

Ecosystem Services Awareness Building Through Quality Control in Tourist Destination: A Possible Methodological Approach

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Quality Based
Approach

Competitive Advantage

Tourist
Destination

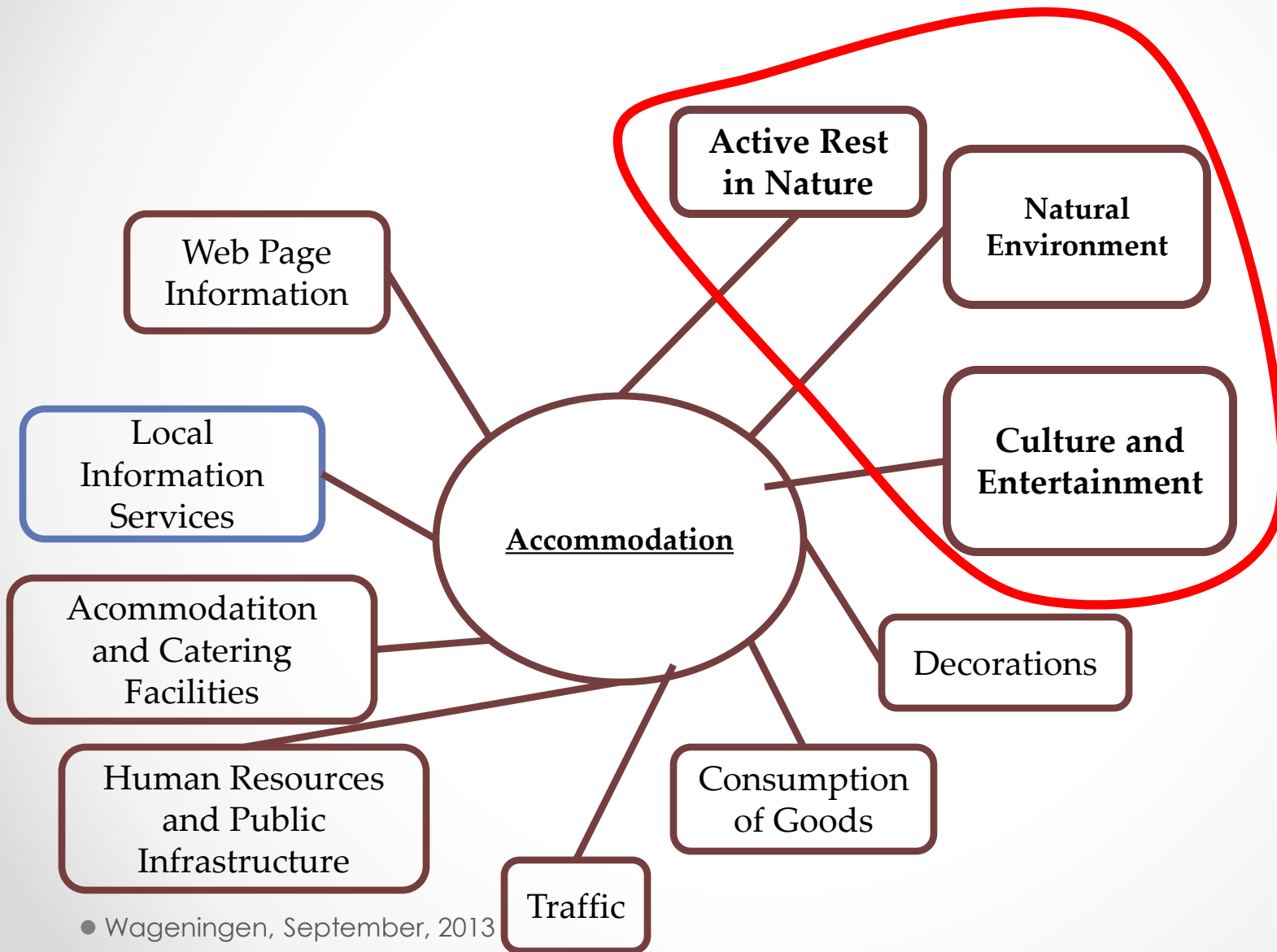
Competitiveness indicators

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- Price competitiveness
 - Humane tourism
 - Infrastructure
 - Environment
 - Technology
 - Human resources
 - Openness
 - Social conditions

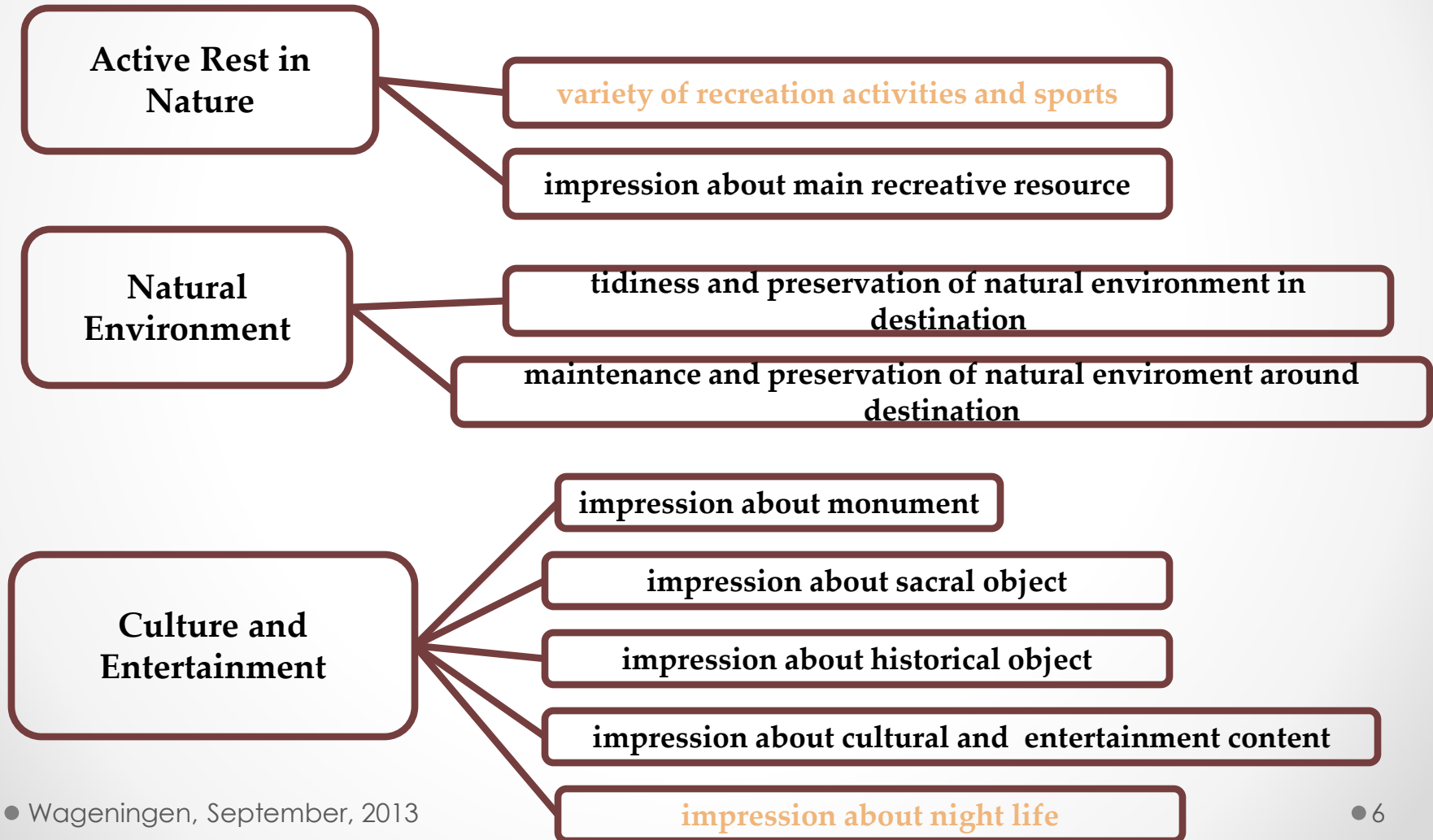
DESTqual methodology

- tool for developing efficient tourist strategy and related policies
- direct insight into quality of a specific supply chain
- feedback informations for managing quality of supply
- synchronic and diacronic destination comparison
- monitoring changes through time
- special attention is given to education of judges

The scheme of the DESTqual construct



Indicators of Ecosystem Services



Sample of destinations 2007-2012

		Number of destinations
Regions	Central Croatia	8
	Slavonija	7
	Istra	9
	Kvarner and Lika	17
	Dalmatia	27
Destination type	Littoral	49
	Continental	14
	Thermal	5
Total		68

Number of dimensions and related indicators 2007 - 2012

Dimensions	Number of indicators
Web Page Information	3
Local Information Services	4
Accommodation	5
Traffic	3
Catering Facilities	2
Human Resources and Public Infrastructure	6
Consumption of Goods	3
Decorations	4
Culture and Entertainment	4
Active Rest in Nature	2
Natural Environment	2

Overall

38

Grade span: 2007 - 2012

Dimensions	Grade span
Web Page Information	1 - 5
Local Information Services	1 - 5
Accommodation	1 - 5
Traffic	1 - 5
Catering Facilities	1 - 5
Human Resources and Public Infrastructure	1 - 5
Consumption of Goods	1 - 5
Decorations	1 - 5
Culture and Entertainment	1 - 5
Active Rest in Nature	1 - 5
Natural Environment	1 - 5

Example of survey results: 2007 - 2012

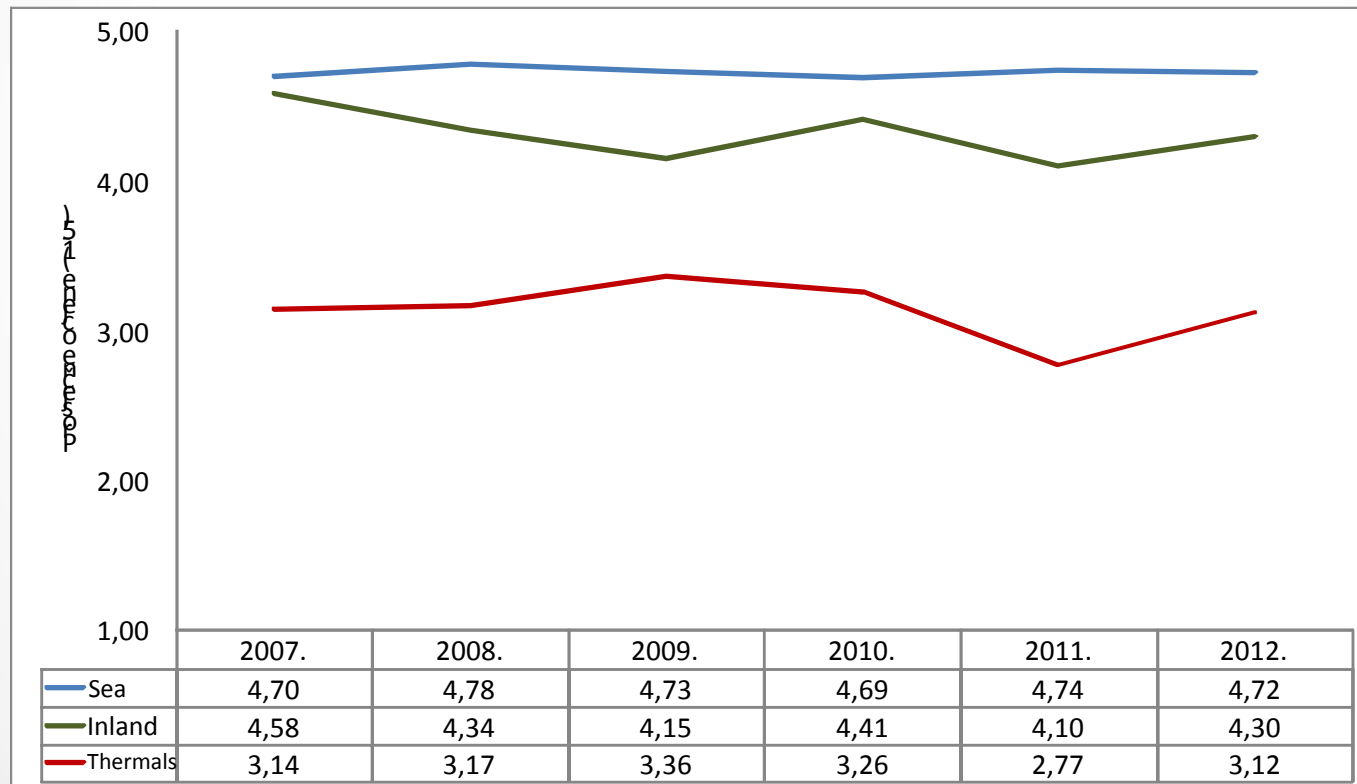
Region
SLAVONIJA:

Destinations
Bizovačke
toplice
Đakovo
Osijek
Požega
Slavonski Brod
Vinkovci
Vukovar

DIMENSIONS	GODINE					
	2007.	2008.	2009.	2010.	2011.	2012.
Web Page Information	3,83	3,00	2,89	3,33	3,33	3,00
Local Information Services	4,00	3,43	4,08	4,13	3,75	4,00
Accommodation	3,30	2,94	3,27	2,60	2,90	4,38
Traffic	3,83	3,67	3,55	3,67	4,17	4,50
Catering Facilities	4,00	3,50	4,11	3,67	3,83	3,83
Human Resources and Public Infrastructure	3,17	3,28	3,39	4,00	4,00	4,08
Consumption of Goods	4,67	3,77	4,44	3,83	3,83	4,00
Decorations	3,25	3,33	3,42	3,75	3,88	4,00
Culture and Entertainment	3,38	3,75	3,27	4,00	3,60	3,70
Active Rest in Nature	3,75	3,70	3,33	3,25	3,50	3,25
Natural Environment	3,25	3,50	3,50	4,50	4,25	4,00
<u>Average of the leading destination</u>	3,68	3,44	3,57	3,70	3,73	3,89
<u>Regional average</u>	3,17	3,05	2,94	3,02	3,03	3,46

Example of Cumulative Survey Results 2007 - 2012

Best graded tourist destinations 2007.-2012.



Policy recommendations and extensions

- instrument for general public policy
- internal quality assessment
- improving supply segments
- improving overall sectoral competitiveness

- adding more ecological dimensions
- adding more ecological criteria
- improving competitiveness by greater ponder on ecosystem services
- tracking performance of ecological dimensions
- panel data methodology

Thank You!

