2021 GLOBAL VIRTUAL INSTO MEETING

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#INSTO2021

Participatory process in measuring sustainability: Case of CROSTO

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CROSTO at glance

- CROatian Sustainable Tourism Observatory
- Established in 2016
- Member of INSTO from 2016
- NUTS 2 level Adriatic Croatia
- 15 core indicators (ETIS+UNWTO)
- NUTS 2 level measurements from 2017
- Destination level measurements from 2018 (12 destinations)
CROSTO focus on Participatory planning

- systematic effort to envision a community’s desired future and planning for that future, based on measuring sustainability
- effort based on involving and harnessing the specific competencies and input of community residents, tourists, leaders and stakeholders
Stakeholders’ involvement – national level

- **Body:**
  - MRS (inter-institutional body)

- **Activities:**
  - exchange of news and ideas related to the measurement process at the national level
  - detecting the main problematic topics of tourism in Croatia
  - designing an annual report
  - organization of dissemination activities
Stakeholders’ involvement – local level

• **Body:**
  – Local working group + Local Coordinator
    representatives of the city / municipality, local DMO, spatial planning institution, utility company, energy distributor, development agency and other local stakeholders

• **Activities:**
  – implementation of primary research, collection of secondary data, detection of key topics (bottlenecks, challenges, crowding) with the function of selecting specific indicators, dissemination of results, planning of activities based on indicators, strengthening destination-level cooperation

**CROSTO mission:**
To enable an independent stakeholder integration process at local level
Measurement process

1. Formal and Public Appointment of Local Coordinator for Measuring Tourism Sustainability

2. Form a local working group of stakeholders

3. Organize 'internal' CROSTO education for members of the working group

4. Select additional sustainability indicators

5. Implementation of measurement

6. An annual report on measuring sustainability of tourism

7. Dissemination of measurement results

8. Store data and indicators and prepare for next measurement

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Guidelines

- Guidelines for measurement and monitoring sustainability of tourism for destinations (http://www.crosto.hr/files/file/prirucnik/prirucnik_za_mjerenje_i_pracenje_odrzivosti_turizma_za_destinacije_crosto.pdf)

- The purpose of the manual is to enable destinations to independently (or with minimal consultation) establish a measurement system, from the formation of a local working group, data collection, calculation, analysis and dissemination of measurement results.
Applications

- CROSTO StanApp - an application for data entry and data processing for the survey of residents' attitudes
- CROSTO TurApp - an application for data entry and data processing for the survey of tourists' attitudes

http://www.crosto.hr/hr/korisni-dokumenti/aplikacije-prim-istrazivanja/

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Challenges

- Lack of support on regional/national/international level
- Lack of planning actions based on indicators’ measurement process
- Stakeholder misinformation about the purpose of selected indicators
- Obstacles to establishing cooperation among stakeholders
- Lack of continuity in the work of the stakeholders involved
THANK YOU FOR YOUR ATTENTION

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