

Nara Tourism Statistics Week

UNWTO Special Workshop on Tourism Statistics

Session 2: "Towards a Framework for Measuring the Sustainable Development of Tourism"



SUSTAINABILITY INDICATORS ON TOURISM IN ANDALUCIA

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Adequate information for tourism will help us to:

- Provide a realistic **diagnosis of the baseline situation**: Statistics are required to define the characteristics of our destination, the number of tourists received, which type of accommodation they prefer, where do they prefer to go, how many accommodation establishments are there in our destination, etc.
- To **monitor** the evolution of these variables. Allowing to know whether the desired situation or the targets set are reached.



Information is relevant and useful for every geographical unit; however, the type of information required or available will be different for each one.



The time frame will also define the methodology of data or information to be used.



The type of users for which the information is designed, shapes also the data and variables.

The main users can be:

- Destination managers
- Policymakers
- The media - press conferences.

In order to have a full understanding of the interrelation between variables for a adequate policy maker it is desirable not just to have a list of information for specific variables, but to have a **system of information**.



The goals and purposes of the information will define the variables to be used.

Are we measuring a subsector of tourism?

Are we measuring the sustainability of the whole tourism sector?

Do we need the information for tourism managing or tourism policy making purposes?

What type of competencies does our organisation own?

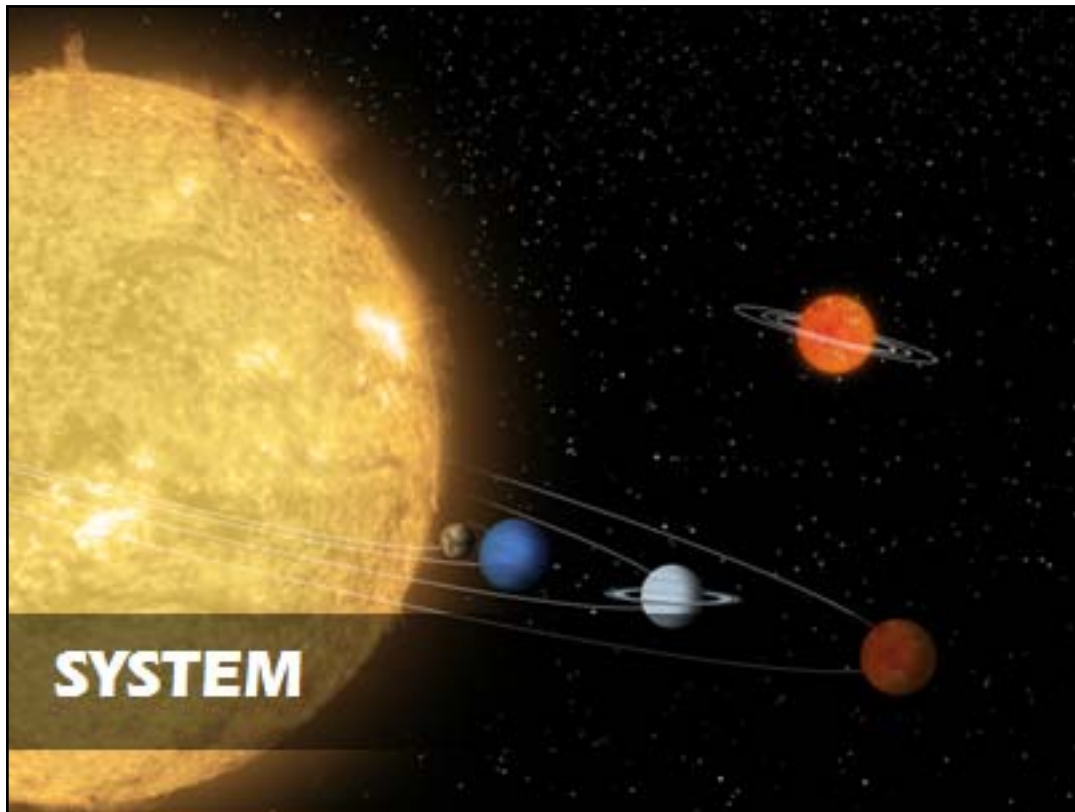


A list of variables covering multiple territorial scopes, multiple time frames, multiple sectors and multiple users will take us to a high level of complexity and cost.

Too much information is sometimes as bad as not having information.

The ideal situation is to make use of already existing information, avoiding duplicity of tasks.

A system of indicators will be helpful for grouping and organising the existing information.



Tourism should not be analysed in an isolated fashion.

Tourism Satellite accounts is a system of information with a conceptualisation behind and with a model that organises the information.

Tourism Satellite Account's results are not always intuitive for the general public

Learning process: presenting the "total picture" to non experts

Measuring sustainability is much easier within a system of information: interrelation between components in a tourism destination

From Andalusia experience in elaborating a System of Sustainable Tourism Indicators, these are some aspects to be included in the development:

1. Include the transversality of the tourism activity and of the sustainability concept
2. Understanding tourism product as a combination of different tangible and intangible components
3. Including basic variables of tourism supply
4. Including basic variables of tourism demand
5. Include basic variables of tourism as an economic sector
6. All the above basic variables should follow international recommendations in order to be comparable
7. Use of existing information and evaluate the real need of new data
8. Piloting a first attempt
9. Programming of the works required, avoiding one year-off experiences
10. Integrating information from other sources/sectors into the system
11. Present results very simply
12. Make the system flexible and robust to ensure its continuity



Include the transversality of the tourism activity and of the sustainability concept

Incorporate the concept of sustainable development offered by UNWTO: "Sustainable tourism is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities".



Understanding tourism product as a combination of different tangible and intangible components

The total tourist product comprises a combination of all the elements, which a tourist consumes during his/her trip.

The specific products are components of the total tourist product and can be sold as individual offerings such as accommodation, transport, attractions and other facilities for tourists.

Total tourist products can be understood as bundles of tangible and intangible components, based on an activity at a destination. It is the consumption of such a bundle that allows engaging in specific activities at the destination(s) and that creates the travel experience of each individual.



Including basic variables of tourism supply

The basic information for the measurement of tourism supply would be the number of accommodation establishments and the number of beds. Usually these variables related to regulated accommodation such as hotels.

Other supplementary information with respect to the tourist supply could be related with restaurants and bars, museums, tourism guides..



Including basic variables of tourism demand

Apart from information about physical flows of tourists other relevant information are the sociodemographic information, the type of accommodation, type of transport used, expenditure, activities at the destination, reason for choosing the destination and satisfaction.

Also information about transport demand flows, country of origin, market segments.



Include basic variables of tourism as an economic sector

Income generated by tourism, the relative importance of tourism in the economy, and employment generated.

As additional information Direct and Indirect impact, which would require Input-Output framework, and a Tourism satellite Account.



Follow international recommendations in order to be comparable



Use of existing information and evaluate the real need of new data

Integration of statistical information created for different purposes

Synthesize the information into a SYSTEM OF INDICATORS



Piloting a first attempt

Balance between the cost and the utility of the final system



Programming of the works required

Establish short term goals and in order of engaging the required stakeholders

Importance of the working team



Integrating information from other sources/sectors into the system

Use of information not just from tourism sector but for the rest of the areas

Integration of this information within the measurement of sustainability in tourism



Present results very simply

Even if this system is very complicated in the inside, the outside must be easy to understand by the end users



Avoiding one year-off experiences

Make the system flexible and robust to ensure its continuity

Integration of existing statistics as far as possible

Importance of official statistics in order to make the system robust

A trained and stable working team



The European Tourism Indicator System - ETIS	Sustainable Tourism Indicator System for Andalusia
Main features Developer: European Commission Goal: Sustainability follow up for tourism destination management End users: Tourism destination managers Territorial scope: Tourism destination Time frame: Year Nº of indicators: 27 core and 40 optional Experience: 1ª pilot testing phase: 104 destinations across Europe (15th July 2012- till the end of April 2014). 2ª pilot testing phase: 110 destinations across (started in May till end December 2014).	Main features Developer: Andalusia Regional Government (Junta de Andalucía) Goal: A tool for monitoring and evaluation in tourism management and planning, conceived within the Tourism Regional Government planning framework. End users: tourism destination managers Territorial scope: Regional (Andalusia) Time frame: Year Nº of indicators: 246 Experience: Pilot year 2012 Definitive version: year 2014.
 + Sustainability in a broad sense + Flexibility + Comparability	 + Sustainability in a broad sense + Flexibility + Synthesis + Tailored presentation of results

European Tourism Indicator System

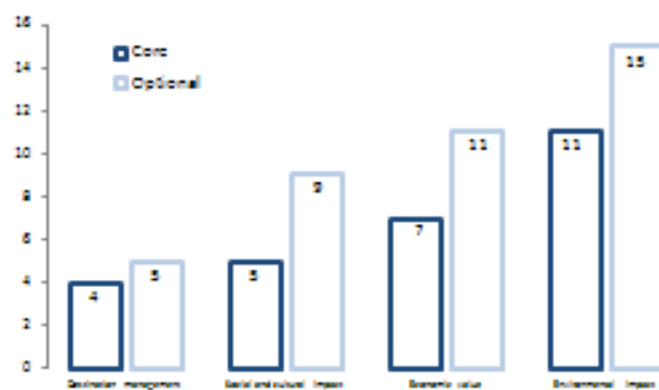
First pilot: Belgium, Bulgaria, Estonia, Finland, Italy, Latvia, Ireland, Romania, Slovakia, Slovenia, Spain, Greece, Scotland, Netherland, Lithuania, Croatia, Sweden, UK, Portugal, Turkey.

The second pilot testing phase started in May till end December 2014. About 110 destinations across Europe (also non EU countries like Albania, Montenegro, Macedonia and Norway), have volunteered to test the ETIS this time, coming from Croatia, Italy, Spain, Greece, Slovenia and Hungary, France, Germany, UK, Ireland, Romania, Lithuania, Sweden, Austria, Malta, Portugal and Bulgaria.

The European Tourism Indicator System

Sustainability:

- Destination management
- Social and cultural impact
- Economic value
- Environmental impact

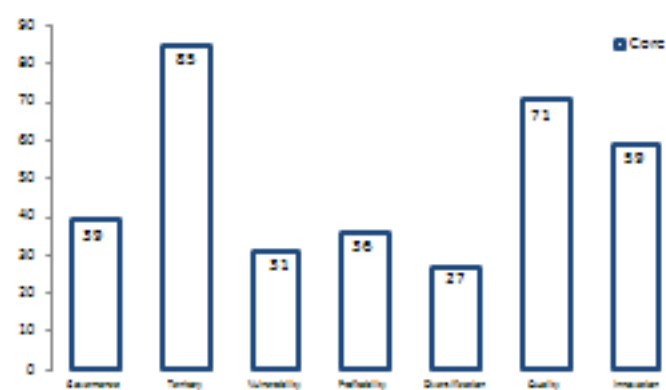


4 information: https://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm

Sustainable Tourism Indicator System for Andalusia

Sustainability:

- Governance
- Territory
- Vulnerability
- Profitability
- Diversification
- Quality
- Innovation



4 information: http://www.tsf2004.prague.cz/assets/downloads/Paper%204.5_Ana%20Nemick%206ormojo_85.pdf
http://maratourismstatisticswork.visitors.jp/global/pdf/full_paper/4-3.pdf

Recommendation

- Pilot - prototyping
- Programming works and avoiding one year off experiences
- Row towards same direction
- Short tem goals & long term view
- Comparability and benchmarking
- Own identity & international openness
- Making meaning out of data with empathy (magical part).