Methodological guidelines for the description of pilot contexts

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Partners involved	PP3 Regional Agency for the Right to Study – Venice, PP4 Municipality of Medulin, PP5 Municipality Murter-Kornati
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Summary

Abstract

PP1 – Municipality of Rovigo developed the document as a guideline for the implementation of the methodological draft on the collection and analysis of data on the project pilot areas, in order to favour both the methodological and procedural coherence in the carrying out of activities 3.1 and 3.2. The collection of data on the pilot areas represents the first step towards the definition of the destination identity and of the target values to be achieved through the project.

The Municipality of Rovigo – responsible for the coordination of WP3 activities – developed a set of forty indicators based on the European Tourism Indicator System (2016), as per methodological draft. The selection of the 40 relevant indicators has been based on the willingness to prioritise site-specific indicators (section D) to provide a more nuanced analysis with specific focus on the pilot sites of the project. Data for the twenty-one selected site-specific indicators have been collected through the support of a questionnaire, developed by the partner and distributed among the managers/operators of the pilot sites. The questionnaire has been drafted to be used by all partners in the collection of data for the site-specific indicators.

The remaining nineteen indicators have been selected from sections A, B, C of the European Tourism System and integrated with additional relevant indicators for a more general description of the destination area (at province level), applying the following criteria:

- Maximum coverage of all the sections

- Availability of recent and reliable data

- Relevance to the project context

The template for the collection of data on the forty indicators, as well as the questionnaire for pilot sites managers/operators have been shared on the project's drive folder for all the partners to access and make use of.

It should be noted that this document, as well as the two annexes (list of indicators and questionnaire template) represents a guideline for the carrying out of data collection and, as such, it can be adjusted and managed to better fit the specific context.

Selected indicators for the description of pilot areas

A. TOURISM VOLUME AND VALUE, INCLUDING SEASONALITY

A.1 TOURISM DESTINATION CAPACITIES

1   Accommodation stock (beds)

2   Number of tourist accommodation establishments

A.2 TOURIST FLOWS

3   Tourist overnight stays per month

4   Number of tourist overnight stays during non-summer months

5   Number of same day visitors per month (arrivals)

6   Average length of stay

7   % variation in arrivals with respect to the previous year

8   % variation in stays with respect to the previous year

9   Concentration ratio of tourist arrivals for destination area (R = absolute average difference between peak concentration and absence of seasonality/2)

A.3 EMPLOYMENT IN TOURISM

10   Total number employed in the tourism sector

B. THE IMPACT OF DEVELOPMENT ON THE ENVIRONMENT AND COMMUNITIES

B.1 ENVIRONMENTAL FOOTPRINT

11 Extension of natural areas/parks/Natura 2000 sites/MAB reserves (ha)

12 Tourism rate [= (tourist presence in the considered period/n. days of the considered period)/average resident population for the considered year * 1000] for the peak year and month

13 Waste production per tourist night compared to general population waste production per person (kilos/person per year)

B.2 SOCIAL FOOTPRINT

14 Direct tourism employment as percentage of total employment in the destination

C. THE CONSERVATION AND VALORISATION OF CULTURAL HERITAGE

C.1 CULTURAL TOURISM

15 Number of tourists visiting historic sites, areas, museums, other heritage attractions

16 Amount of revenue generated at heritage sites and attractions (user fees, licenses, retail and merchandising, etc.)

C.2 TERRITORIAL AUTHENITICITY

17 Existence of typical local products (handicrafts, cuisine)

18 Employed in the 'Culture' sector (thousands)

19 Added value of workers in the 'Culture' sector (€)

D. SITE-SPECIFIC INDICATORS

D.1 ASSETS, CAPABILITIES AND USERS

20 Overall site extension (m2)

(Pilot site 1)

(Pilot site n)

21 Indoor site extension (m2)

(Pilot site 1)

(Pilot site n)

22 Opening time (yearly average hours per week)

(Pilot site 1)

(Pilot site n)

23 Employed human resources in full-time equivalents

(Pilot site 1)

(Pilot site n)

24 Yearly number of visitors

(Pilot site 1)

(Pilot site n)

25 Average % change in yearly number of visits during last 3 years

(Pilot site 1)

(Pilot site n)

26 Visitors per month in higher peak quarter

(Pilot site 1)

(Pilot site n)

27 Visitors per month in lowest peak quarter

(Pilot site 1)

(Pilot site n)

D.2 FACILITIES AND EVENTS, PROMOTIONAL ACTIVITIES

28 Tactile laboratories

(Pilot site 1)

(Pilot site n)

29 Mobile applications for impaired people

(Pilot site 1)

(Pilot site n)

30 AR/VR installations

(Pilot site 1)

(Pilot site n)

31 Explanatory panels with QR codes

(Pilot site 1)

(Pilot site n)

32 Monthly number of new contents uploaded on the website in last 3 months

(Pilot site 1)

(Pilot site n)

33 The website is available in an accessible format (Y/N/partly)

(Pilot site 1)

(Pilot site n)

34 Number of temporary shows and events held within the site during last year

(Pilot site 1)

(Pilot site n)

D.3 COLLABORATIONS, NETWORKS AND STAKEHOLDER

35 Cooperation agreement(s) in place during the year with other Cultural Sites and Heritages

(Pilot site 1)

(Pilot site n)

36 Cooperation agreement(s) in place during the year with Schools, Training institutions and Research Centres

(Pilot site 1)

(Pilot site n)

37 Cooperation agreement(s) in place during the year with public bodies

(Pilot site 1)

(Pilot site n)

38 Cooperation agreement(s) in place during the year with companies and other private organisations

(Pilot site 1)

(Pilot site n)

39 Distance for the nearest public transport service (m)

(Pilot site 1)

(Pilot site n)

40 Number of hotels and restaurants around the site, within walking distance (diameter 400 m)

(Pilot site 1)

(Pilot site n)

Site questionnaire template for the collection of data on the site-specific indicators

This questionnaire is intended for the acquisition of data aimed at describing the pilot areas of the project, in accordance with Activity 3.1 – Description of Pilot Areas.

Each partner identified the pilot sites to be involved in the creation of a living lab for the validation of sustainable tourism strategies promoted by the project.

The relevant managers/operators of the pilot sites will have to fill in and submit to the competent partner this questionnaire – answering, wherever possible, with regard to their site of competence.

Name of the pilot site of competence: _____

1. Please indicate the total extension of the site (m2)

   _____

2. Indicate the indoor extension of the site (m2)

   _____

3. Indicate the opening time (differentiate, if relevant, between winter and summer opening hours)

   _____

4. Indicate the number of human resources that have been working full-time in the last 3 years.

   _____

5. Indicate the number of visitors to the site in the last 3 years.

   _____

6. Indicate the number of visitors for every month of the most recent year for which data are available.

   _____

7. Are there any tactile laboratories within the structure of the site? (Please mark only the correct answer with a 'X')

   ■ YES

   ■ NO

8. Are there any mobile applications for impaired people within the structure of the site? (Please mark only the correct answer with a 'X')

- YES

- NO

9. Are there any augmented reality or virtual reality installations within the structure of the site? (Please mark only the correct answer with a 'X')

- YES

- NO

10. Are there any explanatory panels with QR codes within the structure of the site? (Please mark only the correct answer with a 'X')

- YES

- NO

11. Does your site own a webpage? If yes, how many times do you update it in the span of a month?

_____

12. Is the website available in accessible format (for laptop/mobile/tablet devices)? (Please mark only the correct answer with a 'X')

- YES

- NO

- PARTLY

13. If any, indicate the number of temporary shows and events held within the site during last year.

14. Has the site reached any cooperation agreements with other cultural and heritage sites within the last year?

   ■   YES

   ■   NO

   If yes, please indicate the number of agreements: _____

15. Has the site reached any cooperation agreements with Schools, Training institutions and/or Research Centres within the last year?

   ■   YES

   ■   NO

   If yes, please indicate the number of agreements: _____

16. Has the site reached any cooperation agreements with public bodies/entities within the last year?

   ■   YES

   ■   NO

   If yes, please indicate the number of agreements: _____

1. Has the site reached any cooperation agreements with companies and/or other private bodies within the last year?

   ■   YES

■ NO

If yes, please indicate the number of agreements: _____

2. Indicate the distance of the site from the nearest public transport service (in meters).

_____

3. Indicate the number of hotels and restaurants around the site, within walking distance (consider a diameter of ca. 400m).

_____

SWOT ANALYSIS TEMPLATE FOR THE DESCRIPTION OF PILOT AREAS BY LOCAL STAKEHOLDERS

A SWOT analysis considers Strengths, Weaknesses, Opportunities and Threats of the context/project at stake, taking into account the internal (strengths and weaknesses) and external (opportunities and threats) factors. Typically, a SWOT analysis is represented through a matrix outlining the abovementioned factors, as in the graph below:

MATRIX FOR THE SWOT ANALYSIS

	FOSTER THE ACHIEVEMENT OF THE OBJECTIVES	HINDER THE ACHIEVEMENT OF THE OBJECTIVES
INTERNAL SOURCES (CONTROLLABLE)	STRENGHTS	WEAKNESSES
EXTERNAL SOURCES (UNCONTROLLABLE)	OPPORTUNITIES	THREATS