

Pillar 1 “Strategy and Governance” in practice

Criteria to assess and support the selection of tourism indicators

Why? This template supports destinations in **selecting and assessing tourism indicators** they can deploy to monitor progress towards the achievement of their tourism strategic objectives over time, identifying potential issues, and to provide information for data-driven decision making.

How? When considering one or more indicators, it is helpful to **adopt selection criteria to select the most suitable ones or to review indicators already in use** and compare them with possible alternatives. The table down below offers an overview and explanation of the criteria that can be taken in consideration when assessing the relevance of an indicator.

Tips and guidelines

- Before reflecting on which indicators could be adopted and assessing different options, destinations should have formulated **clear goals** to be achieved and monitored using a set of indicators.
- Inspiration for possible indicators can be found, among other sources, in the **EU Tourism Dashboard**. Once a few alternative indicators have been identified, the criteria below can support final comparison and selection.
- To correctly assess the relevance of an indicator under criteria such as relevance or clarity, it may be necessary to **consult tourism stakeholders** who are expected to use the indicator, such as local businesses or public administrations. This can be done both before the adoption of the indicator, asking stakeholder their feedback on different options, or after 6 months since its implementation, so to monitor its relevance. Stakeholders could be consulted through surveys, workshops or interviews.
- The assessment can be led by both less-mature and already advanced destinations. As the strategic goals and ambitions of a destination continue to evolve, over time some indicators may become obsolete while others may remain relevant. The recommendation is to **review the indicators used on a yearly basis**.

	Criterion	Definition
1	Relevance	Relevance of the indicator with regards to the purpose for which the indicator is being adopted and the destination’s specific context and tourism situation.
2	Data availability	Availability of data needed to create the indicator, from data being already available and collected for other purposes to data not being currently available and requiring new data collection activities.
3	Timeliness	Degree to which data used for the indicators is timely and up-to-date.
4	Credibility and reliability	Trustworthiness and reliability of data used.
5	Clarity and understandability	Degree to which both data used and the indicator itself are clear and easy to understand.
6	Frequency	Frequency with which the indicator can be found in the sets of indicators available in the destination’s country, region or area, which can allow further comparison and may facilitate data collection.
7	Comparability	Possibility to compare the indicator over time and across destinations, thus increasing the value of the information collected.
8	Indicator uniqueness	Uniqueness of the information provided by the indicator, to avoid duplication of information and efforts with other existing indicators.
9	Effort intensity	Intensity of the effort required to lead data collection and analysis operations over time.

Link with other Smart Tourism Pillars: the “**Data collection, management and technological solutions**” pillar provides more information on data sources, collection, and management for smart tourism, which can help assessing some of the criteria above and moving forward with the implementation of an indicator system. Tips and guidelines can be found consulting the Toolkit for Tourism Destinations and other supporting materials available in the [digital library](#) of the Smart Tourism Destinations project website.

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Instructions: this template can be used to compare different tourism indicators and to assess them against the criteria below. Fill in the table by indicating the degree (**low, medium, high**) according to which the indicators comply with different criteria.

Monitoring objective (what do I want to monitor and why?):		Indicator	Indicator 2:	Indicator 3:	Indicator 4:
Assessment criteria	Indicators' name	Description	Description	Description	Description
	1	Relevance			
2	Data availability				
3	Timeliness				
4	Credibility and reliability				
5	Clarity and understandability				
6	Frequency				
7	Comparability				
8	Indicator uniqueness				
9	Effort intensity				