

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

	viewpoints. This could promote new activities in tourism sector (e.g., B&B, restaurants, café, and touristic guides).
Definition	<p>In the Baseline Scenario this indicator is equal to the number of new activities in the tourism sector in the study area, and gives information about the dynamism of tourism sector in the study area before the project will be implemented.</p> <p>The indicator could be also estimated in the Design Scenario, using a probabilistic scale (e.g., Likert Scale).</p> <p>It also will be assessed in a Long Term Scenario, considering data made available some years after NBS/Grey/Hybrid solutions have been implemented, computing the number of new activities in the tourism sector in the study area.</p>
Strengths and weaknesses	Collecting the data necessary to assess the indicator could be time and money consuming.
Measurement procedure and tool	<p>In the Baseline Scenario, the indicator will be calculated consulting data on new enterprises, counting the number of new activities related to tourism sector in the study area.</p> <p>In the Design Scenario, the indicator will be assessed adopting a five-point Likert item with categories "Very Poor", "Poor", "Average", "Good", and "Very Good" to evaluate the likelihood of occurring the creation of new activities related to tourism sector in the study area.</p> <p>In the Long Term Scenario, the indicator will be calculated consulting data on new enterprises, counting the number of new activities related to tourism sector activities related to tourism sector in the study area.</p>
Scale of measurement	Probabilistic scale; No.
Data source	National Statistical Institute, Chamber of Commerce
Required data	Data on new enterprises by categories of economic activities
Data input type	Quantitative
Data collection frequency	Annual
Level of expertise required	High
Synergies with other indicators	New Employment in the Tourism Sector
Connection with SDGs	8

Opportunities for participatory data collection	
Additional information	
References	

24.17 Gross profit from nature-based tourism

Project Name: PHUSICOS (Grant Agreement no. 776681)

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Gross Profit from Nature-Based Tourism	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 viewpoints. This could increase gross profit from nature-based tourism.
Definition	<p>The gross profit of a company is the total sales of the firm minus the total cost of the goods sold. The total sales are all the goods sold by the company. The total cost of the goods sold is the sum of all the variable costs involved in sales.</p> <p>This indicators express the ratio between the gross profit over a year of all the companies working in the nature-based tourism in the study area and the territorial surface of the study area.</p> <p>In the Baseline Scenario this indicator gives information about the dynamism of Nature-based in the study area before the project will be implemented.</p> <p>The indicator could be also estimated in the Design Scenario, using a probabilistic scale (e.g., Likert Scale).</p>