

Nara Tourism Statistics Week

UNWTO Special Workshop on Tourism Statistics

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



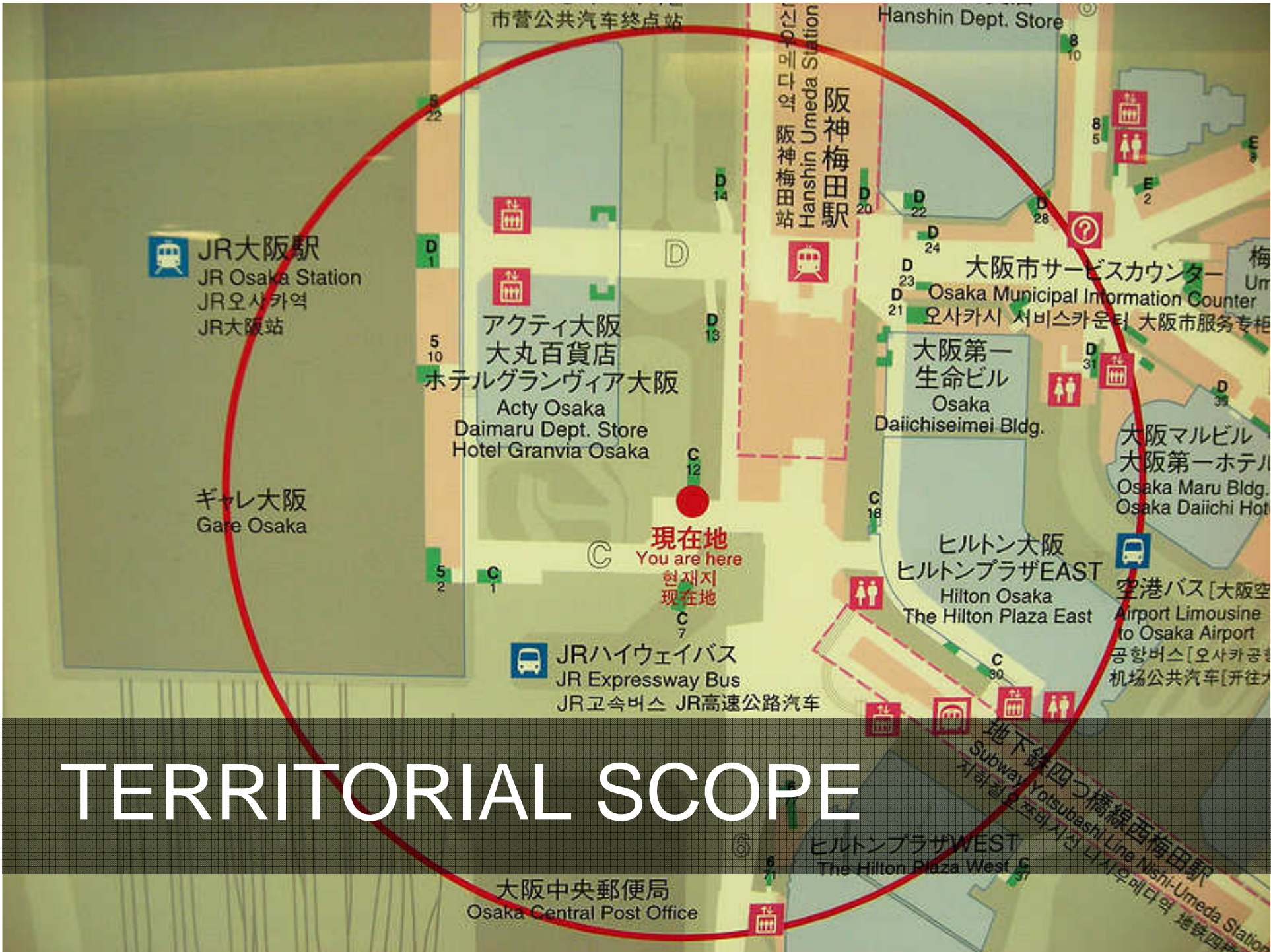
SUSTAINABILITY INDICATORS ON TOURISM IN ANDALUCIA

Ana Moniche Bermejo

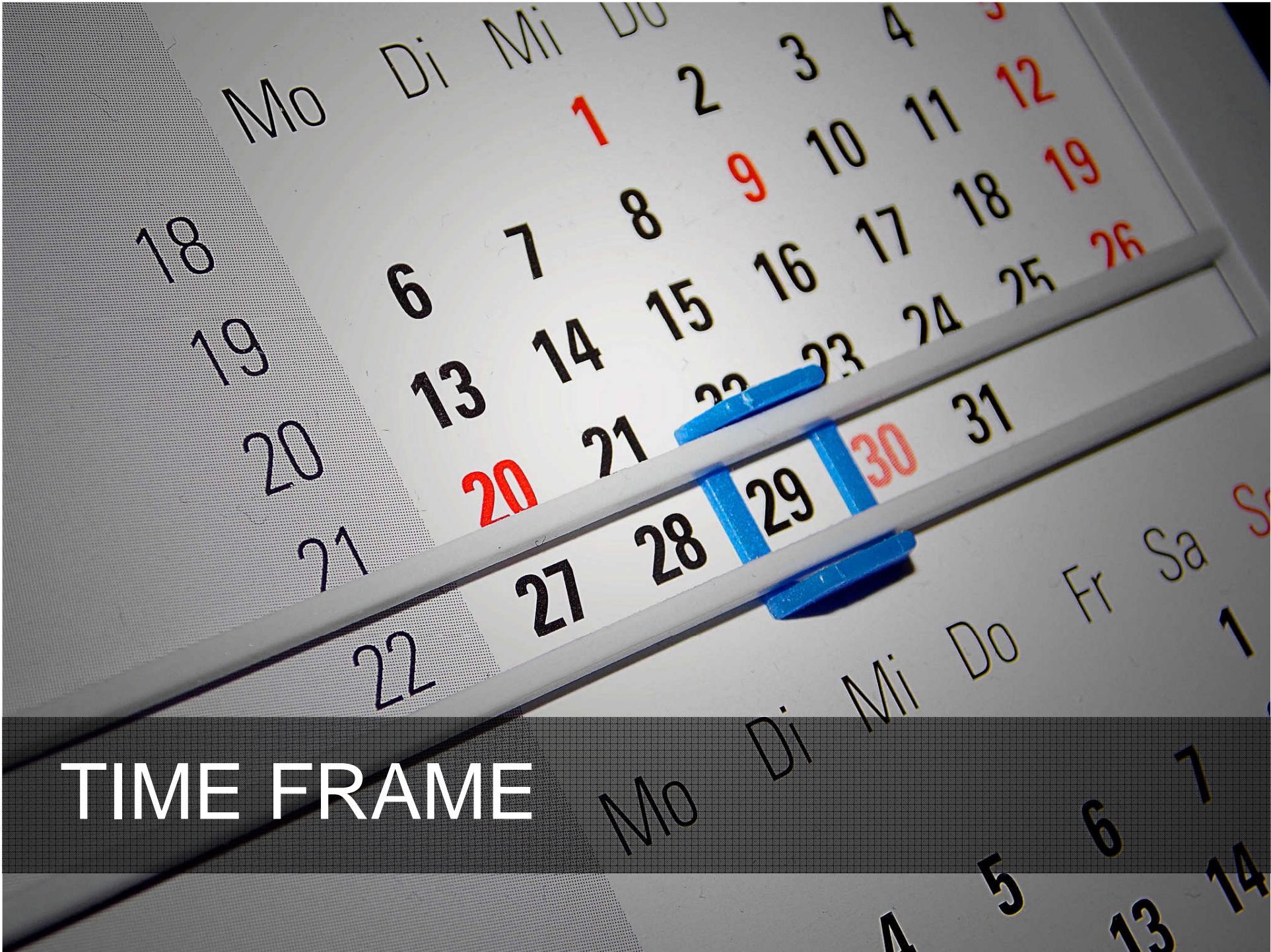
Inmaculada Gallego Galán



INFORMATION



TERRITORIAL SCOPE



TIME FRAME



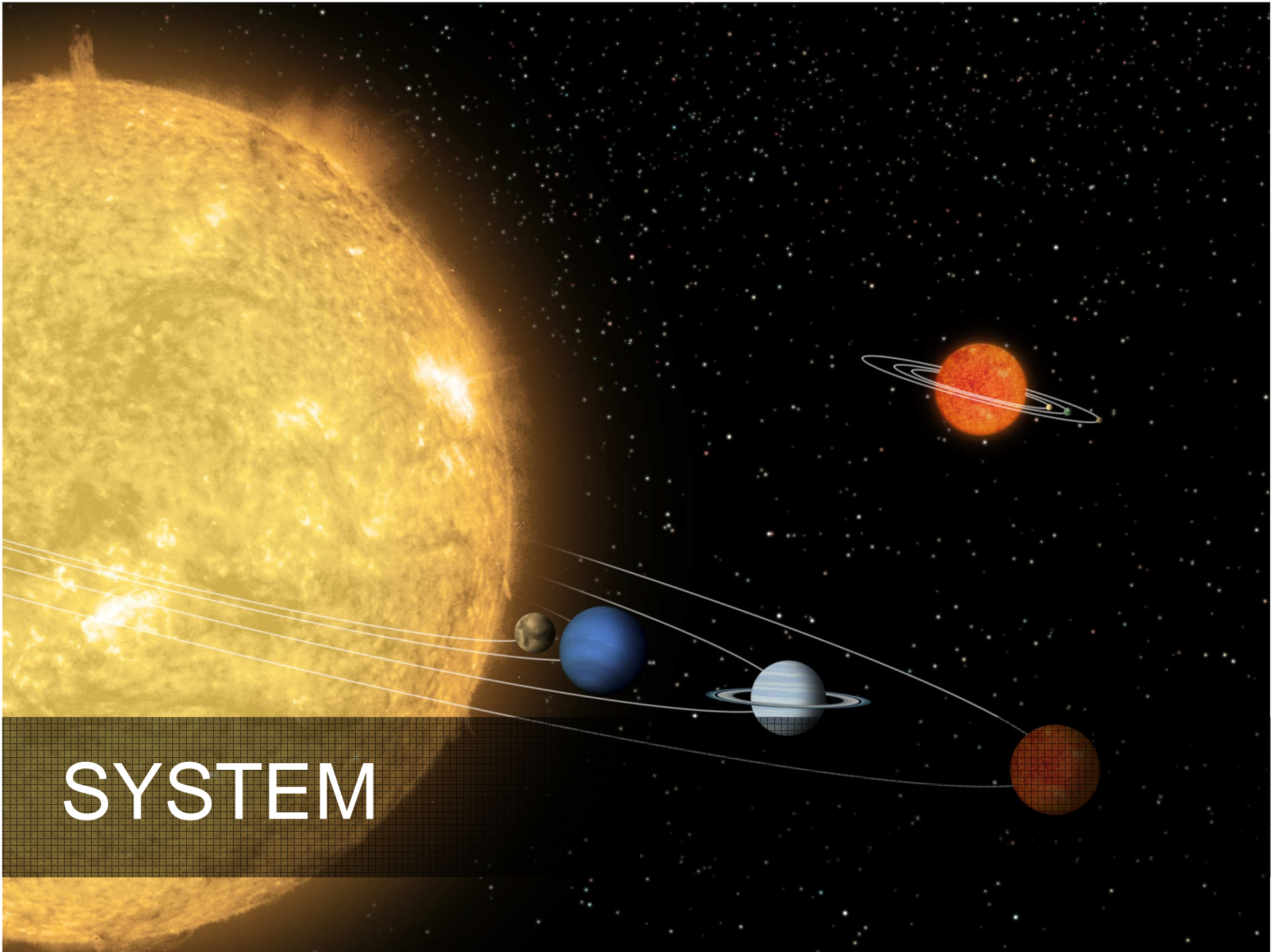
USERS



GOAL



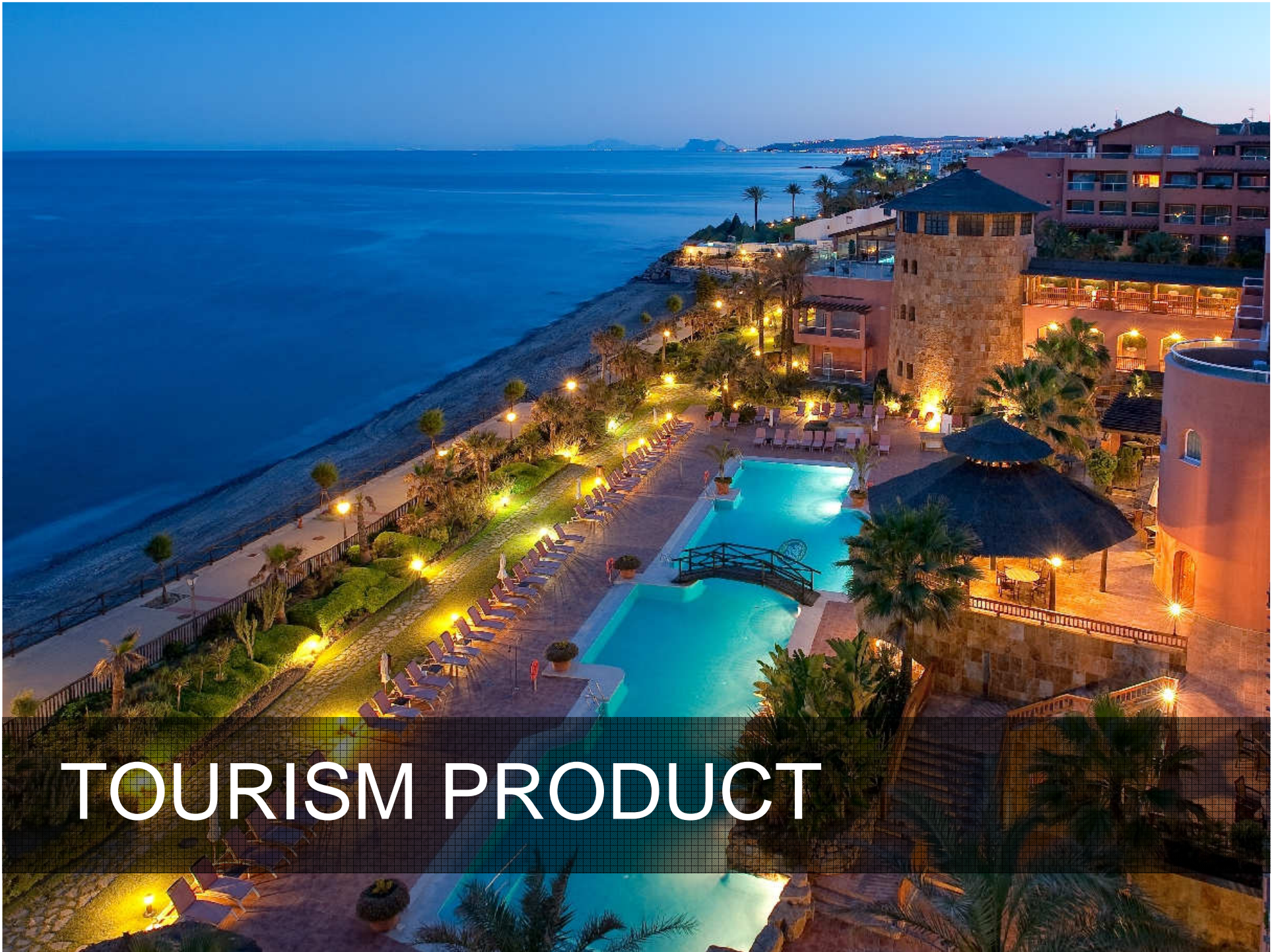
COMPLEXITY



SYSTEM



TRANSVERSALITY



TOURISM PRODUCT



TOURISM SUPPLY



TOURISM DEMAND



ECONOMIC ACCOUNT



World Tourism Organization

UNWTO

COMPARABILITY



DATA COMPILATION



VIABILITY



ROUTE MAP



DISSEMINATION

A long wooden boardwalk stretches across a sandy beach towards the ocean. The boardwalk is supported by a series of wooden posts and beams, creating a rhythmic pattern of light and shadow on the sand. The sky is a vibrant blue with scattered white clouds. The overall scene conveys a sense of continuity and a peaceful coastal environment.

CONTINUITY



CASE STUDIES

The European Tourism Indicator System - ETIS

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:

1º pilot testing phase: 104 destinations across Europe (15th July 2013- till the end of April 2014).

2º pilot testing phase: 110 destinations across (started in May till end December 2014).



- + | Sustainability in a broad sense
- + | Flexibility
- + | **Comparability**

Sustainable Tourism Indicator System for Andalusia

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: 348

Experience:

Pilot: year 2012

Definitive version: year 2014.



- + | Sustainability in a broad sense
- + | Flexibility
- + | **Synthesis**
- + | **Tailored presentation of results**

The European Tourism Indicator System

Step-by-Step Guide to Using the Indicator System

Step 1: Raise Awareness

Step 2. Create a Destination Profile

Step 3. Form a Stakeholder Working Group (SWG)

Step 4. Establish Roles and Responsibilities

Step 5. Collect and Record Data

Step 6. Analyse Results

Step 7. Enable On-going Development and Continuous Improvement

+ information: http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm

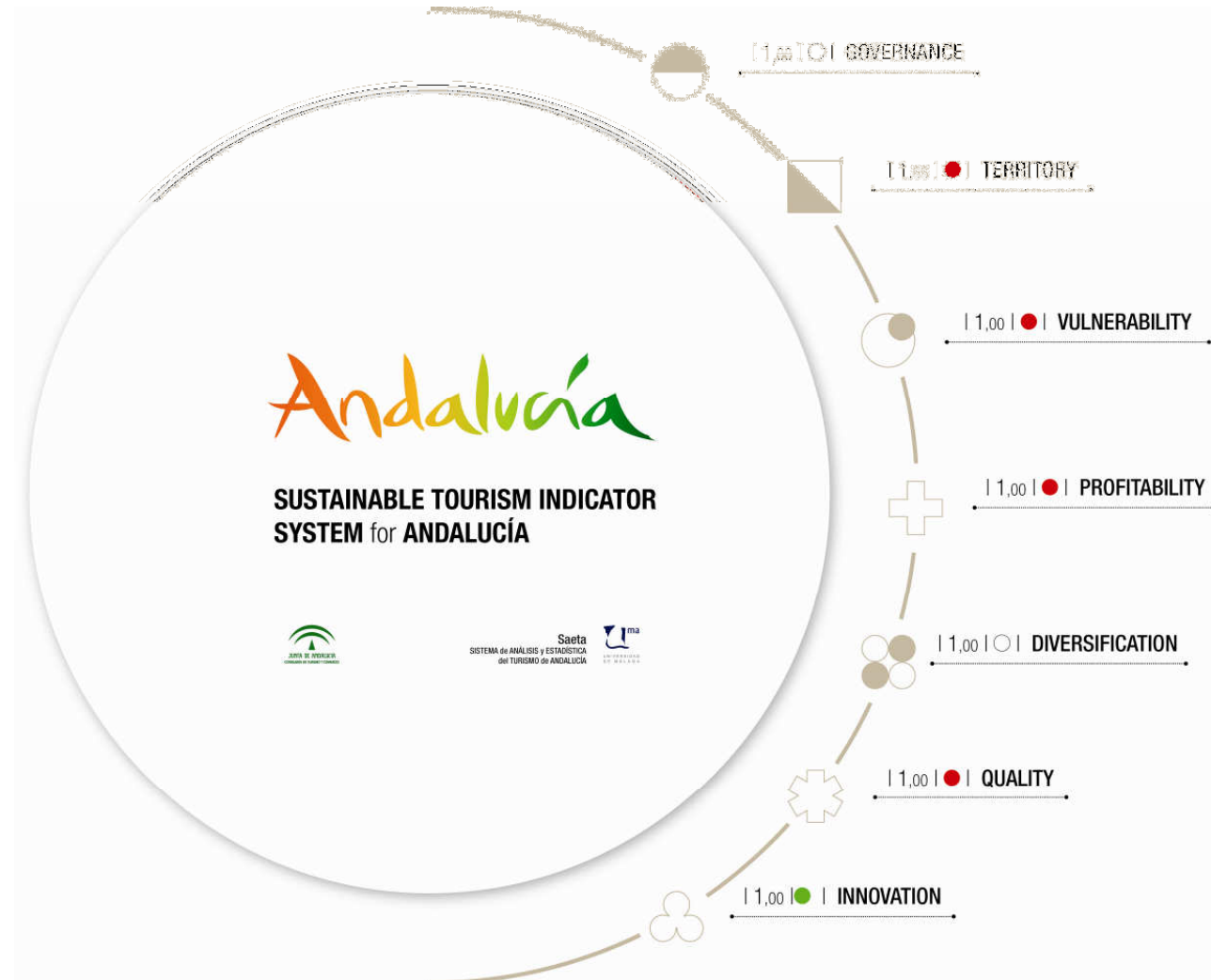
Sustainable Tourism Indicator System for Andalusia

Compilation of existing statistics

Complex inside simple outside

Internal management tool

Evolution towards sustainability



+ information: http://www.tsf2014prague.cz/assets/downloads/Paper%204.3_Ana%20Moniche%20Bermejo_ES.pdf
http://naratourismstatisticsweek.visitors.jp/global/pdf/full_paper/4-2.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 openess
- Making meaning out of data with empathy (magical part).