SUSTAINABILITY INDICATORS ON TOURISM IN ANDALUCIA
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INFORMATION
TERRITORIAL SCOPE
USERS
COMPLEXITY
TRANSVERSALITY
TOURISM PRODUCT
TOURISM SUPPLY
TOURISM DEMAND
ECONOMIC ACCOUNT
VIABILITY
ROUTE MAP
CASE STUDIES
### The European Tourism Indicator System - ETIS

**Developer:** European Commission  
**Goal:** Sustainability follow up for tourism destination management  
**End users:** Tourism destination managers  
**Territorial scope:** Tourism destination  
**Time frame:** Year  
**№ 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).

### Sustainable Tourism Indicator System for Andalusia

**Developer:** Andalucia 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 (Andalucía)  
**Time frame:** Year  
**№ of indicators:** 348  
**Experience:**  
Pilot: year 2012  
Definitive version: year 2014.

### Main features

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

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

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
Recommendation

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