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ETIS INDICATORS IN SUSTAINABLE TOURIST DESTINATION-EXAMPLE OF THE ISLAND OF PAG

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ABSTRACT

In this paper, the authors study the issues of sustainability and sustainable tourism development. Sustainability is becoming an increasingly important goal and principle of every segment of social and economic development. This is especially true for tourism and tourist destinations and is extremely important when it comes to fragile natural and socio-economic entities such as islands. This paper addresses the issues of measuring and monitoring the development of sustainability by taking the island of Pag as an example. As a metric, the authors have selected the *European Tourism Indicators System* (ETIS), a European Commission model designed in 2014 as a sustainability monitoring tool that is recommended for use in European tourist destinations. The authors also set a goal to compare the ETIS sustainability indicators and the United Nations Sustainable Development Goals (UN SDGs). The paper also emphasised the so-called supplementary ETIS indicators, which allow flexibility in managing the destination, i.e. adjusting the sustainability metric to the specificities of the destination. The primary research, based on respondents' attitudes, formed a model of supplementary indicators for island tourist destinations that is typical for the island of Pag, which could be applied to other islands developing tourism.

Key words: *sustainable tourism, principles and goals of sustainable tourism, destination management, tourism of the island of Pag, ETIS indicators*

1. INTRODUCTION

“Nowadays, sustainable development has become a great force in creating a new way of thinking. Numerous studies have been conducted to find a unique way to measure the viability of a destination.” (KRAJINOVIĆ, 2015) There are many ways, definitions and instruments for measuring the sustainability of tourism and among them is the *European Tourism Indicator System* (ETIS), designed by the European Commission, suitable for all tourist destinations. In this paper, the authors intend to highlight the importance of sustainable development for each tourist destination. Also, the goal is to show how demanding the process is, which involves a number of factors. The aim of the paper is to explain what ETIS is, and to describe its core and supplementary indicators, as well as to perform a comparative analysis of these goals with the so-called *United Nation Sustainable Development Goals* (UN SDG). This empirical study used the method of surveying key stakeholders. The survey was prepared and conducted among the directors, i.e. owners of institutions and organisations engaged in tourism activity and it investigated how much sustainable development policy is being applied in the area. The aim of the research was to find out the opinions and attitudes of key stakeholders in island tourism on the level of sustainable tourism achieved on the island, as well as to verify the set model of supplementary indicators in the ETIS system. This topic is of particular importance economically and socially at the present time, given the ongoing adoption and implementation of the so-called new package of tourism laws in the Republic of Croatia, with the aim of incorporating the principles, systems and tools of the destination management organisation, as well as the principles of sustainable development into the tourist organisation in the Republic of Croatia.

Due to their authenticity, the Croatian islands are one of the great potentials in terms of tourism. Among them is the island of Pag, which builds its tourist identity on cheese, salt and lace as traditional elements. On the other hand, the island brand is built by Novalja as a world-famous party destination. Therefore, in this paper the topic of tourism sustainability metric is addressed precisely on the example of the island of Pag, with numerous potentials for tourism development, but also as a fragile and sensitive spatial, economic and socio-cultural geographical and development entity.

2. SUSTAINABLE DEVELOPMENT OF THE TOURIST DESTINATION

With increasing mass, the destination begins to lose quality and attractiveness and then competitiveness, so tourists look for new destinations. “The crucial problem of sustainable tourism development is how to make existing

mass tourism development as sustainable as possible." (BUTLER, 1999) "As for sustainable development of tourism, it is first necessary to determine all its impacts, and then minimise the negative and emphasise the positive. There are factors that pose a potential threat to the environment, to the local community and ultimately to the tourist offer of the destination. It is important to identify them and find the optimal solution to move sustainable development in the right direction. It is equally important that all stakeholders in tourism of a particular destination participate, to be precise, the local authorities, the population and the tourists themselves." (BUČAR, 2010)

SWOT analysis prepared by the Institute for Tourism in Zagreb (Institute for Tourism, 2012) indicates strengths, weaknesses, opportunities and threats in sustainable tourist destinations. Among them, according to the author, the following elements can be singled out as especially important for the destination Pag: **strengths:** preservation of natural resources, preservation of the quality of environment, preservation of cultural integrity, systematic approach; **weaknesses:** long-term process, lack of control, lack of environmental awareness, imprecisely set goals; **opportunities:** development of partnership, training of stakeholders, development of pre- and post season, development of selective forms of tourism, tourist valuation of resources; **threats:** mass tourism, negative impact on the environment, uncontrolled number of visitors, profit before benefits. Sustainable tourism is a long-term process that cannot be developed without the training and cooperation of stakeholders. The aim of the training is to highlight the importance of protecting natural and cultural wealth, developing partnerships, rights of employees and local population in tourism. It takes a long time to minimise the weaknesses and threats that can impair the quality development of sustainable tourism. It is necessary to formulate a development strategy of investment, preservation, cooperation and integration of all factors that in any way participate in the tourist activities of the destination. (MILETIĆ, 2019)

Due to uneven development of different tourist areas and the broader picture in tourism, Krajnović (2006) in his thesis proposes the setting up of a destination management organisation (DMO). Krajnović states: "The mentioned model would be primarily focused on the quality and values of the destination and would have a clear vision and development strategy. Some of the benefits of setting up such an organisation are the participation of all significant representatives in the organisation, quality control at the regional level, building a network partnership, an information system and a central database, the possibility of creating destination package arrangements and more. In addition to many benefits, there are also limitations that destinations would encounter when introducing this model, such as a long adjustment period, restructuring the tourist boards into DMOs and a difficult implementation of the model." (KRAJNOVIĆ, 2006) **Bandari adds that it is actually an organisation that man-**

ages destination development, coordinates many elements of the tourism product and encourages public-private cooperation.” (BANDARI, 2014)

A package of tourism laws was adopted in Croatia in May 2019: Law on Tourist Boards and Promotion of Croatian Tourism, Law on Membership Fees in Tourist Boards and Law on Tourist Fee. “These laws are aimed at increasing the overall efficiency of the tourist boards system, especially at the regional and local (destination) levels, ensuring all the preconditions for the systematic implementation of destination management activities, and improving the tourist quality and content of the tourism product. The system of tourist boards with this package of laws is established according to the model of destination management modelled on contemporary systems in the world.” (MINISTRY OF TOURISM OF THE REPUBLIC OF CROATIA, 2019)

3. SUSTAINABLE TOURISM DEVELOPMENT IN CROATIA AND PROBLEM OF SEASONALITY

Sustainable tourism has only recently been recognised in the world as an approach that guarantees a better future in tourism, and so in the last ten years, Croatia has been intensively working on its development. There is a significant number of conferences, trainings and publications on how to manage sustainable tourism development in Croatia, especially in those rural destinations and the ones captured by mass tourism.

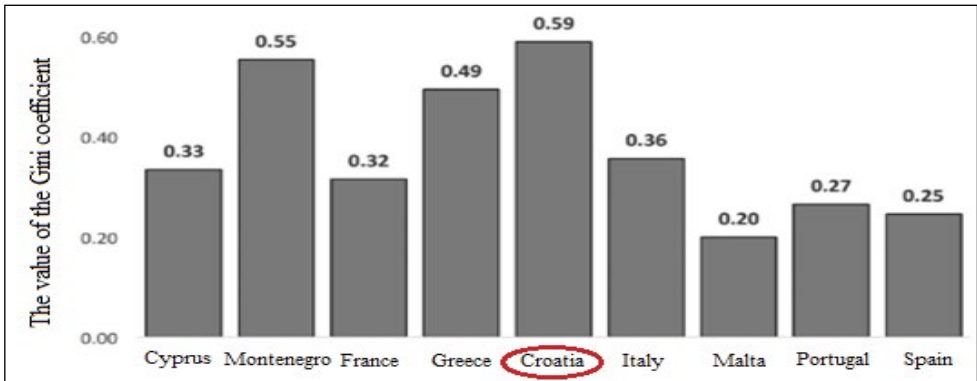
One of the key problems of modern tourism in Croatia is seasonality. According to Butler (1994), seasonality represents a “temporary imbalance in tourist activity, which is manifested through the number of visitors, their consumption, traffic on highways and other means of transport, and through employment and the degree of visiting attractions.”

“High seasonality is often a feature that creates a major problem for tourist destinations, including Croatia. The most common cause of seasonality is geographical features, i.e. favourable climatic conditions only in a certain part of the year. There is also a trend of vacations in European countries, so most employees just use a specific time of year for travelling and vacations.” (Čavlek et al., 2010) Čavlek and al. also state that reducing seasonality of tourism in Croatia is almost always mentioned as a strategic goal of Croatian tourism.

Chart shows (Ch. 1) a graphical comparison of the degrees of seasonality in Croatia and the eight Mediterranean countries, which are very similar in geography and climate to Croatia. The intensity of seasonality was calculated using the Gini index¹, and the value for each country is shown separately at the top of each column.

¹ “The Gini indeks is the indeks of uneven distribution most commonly applied in economics and geography. The indeks ranges from 0 to 1 where 0 represents complete equality and 1 inequality.” (Kožić, 2013)

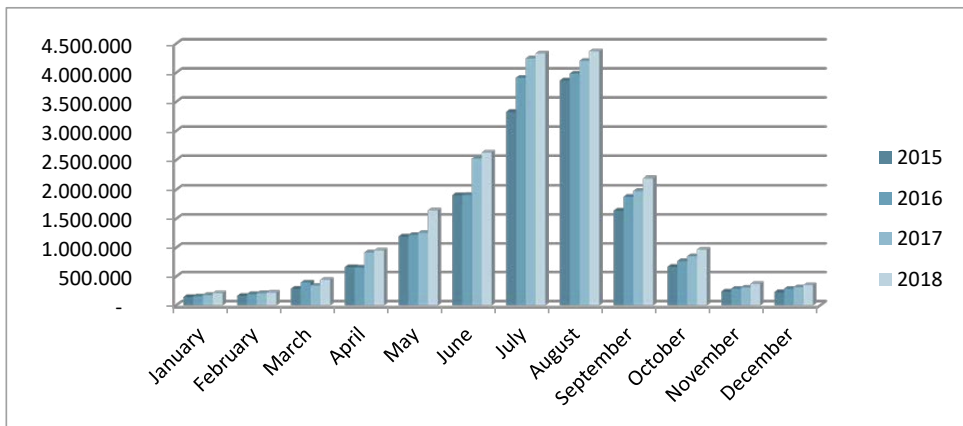
Chart 1: Degree of seasonality of tourism in the countries of the European part of the Mediterranean



Source: Kožić, 2013

Chart shows (Ch. 2) tourist arrivals in Croatia by months from 2015 to 2018, where the increased number of tourist arrivals in the summer months can clearly be observed.

Chart 2: Tourist arrivals in Croatia by months from 2015 to 2018



Source: elaborated by authors according to the data of the MINISTRY OF TOURISM OF THE REPUBLIC OF CROATIA (2015-2018)

“Croatia wants to build a stronger brand in tourism, i.e. to become a country that will offer unique tourism products and experiences, attract more tourists and thus become a destination with greater profitability per tourist. It aims to increase daily spending by 15%, brand strength by 50% and maximise the number of arrivals in the pre- and post season.” (SRŠEN, 2014) Accordingly, the “Croatia 365” project is designed to strengthen tourism activities off-season.

The project was launched in 2014 by the Croatian National Tourist Board, which aims to show the values of as many as 40 destinations in the pre- and post season. Destinations are promoted with their advantages such as business tourism, wellness and health, cycling, hiking, food and wine, etc., and their main goal is to position themselves in the market by offering their unique products off-season. In addition to reducing seasonality, the project also aims at increasing the competitiveness of Croatian tourism, developing tourism in underdeveloped areas and creating new tourist destinations that will attract tourists with their uniqueness. All this can be achieved only through long-term work and improvement of quality and continuous development of new and innovative tourism products in order to meet the ultimate goal, i.e. active tourism throughout the year." (CROATIAN NATIONAL TOURIST BOARD, 2014)

4. GLOBAL GOALS OF SUSTAINABLE DEVELOPMENT

In its 2030 Agenda for Sustainable Development, the UN has set general sustainable development goals, stating that they are defined but very general, so further adjustments are needed in the implementation of these goals for specific areas: "We recognise that there are different approaches, visions, models and tools available to each country, in accordance with its national circumstances and priorities, to achieve sustainable development; and we reaffirm that planet Earth and its ecosystems are our common home and that 'Mother Earth' is a common expression in a number of countries and regions."

Sustainable Development Goals:

- **Goal 1.** End poverty in all its forms everywhere
- **Goal 2.** End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- **Goal 3.** Ensure healthy lives and promote well-being for all at all ages
- **Goal 4.** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- **Goal 5.** Achieve gender equality and empower all women and girls
- **Goal 6.** Ensure availability and sustainable management of water and sanitation for all
- **Goal 7.** Ensure access to affordable, reliable, sustainable and modern energy for all
- **Goal 8.** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- **Goal 9.** Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation
- **Goal 10.** Reduce inequality within and among countries
- **Goal 11.** Make cities and human settlements inclusive, safe, resilient and sustainable

- **Goal 12.** Ensure sustainable consumption and production patterns
- **Goal 13.** Take urgent action to combat climate change and its impacts
- **Goal 14.** Preserve and sustainably use the oceans, seas and marine resources for sustainable development
- **Goal 15.** Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- **Goal 16.** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- **Goal 17.** Strengthen the means of implementation and revitalize the global partnership for sustainable development.

The UN SDG website cites: "The means of implementation targets under Goal 17 and under each SDG are key to realising our Agenda and are of equal importance with the other Goals and targets. The Agenda, including the SDGs, can be met within the framework of a revitalized global partnership for sustainable development, supported by the concrete policies and actions." (URL 1) The UN 2030 Agenda and the Sustainable Development Goals (SDGs) are an unprecedented step forward. Unlike the Millennium Development Goals (MDGs), which they replace, they apply to all countries and represent universal goals and targets that articulate the need and opportunity for the global community to build a sustainable and desirable future in an increasingly interconnected world. How can we best seize this opportunity to put human and ecosystem well-being at the core of global policy? (COSTANZA, I DR., 2016)

5. EUROPEAN TOURISM INDICATOR SYSTEM (ETIS)

For sustainable destination management, in 2013 the European Commission developed the European Tourism Indicator System (ETIS), which aims to help destinations measure and monitor their sustainability. The results of this monitoring are based on data collection, observation and analysis by applying this useful and simple set of tools and indicators. ETIS contains core and supplementary (optional) indicators whose number changes over the years, i.e. the number of indicators increases over time as it adjusts to new circumstances. While, for example, in 2013 ETIS consisted of 27 core and 40 optional indicators, as of 2016, it consisted of 43 core and 33 supplementary indicators. It is important to emphasise that optional indicators were previously applied regardless of the destination, while today they are tailored to each type of destination. (EUROPEAN COMMISSION, 2016)

The authors of this paper believe that the ETIS system is a step forward in the implementation of the global Sustainable Development Goals (SDGs),

which are defined in general terms, announcing the need to elaborate and define specific sustainable development goals in each area of human action. On the UN SDG website, the following is stated to that end: “The 17 SDGs and 169 targets represent an amazing global consensus, years in the making. However, they provide no guidance on how to achieve the goals or how they are interconnected, including their synergies and trade-offs in contributing to overall human and ecosystem well-being. There is no clear means–ends continuum, no ‘narrative of change,’ no description of societal changes and policy reforms necessary to achieve the SDGs, and no elaboration of how this change could happen within existing socioeconomic and geopolitical circumstances.” (COSTANZA, I DR., 2016)

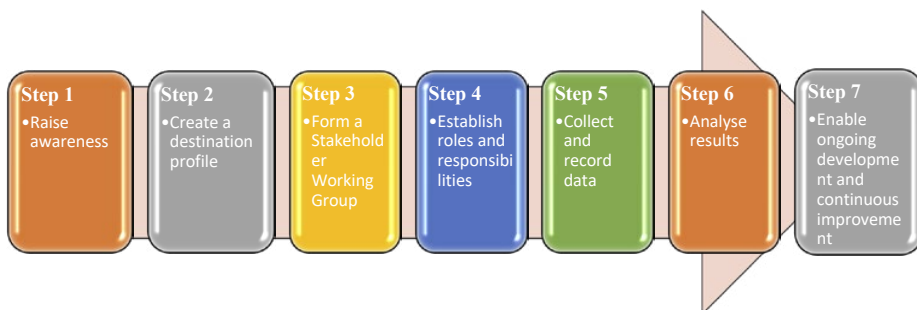
Although the ETIS indicator system has changed over the years, the core and supplementary indicators are always divided into 4 categories (EUROPEAN COMMISSION, 2016):

1. Destination management
2. Economic value
3. Social and cultural impact
4. Environmental impact.

The feasibility and practicality of the ETIS Toolkit and the entire system at destination level was tested through two pilot phases over a 2-year period. More than 100 destinations across Europe implemented and tested ETIS and provided the Commission with feedback about their experience. It provides destinations with a fully tested system and a more realistic set of core indicators. (EUROPEAN COMMISSION, 2016)

ETIS is an effective tool that is specifically designed for tourist destinations that need help to develop and implement their plans for greater sustainability with a long-term vision. Also, ETIS has designed a guide (Ch. 3) according to which, step by step, the destinations reach the setting up of a system of indicators. A key step is the cooperation of stakeholders, i.e. setting priorities, roles and responsibilities among them. (EUROPEAN COMMISSION, 2016)

Chart 3: A guide to setting up the ETIS indicator system



Source: elaborated by authors according to the European Commission, 2016

Core sustainability indicators

The core indicators of the ETIS system provide basic and key destination information. The ETIS consists of 43 core indicators covering the basic aspects of sustainability monitoring and providing the basis for effective destination management. The core indicators also serve to compare different destinations.

Ideally, all indicators should be monitored regularly, but not all destinations will initially be able to obtain all the necessary data. However, this should not be a problem for them, and every destination should start the process of sustainability monitoring, even with a limited number of indicators, because collecting only some pieces of information can help establish the process and lead to a better monitoring system. (EUROPEAN COMMISSION, 2016)

Tablebelow (Tab. 2) shows the breakdown of ETIS core indicators.

Table 2. ETIS core indicators

A. DESTINATION MANAGEMENT		
CRITERIA	INDICATOR REFERENCE	ETIS CORE INDICATORS
A.1 SUSTAINABLE TOURISM PUBLIC POLICY	A.1.1	Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental quality/sustainability and/or Corporate Social Responsibility
A.2 CUSTOMER SATISFACTION	A.2.1	Percentage of tourists and same-day visitors that are satisfied with their overall experience in the destination
	A.2.2	Percentage of repeat/return visitors (within 5 years)
B. ECONOMIC VALUE		
B.1 TOURISM FLOW (VOLUME AND VALUE) AT DESTINATION	B.1.1	Number of tourist nights per month
	B.1.2	Number of same-day visitors per month
	B.1.3	Relative contribution of tourism to the economy of the destination (% GDP)
	B.1.4	Daily spending per overnight tourist
	B.1.5	Daily spending per same-day visitors
B.2 TOURISM ENTERPRISE(S) PERFORMANCE	B.2.1	Average length of stay of tourists (nights)
		Occupancy rate in commercial accommodation per month and average for the year
B.3 QUANTITY AND QUALITY OF EMPLOYMENT	B.3.1	Direct tourism employment as percentage of total employment in the destination
	B.3.2	Percentage of jobs in tourism that are seasonal
B.4 TOURISM SUPPLY CHAIN	B.4.1	Percentage of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises

C. SOCIAL AND CULTURAL IMPACT		
C.1 COMMUNITY/SOCIAL IMPACT	C.1.1	Number of tourists/visitors per 100 residents
	C.1.2	Percentage of residents who are satisfied with tourism in the destination (per month/season)
	C.1.3	Number of beds available in commercial accommodation establishments per 100 residents
	C.1.4	Number of second homes per 100 homes
C.2 HEALTH AND SAFETY	C.2.1	Percentage of tourists who register a complaint with the police
C.3 GENDER EQUALITY	C.3.1	Percentage of men and women employed in the tourism sector
	C.3.2	Percentage of tourism enterprises where the general manager position is held by a woman
C.4 INCLUSION/ACCESSIBILITY	C.4.1	Percentage of rooms in commercial accommodation establishments accessible for people with disabilities
	C.4.2	Percentage of commercial establishments participating in recognised accessibility information schemes
	C.4.3	Percentage of public transport that is accessible to people with disabilities and specific access requirements
	C.4.4	Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognised accessibility information schemes
C.5 PROTECTING AND ENHANCING CULTURAL HERITAGE, LOCAL IDENTITY AND ASSETS	C.5.1	Percentage of residents that are satisfied with the impacts of tourism on the destination's identity
	C.5.2	Percentage of the destination's events that are focused on traditional/local culture and heritage
D. ENVIRONMENTAL IMPACT		
D.1 REDUCING TRANSPORT IMPACT	D.1.1	Percentage of tourists and same-day visitors using different modes of transport to arrive at the destination
	D.1.2	Percentage of tourists and same-day visitors using local/soft mobility/public transport services to get around the destination
	D.1.3	Average travel (km) by tourists and same-day visitors from home to the destination
	D.1.4	Average carbon footprint of tourists and same-day visitors travelling from home to the destination

D.2 CLIMATE CHANGE	D.2.1	Percentage of tourism enterprises involved in climate change mitigation schemes - such as: CO2 offset, low energy systems, etc.- and 'adaptation' responses and actions
	D.2.2	Percentage of tourism accommodation and attraction infrastructure located in 'vulnerable zones'
D.3 SOLID WASTE MANAGEMENT	D.3.1	Waste production per tourist night compared to general population waste production per person (kg)
	D.3.2	Percentage of tourism enterprises separating different types of waste
	D.3.3	Percentage of total waste recycled per tourist compared to total waste recycled per resident per year
D.4 SEWAGE TREATMENT	D.4.1	Percentage of sewage from the destination treated to at least secondary level prior to discharge
D.5 WATER MANAGEMENT	D.5.1	Water consumption per tourist night compared to general population water consumption per resident night
	D.5.2	Percentage of tourism enterprises taking actions to reduce water consumption
	D.5.3	Percentage of tourism enterprises using recycled water
D.6 ENERGY USAGE	D.6.1	Energy consumption per tourist night compared to general population energy consumption per resident night
	D.6.2.	Percentage of tourism enterprises that take actions to reduce energy consumption
	D.6.3	Percentage of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year
D.7 LANDSCAPE AND BIODIVERSITY PROTECTION	D.7.1	Percentage of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes

**A term that refers to the amount of greenhouse gases that we produce, directly or indirectly
Source: European Commission, 2016*

Supplementary sustainability indicators

The following indicative list of supplementary indicators (Tab. 3) has to be considered as a starting point and as an example of specific indicators which have already been tested and can be tailored for a specific type of destination or for other needs. Therefore, the current list can be further enriched with additional indicators in the future, once they have been implemented by destinations. (EUROPEAN COMMISSION, 2016)

Table 3: ETIS supplementary indicators

MARITIME AND COASTAL TOURISM	
PASSENGERS AND PORTS	Number of incoming and outgoing passengers per port per month
	Number of berths and moorings for recreational boating
WATER QUALITY	Level of pollution in seawater per 100 ml (faecal coliforms, campylobacter)
BEACHES	Percentage of beaches awarded the Blue Flag
	Area and volume of sand nourishment
	Total km of free beaches relative to total km of beaches
	Percentage of beaches accessible to all
	Number of days per year the beach/shore is closed due to contamination
ACCESSIBLE TOURISM	
SUSTAINABLE TOURISM POLICY	Percentage of the destination with an accessible tourism strategy/ action plan, with agreed monitoring, development control and evaluation arrangement
EQUALITY/ACCESSIBILITY	Percentage of commercial accommodation with rooms accessible to people with disabilities and/or participating in recognised accessibility information schemes
	Does the destination have an identified accessibility management office or person available to the public?
	Percentage of businesses that have a budget for accessibility improvements
REDUCING TRANSPORT IMPACT	Percentage of each category of transport in the destination that is accessible, i.e. public transport and private hire coaches, minibuses, taxis or minicabs
TRANSNATIONAL CULTURAL ROUTES **	
DESTINATION MANAGEMENT SURVEY	Is your destination part of a cultural route certified by the Council of Europe?
	If yes, is there any policy in place for the cultural route's visibility?
	If yes, does the local community participate in this policy?
	Do cultural/tourist events linked to the cultural route take place in your destination?
	Is the logo of the cultural route of the Council of Europe present on the documents or visible in tourist offices?
	Percentage of tourist offers available in your destination highlighting the theme of the cultural route
ENTERPRISE SURVEY	Is your enterprise located along a cultural route certified by the Council of Europe?
	If yes, are the products of your enterprise linked within the theme/ activities of the cultural route?
	If yes, is the communication on your enterprise/products mentioning the links with the cultural route?
	Is the cultural route promoting/making visible your enterprise/ products?

RESIDENT SURVEY	Benefits for the community from the cultural route involving my destination
	Is the community informed about the cultural route?
	Is the local community involved in the actions organised within the framework of the cultural route's activities?
	Are there benefits for me from the cultural route involving my destination?
	Percentage of residents satisfied with their involvement and their influence in the planning and development of the cultural route
	Percentage of residents who have positive or negative views on the impact of the cultural route on my destination's identity
	Effect of the cultural route on the distinctiveness and local identity, culture and heritage of the destination
	Effect of the cultural route on the quality of life in the destination
	Percentage of residents who have positive views on the impact of the cultural route on tourism
	Effect of the cultural route on cultural and tourism offers of the destination

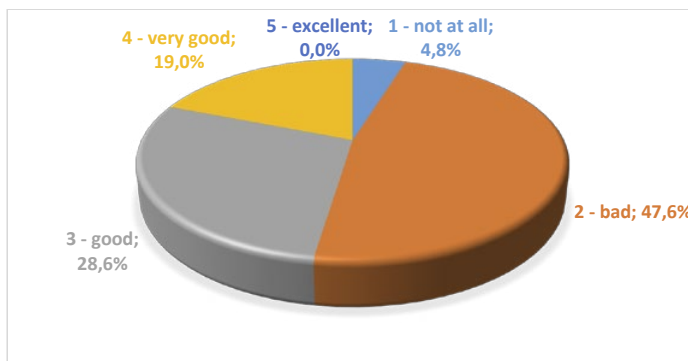
*** A program launched by the European Council designed for travelling and learning about Europe's rich and diverse heritage*

Source: EUROPEAN COMMISSION, 2016.

6. EMPIRICAL RESEARCH RESULTS

The primary research covering the issue of this paper was conducted during August of 2019 by the surveying of tourism professionals operating on the island of Pag in the following institutions and organisations: tourist boards, information centres, hotels, travel agencies and camps. A total of 22 respondents participated, including one from the Pag Tourist Board. The aim of the empirical research was to find out to what extent sustainable tourism is developing on the island of Pag and what are the stimulating and limiting factors that possibly impede the development of sustainability in the area. The restriction attached to the survey is a small sample of respondents to the survey and a few respondents who did not answer all the questions. This section presents a segment of the overall research that addresses the issues described in this paper.

Chart 4 Development of sustainable tourism on the island of Pag



Source: elaborated by authors according to the empirical research results

According to the results of the anonymous survey, 47.6% of respondents state that sustainable tourism is developing poorly on the island, while 19% believe that the island of Pag manages very well its sustainable tourism development policy. None of the respondents answered that sustainability was developing outstandingly on the island, and particularly interesting is the response of a respondent from the Pag Tourist Board who believes that sustainable tourism is in no way developing in the area.

Through empirical research, i.e. the survey, respondents were asked to write at least one specific element of the island of Pag that could be measured in one of the questions, thus helping the authors to design possible supplementary indicators in the ETIS system specific to the island of Pag, which could be measured in the future. These results are shown in table below (Tab.4).

Table 4: Possible supplementary destination sustainability indicators specific to the island of Pag

1.	Number of protected natural areas
2.	Number of social facilities (libraries, museums, cinemas, social welfare, education)
3.	Number of immovable and movable cultural property
4.	Percentage of cheese-producing households
5.	Share of young population in relation to total population
6.	Share of small businesses in tourism in the total number of registered small businesses
7.	Number of completed projects in the last 10 years in relation to the total planned projects
8.	Share of agriculture and fishing trades
9.	Number of olive groves on the island
10.	Number of days in a year when bora blows
11.	Average number of passengers on the Prizna-Žigljen ferry line
12.	Number of apartments intended for business activities, primarily catering and tourism
13.	Amount of cheese sold during the year

14. Number of tourists who visited the gallery "PagLace"
15. Number of specialised local product stores

Source: elaborated by authors according to the empirical research results

7. CONCLUSION

Mass tourism has recently become one of the biggest problems for both world and Croatian destinations. Namely, this type of tourism has many negative effects on the destination, especially on the natural and cultural heritage. Sustainable tourism is the name for a type of tourism that can be applied to all destinations and that integrates environmental, socio-cultural and economic factors, while taking care of the local community and visitors.

Destinations are often considered unable to measure their sustainability, however in 2014, the European Commission developed the *European Tourism Indicator System* (ETIS) that helps destinations develop and measure their sustainability. ETIS is designed as a "European management tool" for measuring the sustainability of a destination and fits into the UN global Sustainable Development Goals (UN SDGs) adopted by the UN in its UN 2030 Agenda. Some European tourist destinations have successfully set up a tourism sustainability monitoring system through the ETIS indicator system. ETIS indicators are divided into core ones that are unique to everyone, and supplementary ones that can be complemented depending on the destination where sustainability is measured. In addition to the ETIS model, there are some other models that aim to measure the viability of a destination, but it is important to emphasise that each destination is unique, and the indicators need to be adjusted to the destination where the sustainability applies.

In this paper, the authors point out a particular problem when it comes to sustainable tourism in the Republic of Croatia, which also applies to tourism development in general and that's seasonality. Reducing seasonality would certainly support the sustainable development of tourism. Croatia is struggling against seasonality in numerous ways, and one of them is the well-known project called "Croatia 365", which aims to expand tourist activity off-season. According to the study in the paper on total tourist arrivals to Croatia, the authors conclude that tourism is slowly expanding off-season, which means the success of the "365 Croatia" project.

In this paper, the authors consider the issue of tourism sustainability by taking the island of Pag as an example. In addition to the indented coastline, numerous beaches, natural beauties and cultural and historical heritage, the island of Pag is a destination with numerous opportunities for further tourism development. Namely, different selective forms of tourism can be developed

on the island such as: health, hunting and fishing, rural and cultural tourism. According to the empirical research conducted in this paper, it is made known that sustainable tourism is developing very poorly on the island of Pag. This is due to a number of limitations such as: excessive apartmentisation, the quitting of quality workforce in tourism, mass tourism and other. Among the significant problems that make sustainable tourism poorly developed is the splitting of Pag between two counties and the generally uneven development. As many as 47.6% of respondents who participated in the primary research for the purpose of this thesis believe that sustainable tourism is developing very poorly on the island. Also, significant is the opinion of the respondent from the Pag Tourist Board, who believes that sustainable tourism is not developing at all on the island. Given that tourist communities are entrusted with the quality of tourism in an area, such response is a matter of concern. The paper attempts to consider strategic opportunities and threats to the sustainable development of tourism through a SWOT analysis of a sustainable tourism destination. As one of the biggest threats, the authors point out a lack of cooperation between stakeholders in the destination. All stakeholders must be actively involved in the development of sustainable tourism, and their mutual cooperation is a key factor in proper sustainability development. The organisation of various training programs, which topic would be exactly the importance of stakeholder cooperation with the aim of sustainable development, could raise stakeholders' awareness of the importance of mutual communication and association. It is also necessary to define the system and process of monitoring the destination's sustainability, as the authors suggest in this paper.

Croatian island tourism has great potential for the development of sustainable tourism, and this type of destination management is exactly what the islands need. Namely, the islands face much more problems than land-based destinations, which is why they need more attention. Problems such as depopulation, deagrarisation, quality of life on islands and similar can be largely addressed by developing sustainable tourism. In this paper, the authors present their own model of ETIS sustainability indicators for island destinations in Croatia, verified by surveyed stakeholders on the island of Pag. Some of the particularities of the island of Pag are its cheese precisely or the number of households that produce it. The number of olive groves and the number of small businesses engaged in agriculture and fishing are also specific. Considering that Pag is a well-known tourist destination, one of the indicators that could be measured is the number of apartments intended for business activities, primarily catering and tourism, the share of small businesses in tourism in the total number of registered small businesses and other mentioned in the paper.

The authors believe that the establishment of a DMO, i.e. a destination management organisation would greatly assist in solving the problem of uneven tourism development on the island of Pag. The mere fact that the island is split between two counties and that Novalja is significantly more developed than the rest of the island, speaks of how contemporary the problem of uneven tourism development is. The closing down of fragmented tourist boards on the island, which, moreover, belongs administratively to two different counties, but also the establishment of a single tourism development organisation to manage the tourism of the island as a single entity would certainly equalise the island's tourism development. An important step in this direction is certainly the current adoption of a new package of tourism laws in the Republic of Croatia, which aims to establish a modern destination management organisation in Croatian tourism.

The authors of this paper consider that, in terms of further research, it is advisable to examine the extent to which the ETIS system can be implemented in other tourist destinations in Croatia, as well as to examine whether the proposed model of additional indicators can be implemented in practice, both on the island of Pag and on other Croatian islands. It would certainly be interesting to explore the possibility for each island to determine its own complementary indicator system and monitor them systematically. Furthermore, it would be useful to explore the possibilities of implementing monitoring by using ETIS indicators in all tourist destinations in the Republic of Croatia, with comparative analysis depending on the typology of tourist destinations (coastal, rural, urban), but also in comparison with foreign experiences.

As a significant guideline for further research, the authors suggest research on the extent to which the SDG system and ETIS indicators are known to stakeholders in tourism, both in Croatia and beyond. This issue was not covered by the research presented in this paper, which is also one of the limitations of this research.

It can be concluded that changing the outdated system of tourist boards into a modern destination management organization, in which the monitoring of sustainable development will play an important role, a process that is ongoing in the Republic of Croatia, could be a great opportunity for this important step towards sustainable tourism development.

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ETIS POKAZATELJI NA ODRŽIVOJ TURISTIČKOJ DESTINACIJI - PRIMJER OTOKA PAGA

SAŽETAK RADA

U ovom radu autori proučavaju pitanja održivosti i održivog razvoja turizma. Održivost postaje sve važniji cilj i načelo svakog segmenta društvenog i ekonomskog razvoja. To se posebno odnosi na turizam i turističke destinacije i izuzetno je važno kada su u pitanju osjetljivi prirodni i društveno-ekonomski subjekti poput otoka. Ovaj se rad bavi pitanjima mjerenja i praćenja razvoja održivosti uzimajući za primjer otok Pag. Kao metriku autori su odabrali Europski sustav pokazatelja turizma (ETIS), model Europske komisije osmišljen 2014. godine kao alat za praćenje održivosti koji se preporučuje za upotrebu u europskim turističkim destinacijama. Autori su također postavili cilj usporediti pokazatelje održivosti ETIS-a i UN-ove ciljeve održivog razvoja (UN SDG-ovi). Rad je također naglasio takozvane dopunske ETIS pokazatelje, koji omogućuju fleksibilnost u upravljanju destinacijom tj. prilagođavanje metrike održivosti specifičnostima odredišta. Primarno istraživanje, temeljeno na stavovima ispitanika, oblikovalo je model dodatnih pokazatelja za otočke turističke destinacije koji je tipičan za otok Pag, a koji bi se mogao primijeniti na druge otoke koji razvijaju turizam.

Ključne riječi: održivi turizam, načela i ciljevi održivog turizma, upravljanje destinacijama, turizam otoka Paga, ETIS pokazatelji

