



Special Session Proposal

Tools for Measuring Regional Tourism Flows

Damir Krešić, Institute for Tourism Zagreb, damir.kresic@itzg.hr

Vedran Milojica*, Institute for Tourism Zagreb, vedran.milojica@itzg.hr (corresponding convener for ERSA Congress Secretariat)

Abstract

Tourism plays an important role in the economic development of EU regions, as its development stimulates numerous economic, environmental, social and spatial developmental changes. Successful managing of tourism policy based on information and knowledge-based management implies a methodologically based, rigorous and integrated measurement of the positive and negative impacts of tourism at the regional and national level. The methodological framework that provides the basis for the establishment of such a system derives from the European System of Accounts (ESA) 2010, and specifically from Tourism Satellite Accounts (TSA), System of Environmental-Economic Accounting (SEEA) and European Environmental Economic Accounts (EEEA) which provide a platform for connecting the economic and environmental impacts of tourism at the regional level. In its research work, the Institute for Tourism Zagreb implements an integrated approach to tourism development and management, taking into account the developmental aspects of companies, tourist destinations and national tourism policies, and thereby actively improving the competitiveness of Croatian tourism. Its expertise is confirmed by numerous research projects focused on the sustainable development of tourism, of which it is necessary to highlight the Croatian Sustainable Tourism Observatory (CROSTO): development, measurement and monitoring of tourism sustainability indicators at the regional and local level, and the study „Establishing a model for calculating the tourism development index of local government units in the Republic of Croatia“. The Institute for Tourism Zagreb is currently developing the System of Satellite Accounts for Sustainable Tourism of the Republic of Croatia for 2022, with accompanying scientific evidence and analyses, which are intended to become a tool for managing public policies. The goal of this project is to form and test a methodological framework for establishing a system for measuring economic, environmental and social impacts, and to examine its strengths and weaknesses for the purpose of its improvement and future implementation. The project is financed by the European Union - NextGenerationEU, and its implementation should significantly contribute to



the consistency of the calculation of sustainability indicators of destinations/regions such as ETIS (European Tourism Indicator System). So far, the creation of the Satellite Account of Tourism Sustainability of the Republic of Croatia and the Regional Satellite Accounts of Tourism of the Republic of Croatia for 2022 have been completed. Given that the project ends on July 30, 2026, the **Special Session** will allow not only the presentation and evaluation of its final results, but also a discussion on alternative models for measuring the economic, environmental and social impacts of tourism activities at the regional level, and at the destination level. Participants will discuss the feasibility of alternative governance models, address key challenges including data gaps, capacity constraints, etc., as well as combining qualitative and quantitative indicators for measuring regional tourism flows.