

Indicators for Assessing the quality of tourism and housing in Smolenice

On the basis of the previous analysis the indicators are proposed as a possible structure for an easy to grasp benchmarking system. A two-stage structure comprising domain and issues is going to be developed for assessing and monitoring quality of housing and tourism in large Smolenice.

The aims - developing ways of organising and undertaking the sustainable evaluation of two domains in the Case Study through the proposed observable and measurable indicators.

Monitoring system can provide a major input to the Case Study improvement activities in the partner cities. The results can be included in the **compendium**, and there is a strong link to the further networking activities.

Domain

The domains contain the main aspects of improving the quality of housing and tourism seen as basic needs of the village.

- **Human / Social Development:** This development represents the human capital, composed by knowledge, skills, competencies and attributes embodied in individuals that facilitate the creation of personal, social and economic potential.
- **Community Capacity / Governance:** Community Capacity relates to the capacity of people in communities to participate in actions based on community interests, both on individuals and through groups, organisations and networks. This capacity refers to the social capital built by interactions that exist between groups and people due to having a shared set of values and attitudes, a sense of belonging and solidarity associated with a more cohesive society. Key values are Social justice, Participation, Community Involvement.
- **Economic Development:** The domain of economic development reflects the need to actively participate in economic life, to have access to job market, to live within a sound local economy with sufficient investment and a functioning housing and property market.
- **Environmental Quality:** One of the basic needs is to live in a healthy and safe environment with balanced natural resources, clean air, water and soil, absence of noise pollution and adequate density of the city ecosystem. A further aspect of environmental quality is to be free from environmental threats or hazards such as flooding, avalanches, fire hazards, land slides etc.
- **Urban Structure:** Quality of life is fundamentally determined by the quality of the urban structure and environment. This includes adequate habitations, access to basic amenities and infrastructures (e.g. technical infrastructure, transportation) as well as green spaces of a good quality.
- **Image:** The image of an area is the first thing that approaches the recipient, it directly influences his well being, his behaviour and hence his decisions. Often the image of an area varies considerably regarding inhabitants from inside and

outside the area. The image is perceived by individuals and therefore subjective. The direct influence of common (e.g. via media) and individual perception can serve as an important tool to foster the improvement process. A positive perception/image from inside is the main basis for identification with the area. For a positive outside image it's crucial to improve the involvement and integration of stakeholders within the LUDA on a citywide level.

These needs concerning the living environment are different facets of quality of housing and tourism and can be illustrated by a "diamond", which interlinks these facets in multiple ways.

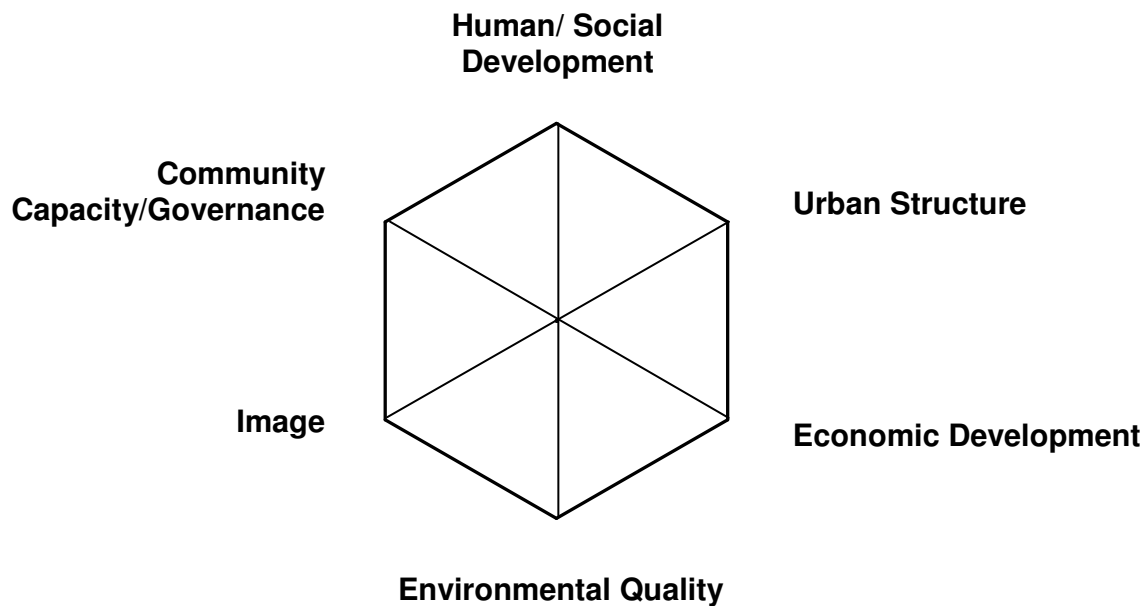


Fig 1: Diamond

Issues

Within the participating European countries and cities the systems of statistics and the availability of data differ considerably. Therefore the task of selecting common indicators which can be used to monitor the progress in the case study areas proved to be difficult.

The most important function of the indicators will be to measure the situation or the progress of improvement in the case study area in relation to its microregion. Therefore mainly data is needed for the microregion and the individual villages.

The work with issues seems an approach worthwhile discussing. The issues capture the problems of village as precisely as possible, without giving a measurable unit. This approach would allow to define the quantitative measures for these issues according to the national background and to the availability of statistical data. For instance the issue "Structure and dynamics of economy" under the domain "Economic Development" might be monitored by the help of indicators such as number of enterprises, level of start-up enterprises, the density of enterprises or the number of new businesses in the area.

TOURISM

The objectives:

- **raise attractiveness of village**
- **marketing system and representation of village**
- **transport access**
- **information system and guides**
- **development the services for tourists**
- **accommodation possibilities for tourists**
- ...

Human/Social Development

Employment

Education

Community Capacity/Governance

Participation

Involvement in local initiatives

Economic Development

Structure and dynamics- Structure of enterprises (tourist services, crafts, commerce, accommodation)

Public investment

Private investment

Dependency from outside investment

foreign guests' proportion of tourist overnight stays

Environmental Quality

Improving or diminishing the natural heritage sites

Quality and quantity of green spaces

Access to green spaces

Pollution

Consumption of resources

Urban Structure

Area and land use

Quality of urban design and landscape

Transportation (transport lines, barriers)

Housing quality

Image

Perception from inside

Perception from outside

HOUSING

The objectives:- quality of life

Residential quality

Occupancy of flats, houses

Quality of building (scope of renovation, sanitary instalations)

Housing Vacancies

Population Density

Average duration of habitation

Age quotient

Social Development

Healthcare facilities

Social care

People living on social welfare

Leisure time activities

Community Capacity/Governance

Participation (in planning process, local elections etc.)

Involvement in local initiatives

Participation in local elections

Proportion of inhabitants having honorary posts

Economic Development

Public investment

Private investment

Dependency from outside investment

Range of emplyment possibilities

Land value

Rental rate

Demand of retail goods and services

Municipal income from business tax per inhabitant

Environmental Quality

Consumption of resources (heating, gas, electricity)

Sealing

Pollution/ contamination

Quality and quantity of green spaces

CO2-emissions per inhabitant and year

Proportion of the area of protected areas and biotopes

Inhabitions living in flats with $L_{eq}>65$ dB at main roads

Urban Structure

Housing quality

Quality of urban design and landscape

Transportation (transport lines, barriers)

Quality and quantity od socio- cultural infrastructure

Quality and quantity of technical infrastructure

Good access to amenities and services and leisure time places

Proportion of means of transportation (modal split)

Average overall travel time to selected metropolis differentiated for rail, road and air travel

Image

Perception from inside

Perception from outside

Identification with the village

In-migration

Out-migration