

Indicator	
11	Loss of cultural distinctiveness.
Measurement	
11.1	Number of local products with regional quality labels or European PDO/PGI/TSG.
What should the measurement tell us?	
<p>In the past, coastal regions were more distinct, both from non-coastal areas and from each other, than they are today. Differences would have been observed in how people spoke, in their names, in how they dressed, in their behaviour and beliefs, in what they did for a living and how they did it, in what they ate and drank, in the design of their buildings and in their use of local materials. The exact amount of difference is unknowable (and in any case would have varied from topic to topic and from region to region) but, taken together, these differences would have been enough for regions (and sub-regions) to have their own ‘character’.</p> <p>Nowadays, it is argued that those differences are being lost and increasingly, specific places look like everywhere else. This observation is by no means restricted to coastal areas. However, the impact of mass tourism, second homes and urban sprawl is alleged to have eroded the individual character of coastal communities more rapidly than elsewhere. Such ‘sameness’, it is suggested, leads to a loosening of the ties between people and places and can be seen typically in the proliferation of fast-food outlets, the dearth of local craftsmanship, the indifference to vernacular building materials and styles and the takeover of everything from local football clubs and bakeries to local newspapers and hotels by big city interests.</p> <p>Paradoxically, people in general and tourists in particular are looking increasingly for diversity and distinctiveness rather than similarity and uniformity. Hence, coastal communities are all searching for the unique selling proposition which will entice visitors and foster a sense of belonging among local residents.</p> <p>However, what phenomenon could be said to represent ‘difference’ or ‘diversity’? Language is a possible choice: <i>the proportion of households in Wales that speak Welsh as a first language</i>, for example. So, too, is political identity: <i>proportion of votes cast for a political party which supports regional autonomy</i>; and daily newspaper purchased: <i>ratio of sales of regional to national daily newspapers</i>. The sale of ‘global’ products locally has also been suggested (<i>number of McDonalds, Pizza Huts, Starbucks, etc. per capita</i>).</p> <p>An alternative approach has been to look at 'heritage' and how well it is being protected (<i>number of listed buildings at risk from damage or decay</i>, for example) or how many people visit protected houses, churches, castles, etc., each year. These sorts of measurement are popular because heritage is seen as <i>prima facie</i> evidence of diversity; if part of the heritage is lost, then so, too, is part of local distinctiveness.</p> <p>We have chosen ‘regional products’ - clothes, fabrics, furniture, jewellery, artefacts, toys, building materials and especially food and drink - to represent regional differences, partly for pragmatic reasons but mainly because they stand for tradition and character in that they directly link locality and resources with people and expertise. A decline in the number of regional products suggests an erosion of regional character and distinctiveness. Conversely, healthy sales of a range of regional products would indicate, at the very least, a determination to foster a sense of location and the desire to retain cultural differences.</p>	

Parameters	
(i)	Number of products protected by European Union schemes <i>Protected Designation of Origin</i> , <i>Protected Geographical Indication</i> , <i>Traditional Speciality Guaranteed</i> and located in coastal districts, provinces and sub-regions.
(ii)	Number of products certified by national or regional schemes guaranteeing their quality, authenticity and origin and located in coastal districts, provinces and sub-regions.
Coverage	
Spatial	Temporal
Coastal districts, provinces and sub-regions (NUTS 4 & 5; LAU 1 & 2).	Benchmark 2005.
Data sources	
<p>The EU Protected Food Names Schemes came into force in 1993 and provide for the protection of food names on a geographical or traditional recipe basis, similar to the familiar <i>appellation d'origine contrôlée</i> system used for wine. The schemes highlight regional and traditional foods, the authenticity and origin of which can be guaranteed through an independent inspection system.</p> <p><i>Protected Designation of Origin</i> (PDO): the PDO covers foodstuffs, the production, processing and preparation of which must take place within a particular geographical area using recognised, certifiable expertise. The quality and character of the products must be particular or unique to that area. An example from the UK would be Stilton Cheese. <i>Protected Geographical Indication</i> (PGI): open to products which must be produced or processed or prepared within a geographical area and have a reputation, features or certain qualities attributable to that area. An example from the UK would be Newcastle Brown Ale. <i>Traditional Speciality Guaranteed</i> (TSG): open to products which are traditional or have customary names. The TSG does not refer to origin but highlights traditional character either in the composition or in the means of production. An example might be pastries prepared according to traditional methods.</p> <p>A current list of all products protected by the schemes plus applications awaiting validation can be viewed at http://europa.eu.int/comm/agriculture/qual/en/prodb_en.htm.</p> <p>A problem with measuring distinctiveness by reference to products granted PDO, PGI and TSG status is that there are so few of them. Consequently, we need to supplement the number of products in the EU schemes by including products certified by national and regional schemes. All countries have such schemes, most of which use similar criteria for product inclusion as the EU schemes. You will have to source these schemes yourself – begin with the websites of regional tourist boards.</p>	
Methodology	
Steps	Products
1	<p>Go to: http://europa.eu.int/comm/agriculture/qual/en/prodb_en.htm and record the number of products protected by European Union schemes PDO, PGI and TSG located in coastal districts, provinces and sub-regions.</p> <p>Number of products protected by European Union schemes PDO, PGI and TSG and located in coastal districts, provinces and sub-regions.</p>

2	Source and record the number of products certified by national and regional designation schemes and located in coastal districts, provinces and sub-regions.	Number of products certified by national and regional designation schemes and located in coastal districts, provinces and sub-regions.																																							
3	Prepare a table listing all products protected by EU schemes and certified by national and regional schemes (and which are located in coastal districts, provinces and sub-regions) by PDO category.	A list of all products protected by EU schemes and certified by national and regional schemes (and which are located in coastal districts, provinces and sub-regions) sub-divided by PDO category (table 1).																																							
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Table 1	Protected and certified products in (coastal area x), 2005																																								
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Products</th> <th style="width: 15%;">EU schemes</th> <th style="width: 15%;">Other schemes</th> </tr> </thead> <tbody> <tr> <td>Cheeses</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> </tr> <tr> <td>Meat-based products</td> <td style="text-align: center;">5</td> <td style="text-align: center;">16</td> </tr> <tr> <td>Fresh meat (and offal)</td> <td style="text-align: center;">2</td> <td style="text-align: center;">7</td> </tr> <tr> <td>Fresh fish, molluscs and crustaceans and products derived from them.</td> <td style="text-align: center;">9</td> <td style="text-align: center;">14</td> </tr> <tr> <td>Other products of animal origin (eggs, honey, milk products excluding butter, etc.).</td> <td style="text-align: center;">4</td> <td style="text-align: center;">18</td> </tr> <tr> <td>Oils and fats / Olive oils</td> <td style="text-align: center;">1</td> <td style="text-align: center;">3</td> </tr> <tr> <td>Table olives</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> </tr> <tr> <td>Fruit, vegetables and cereals</td> <td style="text-align: center;">5</td> <td style="text-align: center;">9</td> </tr> <tr> <td>Bread, pastry, cakes, confectionery, biscuits and other baker's wares.</td> <td style="text-align: center;">4</td> <td style="text-align: center;">15</td> </tr> <tr> <td>Beer</td> <td style="text-align: center;">2</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Other drinks</td> <td style="text-align: center;">4</td> <td style="text-align: center;">13</td> </tr> <tr> <td>Non-food products and others</td> <td style="text-align: center;">2</td> <td style="text-align: center;">27</td> </tr> </tbody> </table>	Products	EU schemes	Other schemes	Cheeses	2	3	Meat-based products	5	16	Fresh meat (and offal)	2	7	Fresh fish, molluscs and crustaceans and products derived from them.	9	14	Other products of animal origin (eggs, honey, milk products excluding butter, etc.).	4	18	Oils and fats / Olive oils	1	3	Table olives	1	1	Fruit, vegetables and cereals	5	9	Bread, pastry, cakes, confectionery, biscuits and other baker's wares.	4	15	Beer	2	5	Other drinks	4	13	Non-food products and others	2	27	
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<p>There is no point in aggregating or disaggregating the data. The most meaningful relationship is that between the number of protected and certified products at the base year and the number recorded at the time of the next survey.</p>																																									