dB (23 h – 7 h) and no plan for improvement is in place OR no data is available	<input type="checkbox"/>

Socio-cultural

Topic	Community access to material and immaterial resources	
Indicator	Programs to monitor, protect, and rehabilitate or restore public access by locals and domestic visitors to natural and cultural sites	
Definition		YES <input type="checkbox"/>
	The extent to which a destination works to enhance the access of locals to natural and cultural key sites	No / No data is available <input type="checkbox"/>

Topic	Community access to material and immaterial resources	
Indicator	Access to tangible resources	
Definition	The extent to which a destination works to prevent and mitigate adverse impacts on local communities or to restore and improve community access to tangible resources (e.g. water) and infrastructure	
Reference scale	Reference scale description	
+2	The destination has a programme in place to address the local community's access to tangible resources (beyond the requirements set in the local laws). Commitments, performance, improvements and effectiveness of programmes are disclosed publicly.	<input type="checkbox"/>
+1	The destination has a programme in place to address the local community's access to tangible resources (beyond the requirements set in the local laws).	<input type="checkbox"/>
0	No incidents of actual damage, adverse impacts or risks to the community's access to tangible resources have been discovered OR the destination has a system or mechanism in place to enforce the policy on the local community's access to tangible resources (in accordance with local laws).	<input type="checkbox"/>
-1	Incidents of actual damage, adverse impacts or risks to the community's access to tangible resources have been discovered, but a corrective action plan with a timeline for completion has been developed OR the destination has a policy to ensure the local community's access to tangible resources in accordance to local laws, but does not have a mechanism or system in place to enforce the policy.	<input type="checkbox"/>
-2	Incidents of actual damage, adverse impacts or risks to the community's access to tangible resources have been discovered, but a corrective action plan with a timeline for completion has not been developed.	<input type="checkbox"/>

Topic	Cultural heritage protection	
Indicator	Program to protect and celebrate intangible cultural heritage (e.g., includes song, music, drama, skills and crafts)	
Definition		YES <input type="checkbox"/>
	The extent to which a destination implements actions to protect intangible cultural heritage.	No / No data is available <input type="checkbox"/>

Topic	Cultural heritage protection	
Indicator	Existence of aesthetic considerations in planning approval process	
Definition		
	The extent to which a destination has a strategy in place to monitor and protect aesthetic values, that includes tourism development, and actions are being taken for this purpose.	
Reference scale	Reference scale description	
+2	Big efforts for a total integration and the beauty of the buildings/factory (care of the external parts, time, dedicated money, use of local and typical materials, etc.). Aesthetic integration can be considered fully implemented.	<input type="checkbox"/>
+1	Some actions implemented and results are visible (some efforts to preserve the heritage, appropriate colours, greenery, appearance of the buildings/factory or adjustments beyond the regulations). Specific actions with regard tourism infrastructures are developed.	<input type="checkbox"/>
0	A strategy is in place. Controls are in place to monitor aesthetic considerations. Projects are planned but not implemented.	<input type="checkbox"/>
-1	A strategy is in place but projects are neither planned nor implemented. No controls are in place to monitor landscaped considerations, but is planned to start controls soon.	<input type="checkbox"/>
-2	No strategy or action exists. No controls are in place to monitor aesthetic considerations.	<input type="checkbox"/>

Topic	Community engagement	
Indicator	System for involving public, private, and community stakeholders in destination management planning and decision making	
Definition		YES <input type="checkbox"/>
The extent in which a destination engages the local community in public participation processes for the planning and decision making of the destination, and takes their point of view into consideration on an ongoing basis.		No / No data is available <input type="checkbox"/>

Topic	Community engagement	
Indicator	Increase of the number of cultural associations	
Definition	The extent to which a destination effort to preserve and promote culture through community engagement are reflected in the increasing number of cultural associations. The reference scale is based on the data provided by the Catalan Institute of Statistics. Each destination should compare the data at county level of one year with the year before by checking the information in the table (https://www.idescat.cat/pub/?id=aec&n=790&t=2021).	
Reference scale	Reference scale description	
+2	The number of cultural associations has increased more than a 5 % over the last year.	<input type="checkbox"/>
+1	The number of cultural associations has increased over the last year.	<input type="checkbox"/>
0	The number of cultural associations has remained the same over the last year.	<input type="checkbox"/>
-1	The number of cultural associations has decreased over the last year.	<input type="checkbox"/>
-2	The number of cultural associations has decreased more than a 5 % over the last year.	<input type="checkbox"/>

Topic	Local capacity building	
Indicator	Training programs that provide equal access to decent jobs	
Definition		YES <input type="checkbox"/>
	The extent to which a destination provides trainings to vulnerable population (including women, youth, disabled people, minorities, etc) to enhance their access to decent employment in the tourism sector	No / No data is available <input type="checkbox"/>

Topic	Local capacity building	
Indicator	Program to support and build capacity of local and small- and medium-sized enterprises	
Definition	The extent in which a destination dialogues, partnerships and develops projects with the local community.	
Reference scale	Reference scale description	
+2	Partnership and projects are robust implemented and running since the last 3 years. Dialogue is an activity with a defined frequency (>1 time per year). The destination has concrete plans for helping on the promotion of local events or local entrepreneurship and small businesses.	<input type="checkbox"/>
+1	Some activity is already implemented and in place, and dialogue exists. Results of dialogue are recorded and are part of management decisions once per year. The destination participates on the promotion of local events or local entrepreneurship and small businesses.	<input type="checkbox"/>
0	Some activity is already implemented and in place, and dialogue exists.	<input type="checkbox"/>
-1	Some partnership and/or project is planned but not implemented still.	<input type="checkbox"/>
-2	No information is available about the destination measures for involvement of the local community, no action started neither projects neither proactive communication.	<input type="checkbox"/>

Topic	Secure living conditions	
Indicator	Publicly available crisis and emergency response plan that considers the tourism sector	
Definition		YES <input type="checkbox"/>
<p>The extent to which a destination has a crisis and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. The plan establishes procedures and provides resources and training for staff, visitors, and residents, and is updated on a regular basis.</p>		No / No data is available <input type="checkbox"/>

Topic	Secure living conditions	
Indicator	Proportion of housing available for touristic rental	
Definition	<p>The extent to which a destination ensures the access to decent and affordable housing for the local community. The reference scale is based on the map developed by DataHippo (https://www.eldiario.es/economia/concentracion-airbnb-manzana-viviendas-vacacional_1_1961096.html) that presents the percentage of housing advertised in Aribnb between May and June of 2018 compared to the total number of houses of each census tract.</p>	
Reference scale	Reference scale description	
+2	<0.5 % of housing available for touristic rental	<input type="checkbox"/>
+1	0.5-2 % of housing available for touristic rental	<input type="checkbox"/>
0	2-6 % of housing available for touristic rental	<input type="checkbox"/>
-1	6-10 % of housing available for touristic rental	<input type="checkbox"/>
-2	>10 % of housing available for touristic rental OR no data is available	<input type="checkbox"/>

Topic	Discrimination	
Indicator	System for improving the supply and visibility of accessible tourism services for persons with disabilities	
Definition		YES <input type="checkbox"/>
<p>The extent to which a destination is compromised with the development of accessible and inclusive tourism by ensuring the supply of accessible tourism facilities and provide clear and accessible information about them to travellers planning and reserving their stays and activities.</p>		No / No data is available <input type="checkbox"/>

Topic	Discrimination	
Indicator	System for reinforcing the inclusiveness of the destination	
Definition	<p>The extent to which a destination considers different types of customers such as families or individuals, or people with different religious, spiritual or sexual orientations and works to ensure that no visitor is discriminated against for any of these reasons.</p>	
Reference scale	Reference scale description	
+2	The destination has a robust system in place, that includes awareness spreading and education among tourism enterprises in this matter, to prevent discrimination against customers	<input type="checkbox"/>
+1	Actions are taken occasionally at the destination to prevent discrimination issues	<input type="checkbox"/>
0	No cases of discrimination have been reported	<input type="checkbox"/>
-1	Cases of discrimination have been reported at the destination and actions have been taken to solve the problem	<input type="checkbox"/>
-2	Cases of discrimination have been reported at the destination, but no action has been taken to solve the problem	<input type="checkbox"/>

Economical

Topic	Working conditions	
Indicator	Program to raise awareness among tourism companies' managers of the importance of offering stable and decent employment	
Definition		YES <input type="checkbox"/>
<p>The extent to which a destination guides companies to improve their performance with regard their responsibility of offering stable and decent employment with fair and equal pay, full social security coverage, respect of workers' rights to organise and to bargain collectively, working contracts and gender equality, etc.</p>		No / No data is available <input type="checkbox"/>

Topic	Working conditions	
Indicator	Jobs seasonality	
Definition	<p>Unemployment variation as a percentage of the low season (October-March) with respect to the high season (April-September). The reference scale is based on unemployment data at Catalan level from the Labor Observatory of Productive Model of the Catalan government. Monthly data at municipal and county level can be retrieved from the same source.</p>	
Reference scale	Reference scale description	
+2	<6 % increase of unemployment in low season compared to high season	<input type="checkbox"/>
+1	6-6.5 % increase of unemployment in low season compared to high season	<input type="checkbox"/>
0	6.5-7.5 % increase of unemployment in low season compared to high season	<input type="checkbox"/>
-1	7.5-8 % increase of unemployment in low season compared to high season	<input type="checkbox"/>
-2	>8 % increase of unemployment in low season compared to high season	<input type="checkbox"/>

Topic	Equal opportunities	
Indicator	Legislation or policies supporting equal opportunities in employment for all, including women, youth, disabled people, minorities, and other vulnerable populations	
Definition		YES <input type="checkbox"/>
	The extent to which a destination educates its enterprises to provide equal employment, training opportunities, occupational safety, and fair wages for all	No / No data is available <input type="checkbox"/>

Topic	Equal opportunities	
Indicator	Occupation rate of persons with disabilities	
Definition		
	The extent to which a destination works to improve the quality of life and promotes the social integration of people with disabilities at risk of exclusion through real and dignified employment. The reference scale is based on the occupation rate of people with disabilities at a Catalan level.	
Reference scale	Reference scale description	
+2	>32 % occupation rate of people with disabilities	<input type="checkbox"/>
+1	29-32 % occupation rate of people with disabilities	<input type="checkbox"/>
0	26-29 % occupation rate of people with disabilities	<input type="checkbox"/>
-1	24-26 % occupation rate of people with disabilities	<input type="checkbox"/>
-2	<24 % occupation rate of people with disabilities OR no data is available	<input type="checkbox"/>

Topic	Local employment	
Indicator	Strength of policies on local hiring preferences	
Definition		YES <input type="checkbox"/>
<p>The extent to which a destination has a strategy to spread awareness among tourism enterprises of the importance of employing local people to have a positive impact on the place where they carry out their economic activity, even if this includes having to allocate more resources to staff training.</p>		No / No data is available <input type="checkbox"/>

Topic	Local employment	
Indicator	Population employed in the tourism sector (%)	
Definition	<p>Proportion of the population that works in the tourism sector normalised by the proportion of population unemployed. The reference scale is based on data at Catalan level.</p>	
Reference scale	Reference scale description	
+2	>13.5 %	<input type="checkbox"/>
+1	12.5-13.5 %	<input type="checkbox"/>
0	11.5-12.5 %	<input type="checkbox"/>
-1	10.5-11.5 %	<input type="checkbox"/>
-2	<10.5 %	<input type="checkbox"/>

Topic	Competitiveness	
Indicator	Program to promote sustainable tourism	
Definition		YES <input type="checkbox"/>
The extent to which a destination has a strategy in place, involving the private and the public sector, to promote sustainable tourism among potential customers using marketing skills and techniques.		No / No data is available <input type="checkbox"/>

Topic	Competitiveness	
Indicator	Raising awareness of tourism SMEs on the benefits of digitalisation and on existing European, national and regional digitalisation programmes for SMEs	
Definition	The extent to which a destination provides to tourism SMEs skills and infrastructure to assess and integrate digital tools in tourism services not only to improve the marketing but also the efficiency and sustainability of their processes and encourage the development of innovative and improved services.	
Reference scale	Reference scale description	
+2	The destination has a permanent system in place to aid tourism SMEs in the development of digital skills that can also involve economic support	<input type="checkbox"/>
+1	The destination has a permanent system in place to aid tourism SMEs in the development of digital skills	<input type="checkbox"/>
0	The destination has occasionally aid tourism SMEs in the development of digital skills	<input type="checkbox"/>
-1	The destination does not have a system in place to aid tourism SMEs on their way to digitalisation, but they have plans to work in this line in the near future	<input type="checkbox"/>
-2	The destination does not have a system in place to aid tourism SMEs on their way to digitalisation	<input type="checkbox"/>

Topic	Stakeholder cooperation	
Indicator	Program encourages enterprises to purchase goods and services locally	
Definition		YES <input type="checkbox"/>
The extent to which a destination has a program in place to encourage tourism companies to source themselves through local suppliers as a way of ensuring supply, support a stable local economy, and maintain community relations.		No / No data is available <input type="checkbox"/>

Topic	Stakeholder cooperation	
Indicator	Increase of the number of companies in the destination	
Definition	The increase of the number of companies in a destination compared to the previous year. The reference scale is based on data at a Catalan level. Data at a county or municipal level should be compared against the reference scale.	
Reference scale	Reference scale description	
+2	>2 % increase of the number of companies	<input type="checkbox"/>
+1	1-2 % increase of the number of companies	<input type="checkbox"/>
0	0 % increase of the number of companies	<input type="checkbox"/>
-1	1-2 % decrease of the number of companies	<input type="checkbox"/>
-2	>2 % decrease of the number of companies	<input type="checkbox"/>

Topic	Economic profitability	
Indicator	Regular monitoring and reporting of visitor expenditure data, revenue per available room, employment and investment data	
Definition		YES <input type="checkbox"/>
The extent to which a destination monitors the direct and indirect economic contribution of tourism and detailed information is publicly reported.		No / No data is available <input type="checkbox"/>

Topic	Economic profitability	
Indicator	Daily spending per tourist (€)	
Definition	The increase on the amount of money spent per tourist per day on the destination. The reference scale is based on data of the average daily increase of international tourists spending at Catalan level.	
Reference scale	Reference scale description	
+2	>8 % increase of spending per tourist per day at the destination	<input type="checkbox"/>
+1	6-8 % increase of spending per tourist per day at the destination	<input type="checkbox"/>
0	4-6 % increase of spending per tourist per day at the destination	<input type="checkbox"/>
-1	2-4 % increase of spending per tourist per day at the destination	<input type="checkbox"/>
-2	<2 % increase of spending per tourist per day at the destination	<input type="checkbox"/>

Topic	Quality of the service	
Indicator	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	
Definition		YES <input type="checkbox"/>
The extent to which a destination has mechanisms for customers to provide feedback and monitors the results to improve its performance.		No / No data is available <input type="checkbox"/>

Topic	Quality of the service	
Indicator	Average stay (number of days)	
Definition	The increase of the number of companies in a destination compared to the previous year. The reference scale is based on data at a Catalan level. Data at a county or municipal level should be compared against the reference scale.	
Reference scale	Reference scale description	
+2	>4 days	<input type="checkbox"/>
+1	3.5-4 days	<input type="checkbox"/>
0	3-3.5 days	<input type="checkbox"/>
-1	2.5-3 days	<input type="checkbox"/>
-2	<2.5 days	<input type="checkbox"/>