

# LUGANO TOURISM INDICATOR

Measuring the attractiveness  
of European cities as tourism destinations

Valeria CROCE, Rico MAGGI  
University of Lugano

# SUMMARY

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- Motivation
- Theoretical background
- Indicator philosophy & construction
- Pilot
- Link

# MOTIVATION

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- City tourism market = demand driven
- Cities' attractiveness drives tourists in their decision making process
- Attractions = core of destinations' competitiveness

DEFINING THE BENCHMARK



# THEORETICAL BACKGROUND

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- Supply-oriented
- Tourist = producer
- Tourism industry =  $\sum$  of relevant industries supplying goods and services
- Destination = location of production



THE LUGANO TOURISM INDICATOR



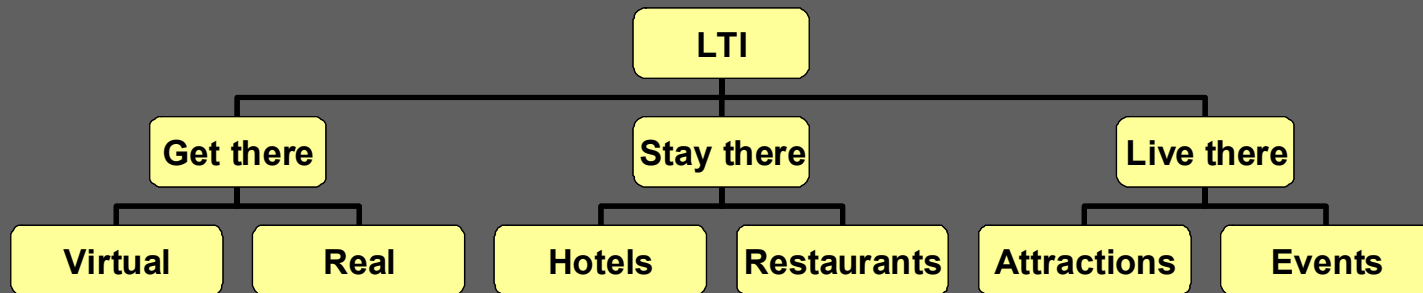
# LUGANO TOURISM INDICATOR <sup>(1)</sup>

	GET THERE Holiday start-up activities		STAY THERE Basic holiday needs		LIVE THERE Secondary holiday needs	
STAGES	INFO GATHERING	TRAVEL TO/FROM	STAY	FOOD	ATTRACTIONS	IN LOCO ENTERTAINMENT
INDUSTRY <small>(Source: UNWTO Satellite Account)</small>	Formal tourism sources, other tourism sources, hearsay.	Air-, road-, rail- and water transport; public and private means; inter- and extra-urban	Tourism accommodation, second houses, F&R	Food- & beverage-serving services, food stores, second house, F&R	Attractions	Other tourism specific products and services
RESOURCES	Formal tourism sources	Extra-urban public transport	Tourism accommodation	Food- & beverage-serving services	Cultural and Architectural attractions	Shopping facilities, dance industry services, events services, tourist information services
LTI'S INPUT DEFINITION	DMOs website	Air transport	Hotels	Restaurants	UNESCO Heritage sites, contemporary architecture famous buildings	Shopping malls and open-air markets, bars, cafés and discotheques, mega- and minor- events, city cards

# LUGANO TOURISM INDICATOR <sup>(2)</sup>

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- Main output = cities' ranking



- Competitive factors
  - ✓ get, stay and live there
- Market
  - ✓ weight system

# PILOT

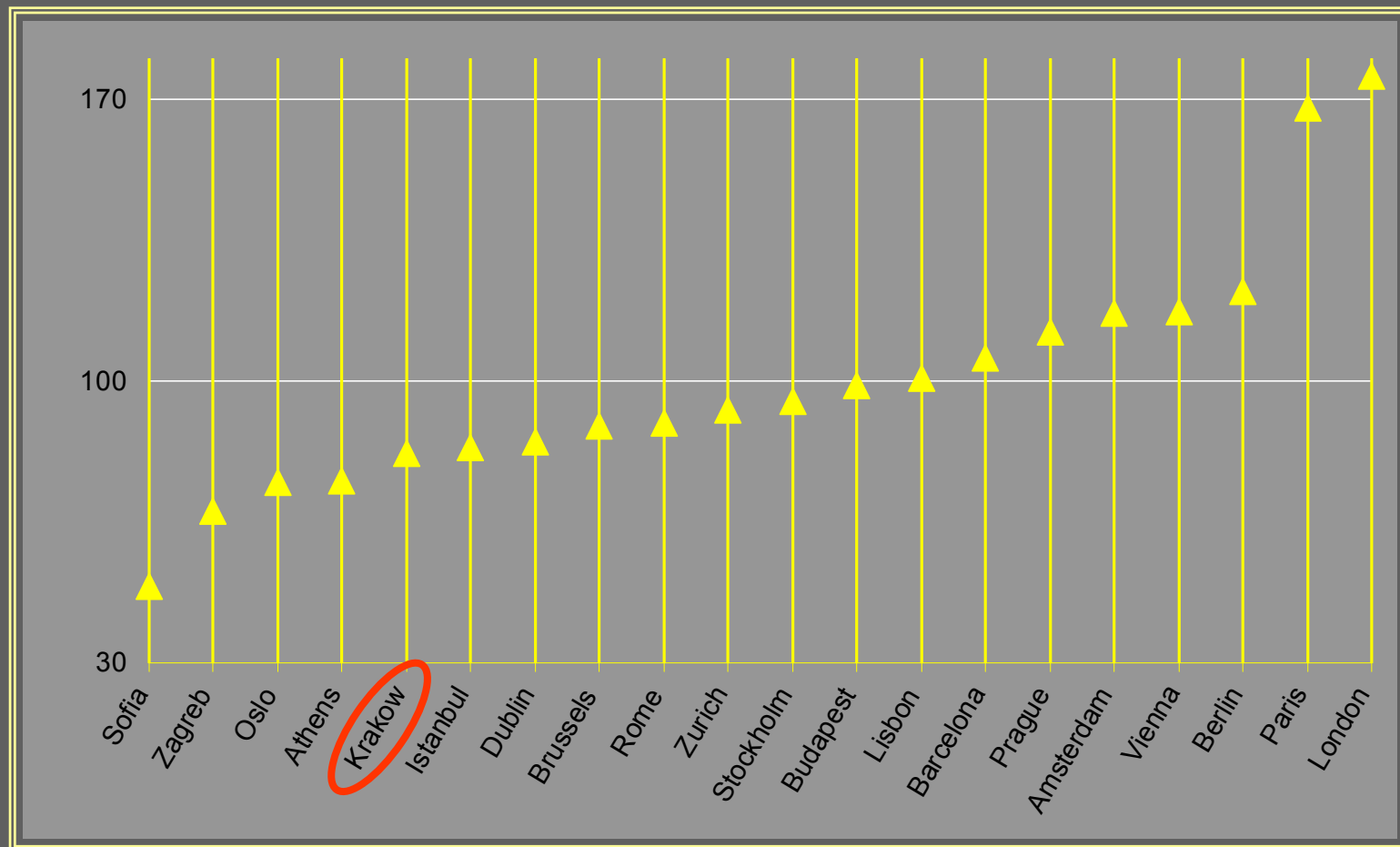
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- European continent
- 20 cities
- $\approx 70$  variables
- Yearly data collection (2)



# OUTPUT – CITIES' RANKING <sup>(1)</sup>

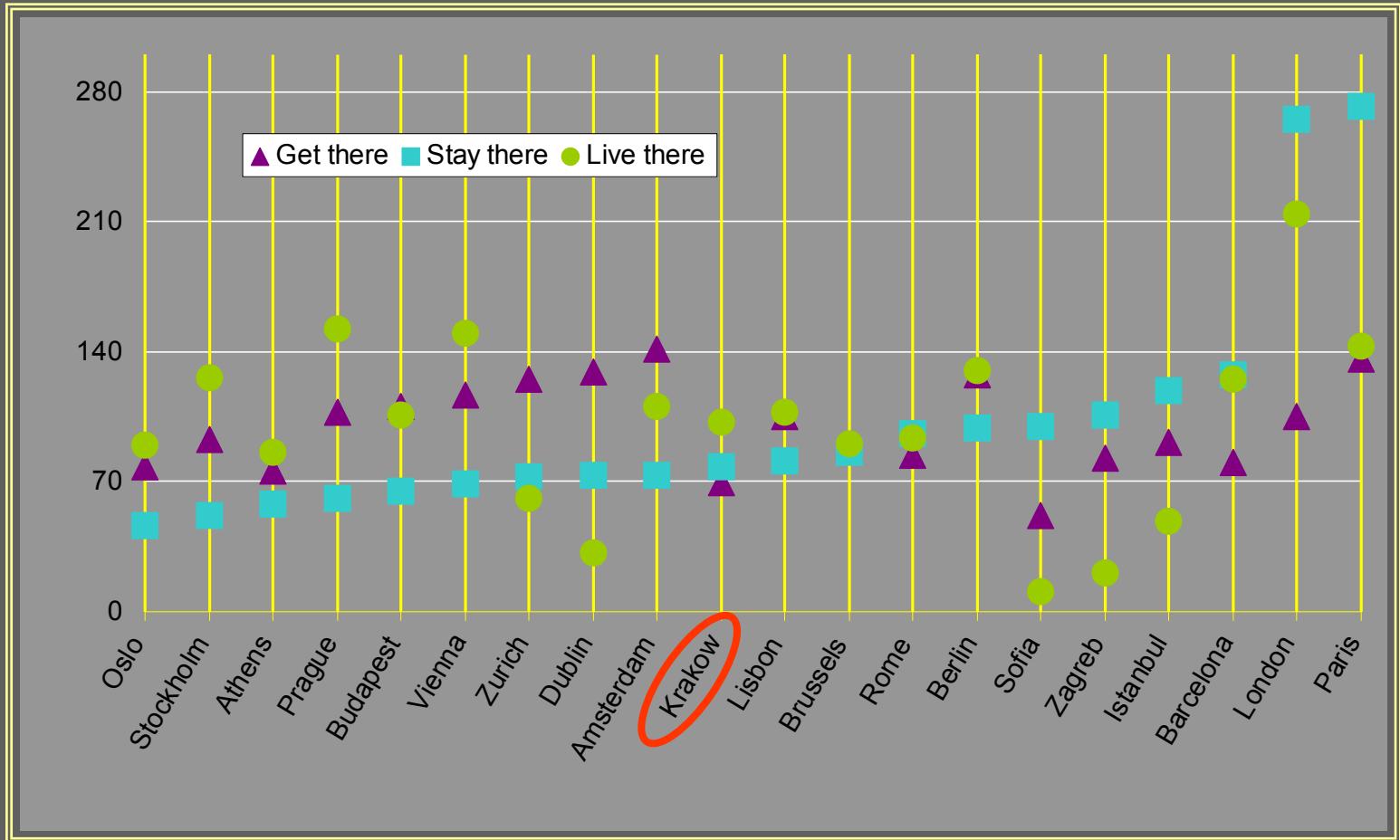
## SYNTHETIC INDEX





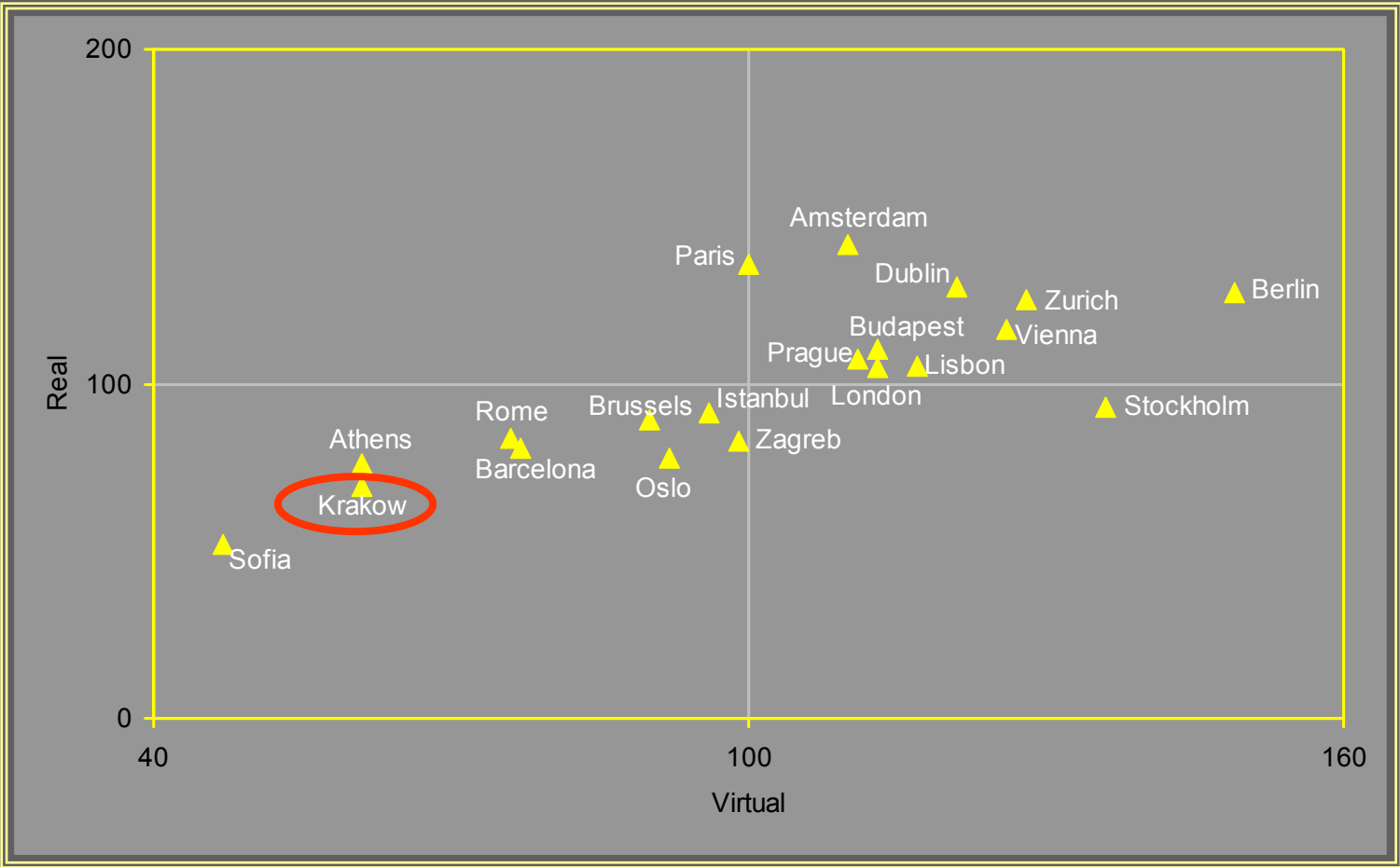
# OUTPUT – CITIES' RANKING (2)

## TRAVELLING STAGES



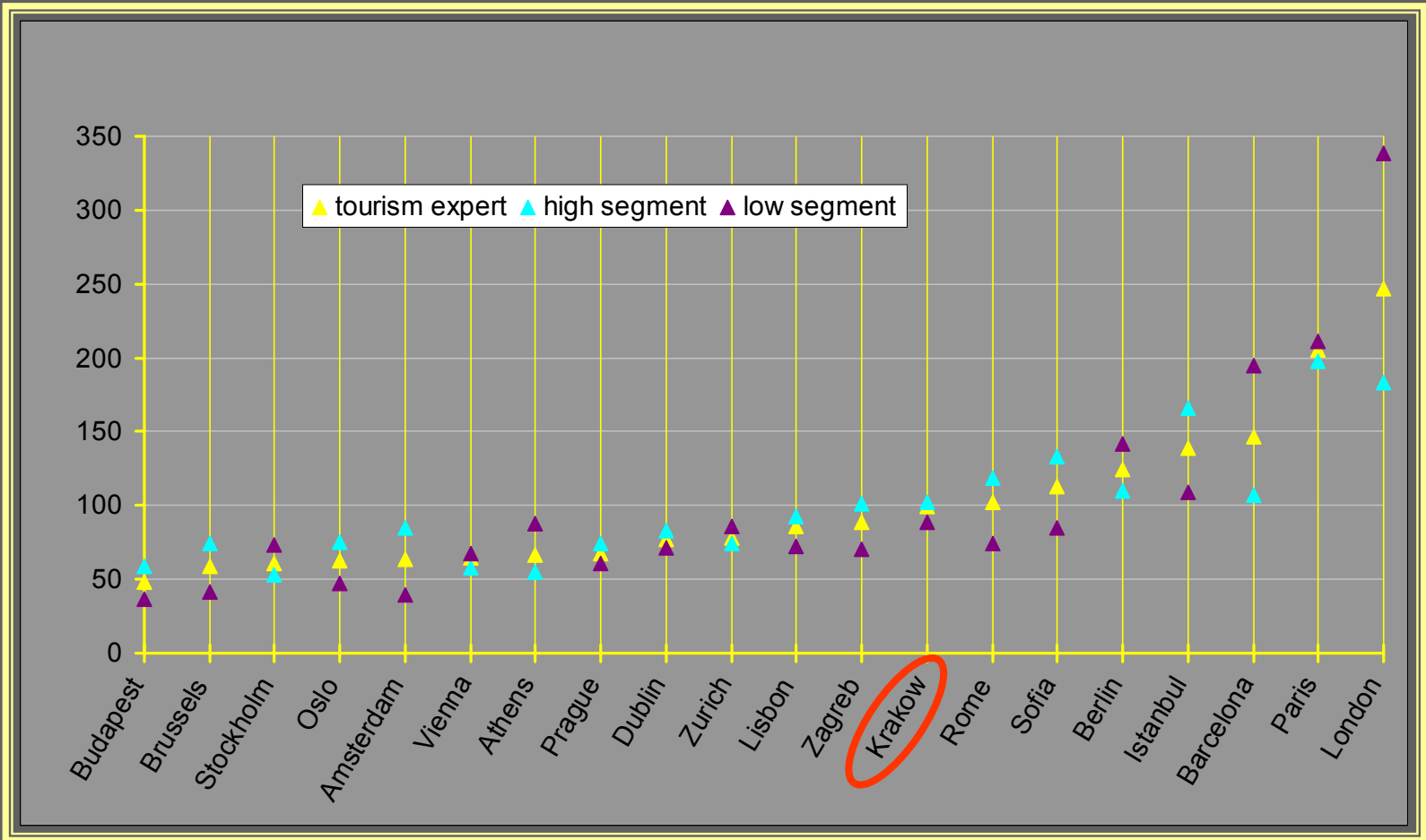
# OUTPUT – COMPETITIVE SCENARIO

GET THERE



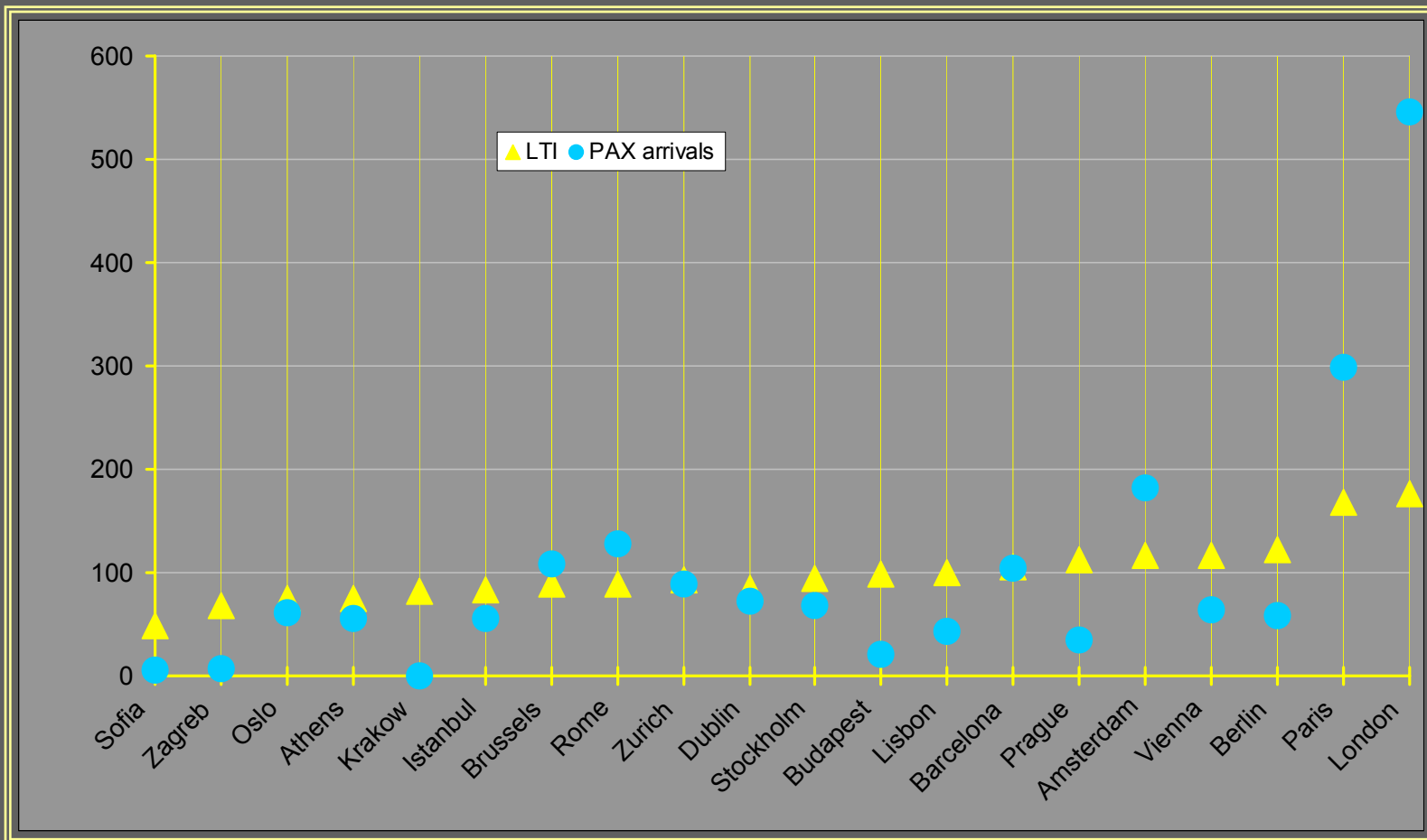
# OUTPUT – MANAGEMENT (1)

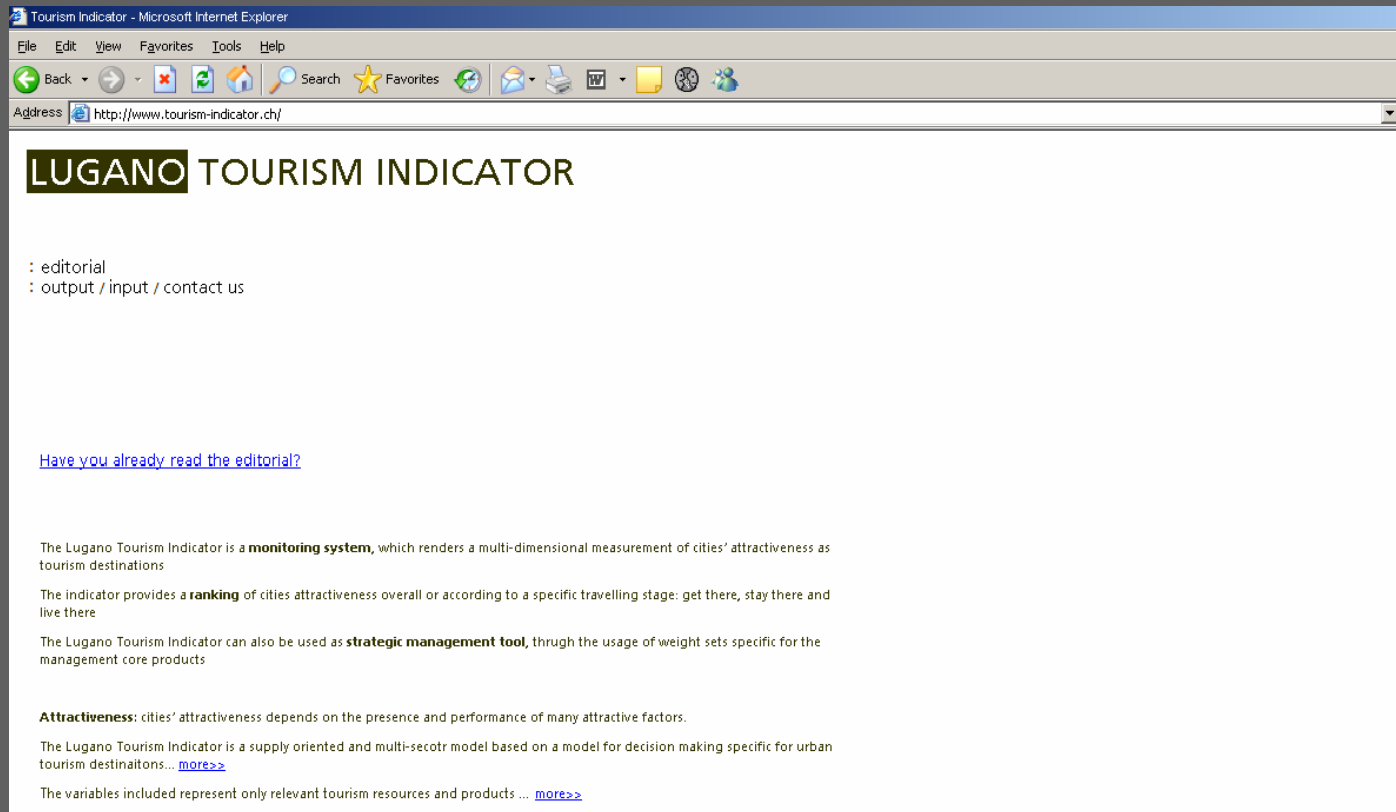
STAY THERE



# OUTPUT – MANAGEMENT (2)

## LTI/PASSENGERS





LTI project - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites

Address http://www.tourism-indicator.ch/php/customIndicator.php

**intranet zone**

## LUGANO TOURISM INDICATOR

: [index](#) / [calculate](#) / [manage data](#) / [manage structure](#) / [manage system](#) / [profile](#) / [logout](#)  
normalize generate main indicators generate customized indicators

**calculate :: custom indicators :: 2006**

**available variables**

- Restaurant Excellence
- Restaurant Excellence
- LHERQ\_TCI
- Heritage
- Heritage and City Car
- Architecture
- Architecture Innovati
- Events web
- Attractions Price
- Attractions Days

[select all](#) [deselect all](#)

**selected variables**

- Web site reliability
- Web site User friendlin
- Transport Low Cost/Fare
- Hotel category 2
- Hotel category 1
- Events Europe

[select all](#) [deselect all](#)

**customized indicator**

[create](#)

[weight \(default\)](#)

[Export](#)  
( excel file )

THANK YOU FOR THE ATTENTION!