

# Definition of benchmarks and indicators about sustainable wine tourism

## ACTION B6



IMPROVING THE  
SUSTAINABILITY OF GRAPE  
AND WINE PRODUCTION AT  
THE PRIORAT REGION

LIFE15 ENV/ES/000399





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# 1. Introduction

This deliverable is one of the milestones from Action B6 “Action plan for a sustainable wine tourism at the Priorat Region” and it is linked to the outcomes of the previous actions, specially of actions B5 and B6 (environmental footprint of the average wine produced in the Priorat region, diagnosis of the wine sector sustainability in Priorat Region). In this task, the definition of benchmarks and monitoring indicators has been listed as a reference for the Priorat region to set baseline indicators and follow-up the region and the wine tourism activities on a periodic basis through a monitoring activity.

## 2. Objectives

The objectives of this task are to generate monitoring indicators so that the Priorat region can set up a baseline analysis or a diagnosis with monitoring criteria for the whole region with quantitative and qualitative measures.

The diagnosis performed in Action B6 of the wine sector sustainability of the Priorat region has been addressed in a qualitative way, also finding a gap of quantitative information that could be collected using the proposed methodology of sustainable indicators. In this sense, this will build up to continue and complement the diagnosis presented by this project.

Once the initial diagnosis is performed and the hotspots have been detected and analysed, then further actions to improve sustainability in the wineries can be designed and implemented. This will serve as a comparative measure among wineries, which can increase their willingness to contribute even more to sustainable goals, and also for the region as a whole, where the competitiveness of the wine touristic businesses can be measured and showed to promote the touristic activity in the region, as well as assess the room for improvement across time.

## 3. Benchmarks and indicators for a sustainable wine tourism

As a reference, the Global Sustainable Tourism Council (GSTC) criterion has been taken as a framework -for destination, not for hotels neither companies-. It has been found that currently no indicators are being monitored following the GSTC standards, thus this task has been developed keeping in mind that the region will start from zero with these indicators, thus an adaptation from the GSTC standards has been proposed, since the objective is not to obtain any certification at the moment.

A total of 37 indicators were identified as being relevant and important for the Priorat region in the following areas or categories: A) sustainable management of the destination; B) the economic value of the destination; C) social and cultural impact; D) environmental impact. The following table displays these indicators.



Indicators have been split into certain criteria amongst each area/category, so that for some criteria, more than one indicator applies.

It can be observed that even the objective is to assess the whole region as a sustainable destination, indicators must be collected also from tourism business (hotels, etc) and wineries, through interviews, surveys, etc. In this sense, the selection of the criterion and indicators has been founded upon the premise that they must reflect the reality and the characteristics of the region (wine + tourism businesses).

It will be up to the Priorat Region, once the baseline of the current situation of the indicators is, that benchmarks and goals (short and long term) are then proposed based on the results of the assessment.

CATEGORY	CODE	CRITERIA	CODE	FOLLOWING INDICATOR
A. Sustainable management of the destination	A.1	Strategy/plan for the sustainable management of the destination	A.1.1	Evaluate/update strategy/plan every year among all stakeholders - measure how many points of the plan have been developed.
			A.1.2	Of the points of the plan developed how many have been satisfactorily completed.
	A.2	Evaluation of the current situation of sustainable tourism	A.2.1	Percentage of wineries in the destination with a certification/sustainability label.
			A.2.2	Percentage of tourists who feel satisfied with their experience in the destination
B. Economic value of the destination	B.1	Economic monitoring of the destination	B.1.1	Annual change of the relative contribution of tourism to the GDP of the destination.
	B.2	Tourist flow in the destination	B.2.1	Number of visits of one-day duration per month.
			B.2.2	Daily expenditure per tourist
	B.3	Performance of tourism companies	B.3.1	Employment rate in wineries per month and average of the year.
	B.4	Effect of tourism on local employment	B.4.1	Direct tourist employment as a percentage of total employment in the destination.
			B.4.2	Percentage of seasonal jobs.
B.5	Tourist supply chain	B.5.1	Percentage of food, beverages, goods and services produced locally that come from the tourism companies of the destination.	
C. Social and cultural impact	C.1	Social impact in the community	C.1.1	Percentage of residents who are satisfied with wine tourism in the destination (per month/season).
			C.1.2	Number of second residences per 100 households
	C.2	Gender equality	C.2.1	Percentage of men and women employed in the winery sector.
			C.2.2	Percentage of wineries whose general management is headed by a woman.
	C.3	Destination accessibility	C.3.1	Percentage of wineries accessible to people with disabilities.
			C.3.3	Percentage of tourist attractions that are accessible to people with disabilities or who participate in official accessibility information programs.
C.4	Protection of cultural heritage	C.4.1	Percentage of residents who are satisfied with the impact tourism has on the destination's identity.	
D. Environmental impact	D.1	Environmental risk assessment	D.1.1	Number of environmental risks raised at the destination.
			D.1.2	How many environmental risks have occurred.
	D.2	Transport impact	D.2.1	Percentage of tourists and one-day visitors who use public transport services to travel to



			the destination.
		D.2.2	Percentage of tourists and day visitors that rent a private car to travel to the destination.
		D.2.3	Percentage of tourists and day visitors that use a private car to travel to the destination
D.3	Climate change	D.3.1	Percentage of wineries that participate in climate change mitigation programs, such as compensation for carbon dioxide emissions, low energy consumption systems, etc., and in "adaptation" responses and measures (eg Vineyards that identify as 100% ecological or are in the process of conversion).
		D.3.2	Percentage of wineries participating in climate change adaptation programs
D.4	Solid waste management	D.4.1	Generation of waste per overnight stay of a tourist compared to the generation of waste per person from the general population (kg).
		D.4.2	Percentage of wineries that separate the different types of waste.
D.5	Sewage Treatment	D.5.1	Percentage of wastewater from the same destination (in wineries) treated for at least one secondary level before discharge.
D.6	Water management	D.6.1	Water consumption per overnight stay of a tourist compared to the water consumption per night of a resident.
		D.6.2	Percentage of wineries that adopt measures to reduce water consumption (eg vineyards that optimize their irrigation systems).
		D.6.3	Percentage of wineries that use recycled water.
D.7	Water security	D.7.1	Percentage of water used that is below the ecological flow limits.
D.8	Water quality	D.8.1	Chemical analysis values of water including factors such as salinity, turbidity, conductivity, heavy metals, pH.
D.9	Energy consumption	D.9.1	Energy consumption for each overnight stay of a tourist compared to the energy consumption of the general population for each night of a resident.
		D.9.2	Percentage of wineries that adopt measures to reduce energy consumption.
		D.9.3	Percentage of the annual amount of energy consumed from renewable sources (MWh) compared to the total energy consumption at the destination level per year.
D.10	Protection of the landscape and biodiversity	D.10.1	Percentage of wineries in the tourism sector that actively support the protection, conservation and management of local biodiversity and landscape.

