



EUROPEAN COMMISSION
ENTERPRISE AND INDUSTRY DIRECTORATE-GENERAL

5 February 2014

CALL FOR EXPRESSION OF INTEREST

FOR THE PARTICIPATION IN THE
TESTING OF THE EUROPEAN TOURISM INDICATOR
SYSTEM (ETIS)

FOR SUSTAINABLE MANAGEMENT AT DESTINATION
LEVEL

PILOT PHASE 2 (1ST APRIL 2014 – 31 DECEMBER 2014)

The European Tourism System of Indicators for Sustainable Management at Destination Level (ETIS) was launched by the Tourism Policy Unit of the European Commission on 22 February 2013 as a tool to help local authorities in measuring and monitoring the sustainable tourism performances of their destinations. It is one of seven initiatives set out in the tourism strategy launched in 2010 for the development of sustainable, responsible and high-quality tourism in Europe¹.

ETIS is designed to be simple and flexible, so to be usable by all kind of destinations, without the need of technical expertise.

Its launch was very welcomed by public and private stakeholders involved in tourism management and related activities and a number of destinations have already signalled that they are ready to start using it.

In a long term perspective, the Tourism Policy Unit aims at achieving a wide uptake of ETIS by a significant number of destinations across Europe, in order to encourage and support the adoption of a sustainable tourism management approach.

The system by its very nature is a lively and dynamic tool and will need to be fine-tuned periodically and all destinations are invited to start using ETIS as they find suitable.

¹ For more information : Communication « Europe, the world's No 1 tourist destination a new political framework for tourism in Europe » - http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/index_en.htm

For this purpose, the first ETIS pilot phase has been organized from the 15th July 2013 and it will end the 15th April 2014, which is involving about 100 destinations across Europe. At the end of the pilot phase, a pool of experts, under the supervision of the EC, will make a first assessment of its results, which will be presented during a technical workshop, to be organized in Bruxelles by mid-2014.

The **second pilot phase will begin on 1st April 2014** for the next round of volunteering destinations.

Destinations that would like to cooperate with the Tourism Policy Unit in this pilot period of 9 months (1st April – 31st December 2014) in a structured way and provide feedback on the implementation of ETIS are invited to reply to this call for expression of interest.

Destinations which already volunteered to participate in the first phase, but were not able to complete it, are invited to present a second candidature.

The timing of the testing period

	2013	2014	2015
Pilot Phase I	15 July 2013- 15 April 2014		
Pilot Phase II		1 April 2014 – 31 December 2014	
Improvement			Call for proposals

How will the testing period work in practice?

All destinations participating in the pilot phases commit to contribute actively to the testing of the ETIS.

The implementation will be done based on a guide book called the "Toolkit", which explains step-by-step how to implement the ETIS. The toolkit is translated in all EU languages and is available on the European Commission's website:

http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm

A questionnaire will be distributed at the beginning of the pilot period to the participating destinations. At the end of the 9-month pilot phase, the destinations will be requested to fill out this questionnaire - and send it back to the Tourism Policy Unit.

The feedback collected from the destinations through the questionnaires will be analysed and assessed. This analysis will provide information on the daily workability, positive and negative experiences and achievements and difficulties encountered during the pilot phases, and will help for the possible improvement of the indicators and decision making on the operational tools and procedures (toolkit, IT tool, communication, dissemination etc.).

At the end of the second pilot phase, the Tourism Policy Unit will publish the list of participating destinations on the Europa website providing them with recognition for their efforts towards excellence in the sustainable management at destination level.

How can a destination apply to take part in the second pilot phase?

This call for expression of interest is published for the second pilot phase, to be held between **1st April and 31st December 2014.**

Applications are open to destinations as well as **networks of destinations** (i.e. regional/ national/European associations of destinations, cultural routes etc). Applications must be submitted by an individual on behalf of the applicant who commits to act as Local Destination Co-ordinator as described at page 11 of the Toolkit.

Applicants from all EU Member States, EFTA, EEA countries and such other countries as the Former Yugoslav Republic of Macedonia, Serbia, Montenegro, Albania and Israel, can apply.

Destinations and organisations interested in the testing of the ETIS are invited to send their applications, using the attached forms, **by e-mail**, for the attention of DG Enterprise and Industry, Tourism Policy Unit, to:

ENTR-ETIS@ec.europa.eu

Please send your applications the latest by 15 March 2014.

We will not be able to process and take into account applications that do not use the attached forms or arrive after the above date.

Applicants will receive a confirmation of their participation, additional information and the Questionnaire **the latest by 31st March 2014** by e-mail. For more information and to learn about the importance of using the ETIS, please visit our website and read attentively the Toolkit:

http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm

IMPORTANT INFORMATION

- **For practical reasons, all communication related to the implementation of this testing phase will be done exclusively in English.**

All communications shall be done via the email contact: ENTR-ETIS@ec.europa.eu

- **The Tourism Policy Unit cannot provide any financial support for destinations for their participation in the pilot phase of the ETIS.**