

Opportunities for participatory data collection	
Additional information	
References	

24.15 Increase in tourism

Project Name: CONNECTING Nature (Grant Agreement no. 730222)

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Increase in tourism	New Economic Opportunities and Green Jobs
Description and justification	Many EU countries rely on tourism as a major contributor to the economy. Area improvements brought about by NBS implementation may provide increased incentives for visitors to the area, thereby increasing the number and amount spent by tourists.
Definition	The increase (or decrease) in number of visitors per day that is seen as fully or partially connected to the NBS at a local or international level.
Strengths and weaknesses	
Measurement procedure and tool	
Scale of measurement	Location up to region
Data source	
Required data	number of visitors to NBS area (generally broken down by local / international)
Data input type	Quantitative

Data collection frequency	Anywhere from daily to annually
Level of expertise required	Moderate
Synergies with other indicators	<i>Replace with 12.2.9 New activities in the tourism sector and 12.2.10 Gross profit from nature-based tourism.</i>
Connection with SDGs	SDG 8 Decent Work and Economic Growth; may have negative impact on Goal 12: Responsible Consumption & Production and SDG13: Climate Action
Opportunities for participatory data collection	No opportunities identified
Additional information	
References	Ahn, B., Lee, B. and Shafer, C.S., 2002. Operationalizing sustainability in regional tourism planning: an application of the limits of acceptable change framework. <i>Tourism Management</i> , 23(1), pp.1-15. Moscardo, G., 2008. Sustainable tourism innovation: Challenging basic assumptions. <i>Tourism and Hospitality Research</i> , 8(1), pp.4-13

24.16 New activities in the tourism sector

Project Name: PHUSICOS (Grant Agreement no. 776681)

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New Activities in the Tourism Sector	New Economic Opportunities and Green Jobs
Description and justification	Some NBS projects could promote a new touristic development of rural and mountainous area in many different ways: by creating a new qualified natural attraction (a riverside, a green infrastructure, a new sport trial in natural context), increasing accessibility to and/or connecting existing cultural heritage sites or landscape