



The International Network of Sustainable Tourism Observatories (INSTO)

Measure to manage



World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

#INSTO2016

<http://sdt.unwto.org/insto>

2017

INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

5 key areas of focus

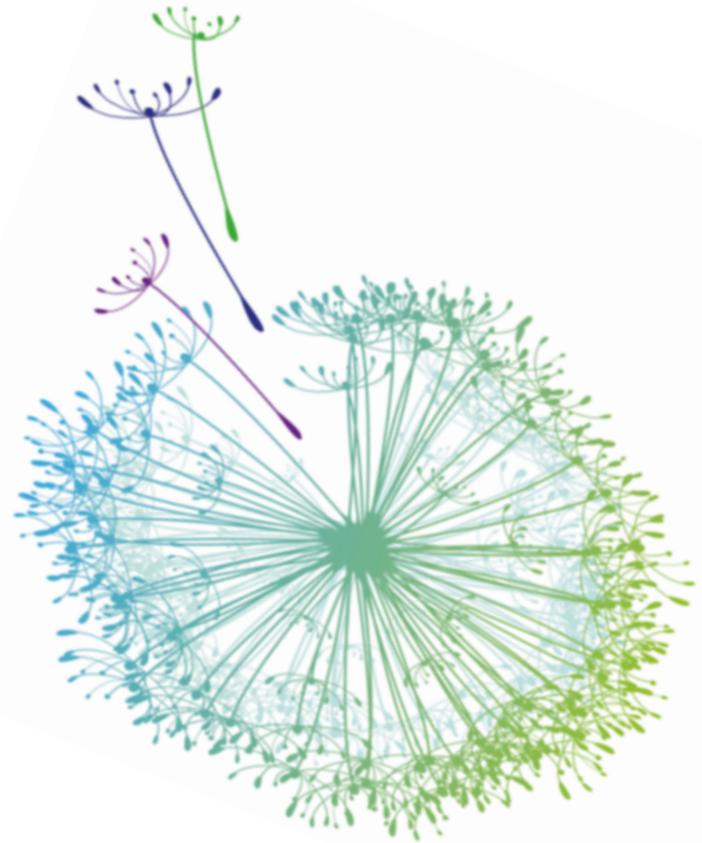
Inclusive & Sustainable Growth

Understanding, Peace & Security

Cultural values, Diversity & Heritage

Social Inclusiveness & Poverty Reduction

Resource Efficiency, Environment & Climate Change



<http://tourism4development2017.org/>



8 DECENT WORK AND ECONOMIC GROWTH



8.9 by 2030 devise and implement policies to promote **sustainable tourism** which creates jobs, promotes local culture and products

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



12.b develop and implement tools to monitor sustainable development impacts for **sustainable tourism** which creates jobs, promotes local culture and products

14 LIFE BELOW WATER



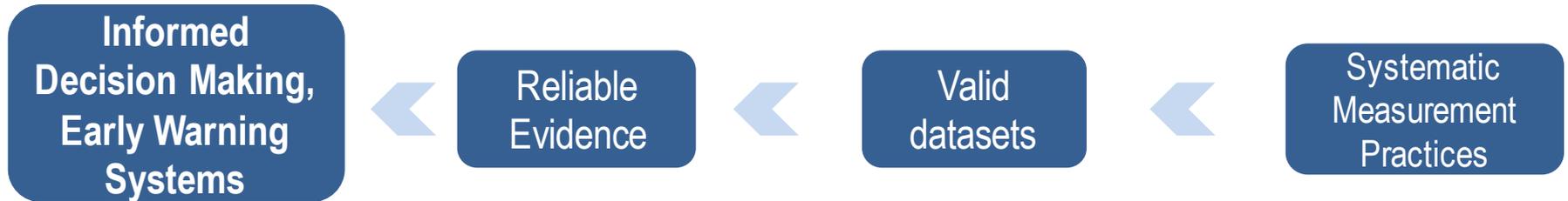
14.7 by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through **sustainable** management of fisheries, aquaculture and **tourism**

The Need for Measurement

'Whatever exists at all exists in some amount. To know it thoroughly involves knowing its quantity as well as its quality.'

- Edward L. Thorndike -

EVIDENCE-BASED DECISION MAKING



WHY MEASURE?

DYNAMICITY: Sustainability issues are volatile: calls for continuous and timely monitoring.

SPECIFICITY: Solutions are specific to context: require measurement at the local level.

TRACKING: Measurement enhances the monitoring of progress made towards more sustainability.

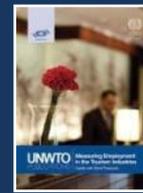
SHARED LEARNING: Identifying and sharing best practices.



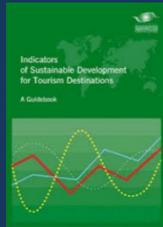
Milestones

Nice Conference
on the Measurement
of the Economic
Impact of Tourism

IRTS
International
Recommendations
for Tourism Statistics



Milestones



**Measuring
Employment in the
Tourism Industry**
UNWTO/ILO



RTS
(Recommendations
on
Tourism Statistics)

**Guidebook on Indicators
of Sustainable
Development for
Tourism Destinations**

Bali Conference
Tourism An Engine
for Employment
Creation



INSTO
Open Consultation
Meeting

**Linking SEEA
and TSA** ➔

1993 1996 1999 2000 2004 2005 2008 2009 2013 2014 2015 2016 2017

What tourism
managers need
to know



Adoption of TSA
(Tourism Satellite
Accounts)

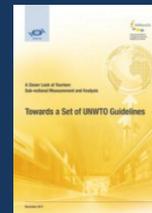


**Iguazú
Conference**
on
“The Tourism
Satellite
Account (TSA)”

**TSA
Update**



Sub-national
Measurement and
Analysis – Towards
a Set of UNWTO
Guidelines
UNWTO/ INRouTe



**Expert Working Group
Meeting on measuring
sustainable tourism**





INSTO

Framework



World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

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<http://sdt.unwto.org/insto>

INSTO Framework: Overview



Pre-establishment



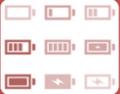
Acceptance Procedure



Stakeholder Engagement



Developing Issue Areas & Indicators



Monitoring & Reporting



Communication & Information-sharing



INSTO Framework: PART 1

Participatory Approach



- Awareness raising activities
- Establishment of support system
- Formation of Local Working Group

1



Pre-establishment

Stakeholders' Workshop



- New vs. Existing Observatories
- Annual Stakeholder's Workshop

3



Stakeholder Engagement

2

Submission of Documents



- 1. Application Form + KML file
- 2. Destination Profile
- 3. Preliminary Study
- 4. Letters of Support



Acceptance Process





Step1: Pre-establishment

Building the participatory approach

- To build common understanding and values early on
- To ensure inclusiveness and transparency from the beginning



Awareness Raising Activities



Preparation

Gather and prepare required information material

Stocktaking

Create space for open dialogues and consider what has already been done

Differentiation

Carefully adjust communication to the different perspectives and needs of the relevant stakeholders

- To create an efficient backup system of relevant stakeholders (facilitators)
- Allow for more extended promotion of the initiative, resource mobilization etc.



Establishment of Support System



Tipping Points

Achieving a critical mass of facilitators is essential to create a self-sustaining process

Time

A strong network of facilitators is especially important in the beginning of the initiative

Resilience

Overcome unforeseen and typical barriers of change successfully

- To ensure continuous commitment to regular monitoring
- To establish continuous exchange and a leading body for review, discussion and decisions



Formation of the Local Working Group



Members

Include representatives of all relevant stakeholder groups (private/public)

Exchange

Agree on regular communication mechanisms such as e.g. weekly updates

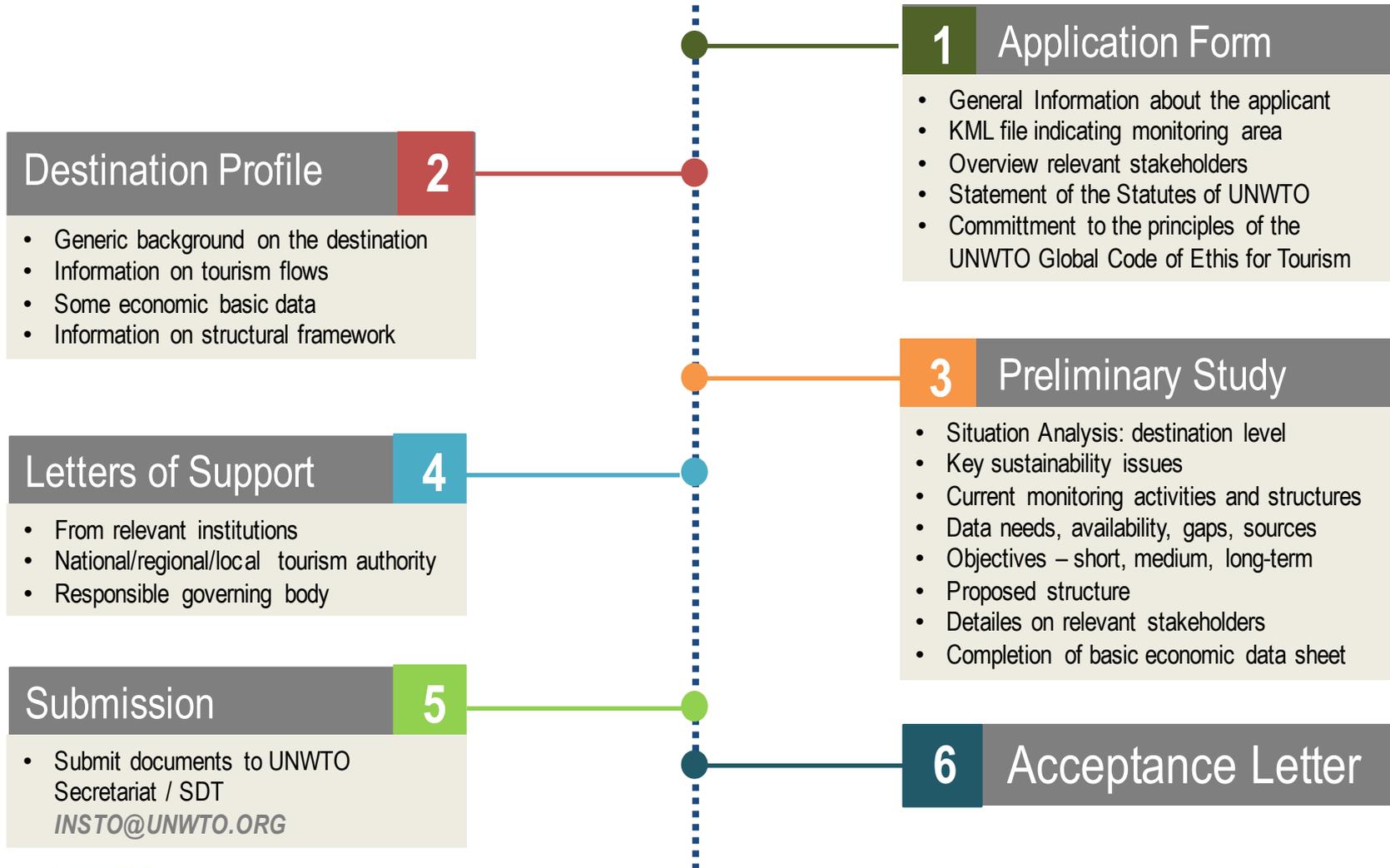
Guidelines

Create guiding rules that define the scope of influence of the group (e.g. required agreement on indicators and monitoring outcome before publishing etc)





Step 2: Application Process





Step 3: Stakeholder Engagement



Discuss the findings of the preliminary study/report



Reflect and agree on the mandatory and optional issue areas as well as indicators that the observatory shall monitor



Identify the most important data needs, gaps and sources



Clearly define the roles and responsibilities of stakeholders and the frequency of stakeholders meetings



Agree on the implementation plan for the observatory

ONE ANNUAL WORKSHOP

New Observatories

- First workshop within the first year
- Include all relevant stakeholders in the destination including members of the local working group

Existing Observatories

- First workshop within the first year
- To discuss how to carry out the necessary adaptations to align with the INSTO framework (e.g. formation of local working group)
- Include all relevant stakeholder

INSTO Framework: Part 2

Mandatory Issue Areas



- Local satisfaction with tourism
- Destination economic benefits
- Employment
- Tourism seasonality
- Energy management
- Water management
- Waste water (sewage) management
- Solid waste management
- Governance

4

Sharing Knowledge



- Create and maintain publicly accessible website
- Collect and document success stories
- Share monitoring results with other observatories
- Exchange information among destinations
- Share experiences with UNWTO Member States

6



Development of Issue Areas and Indicators



Monitoring and Reporting



Communication and Information-sharing

5

Collection and Exchange

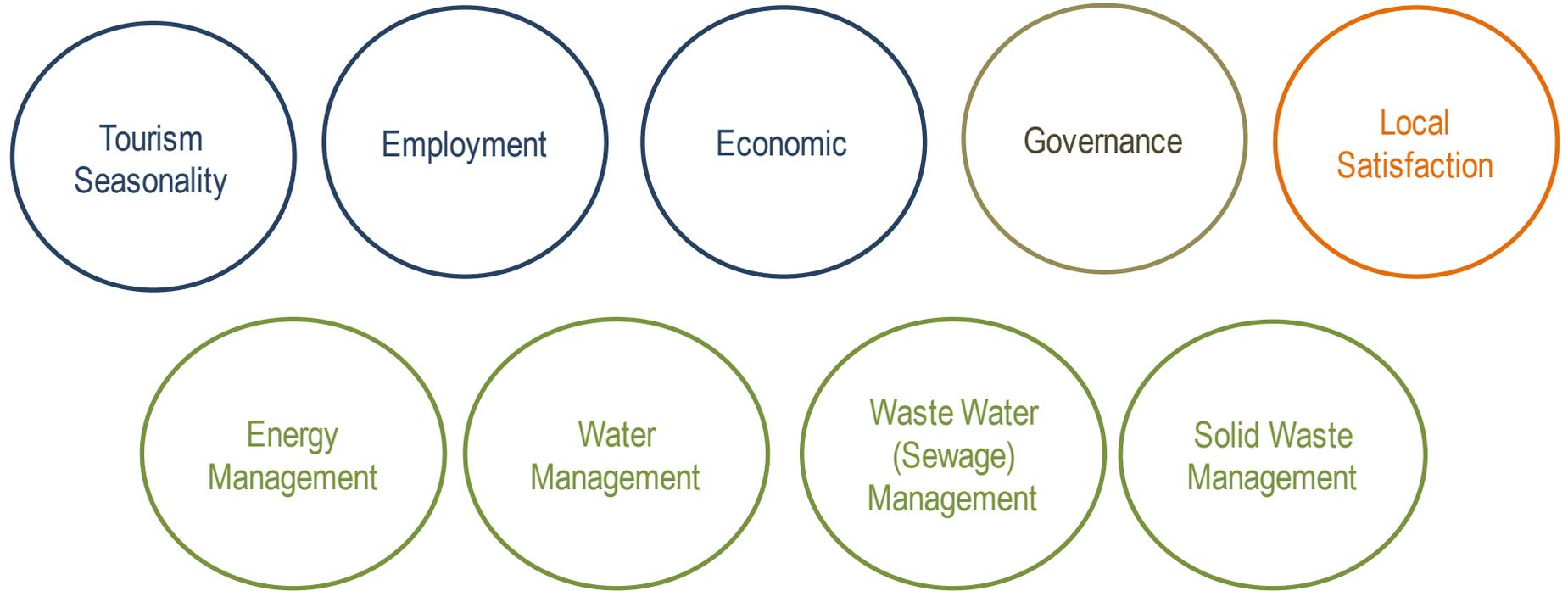


- (1) Regular and timely measurement
- (2) Annual Stakeholder's Workshop
- (3) Adaptation period
- (4) Annual progress report
- (5) Regional Coordinator
- (6) Annual Open Consultation



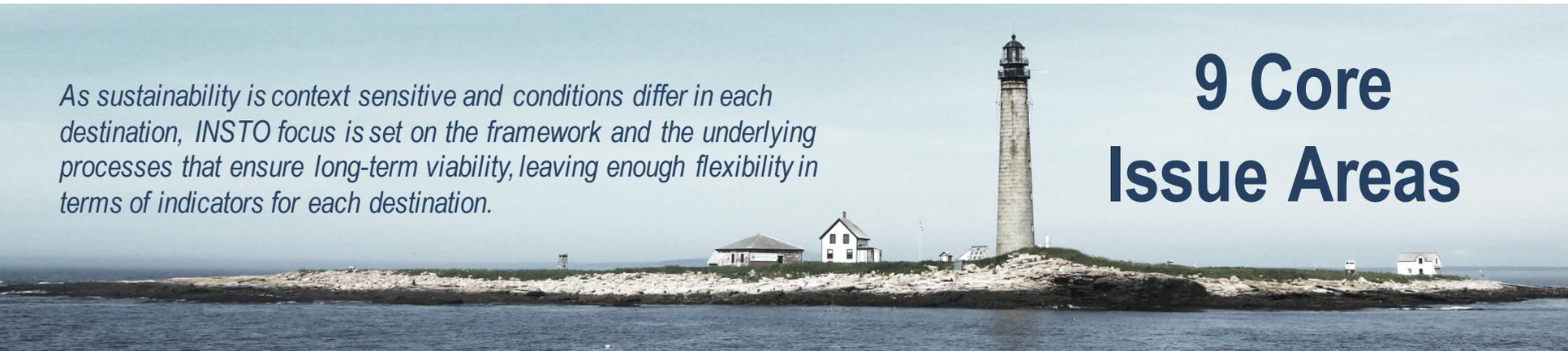


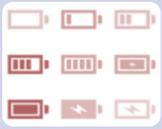
Step 4: Development of Issue Areas



As sustainability is context sensitive and conditions differ in each destination, INSTO focus is set on the framework and the underlying processes that ensure long-term viability, leaving enough flexibility in terms of indicators for each destination.

**9 Core
Issue Areas**





Step 5: Monitoring and Reporting

MONITORING

1. Regular and Timely Measurement

- Consistent measurement & reporting
- Generates comparable data
- Improved quality of evidence

2. Adaptation Period

- 3 year period to establish measurement of all issue areas

3. Annual Open Consultation Meeting

- Exchange of experiences
- Methodology sharing
- New trends and developments

REPORTING

1. Regional Coordinator (RC)

- Serves as coordinator for regions with more than 5 observatories
- Collects annual reports and submits a summary to UNWTO
- Convenes annual regional meeting

2. Annual Stakeholders' Workshop

- Review issue areas, indicators and monitoring outcomes
- Plan for next reporting period

3. Annual Progress Report

- Document monitoring activities, results and lessons learned
- Non compliance for two consecutive years results in status revocation





Step 6: Communication



Create and maintain a publicly accessible website for the observatory that includes key information at least in English.

Actively share information with others (observatories, stakeholders, national & international government agencies, partners etc.) to ensure transparency and foster knowledge beyond the initiative.

Actively identify and share success stories and lessons learned to support the scalability of effective measures.





INSTO

Open Consultation Meeting

*Advancing the Measurement of
Sustainable Tourism Development*



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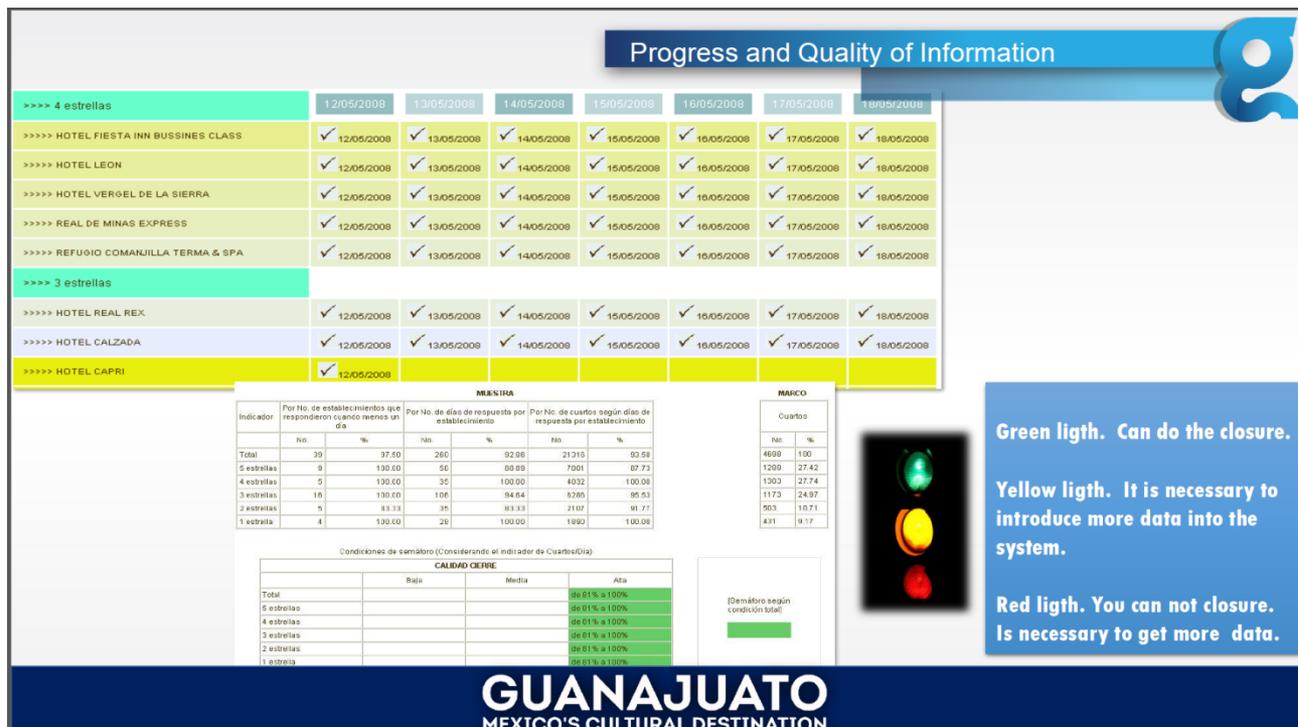
- 1) Sustainability is a process which requires **continuous improvement and advancement.**
- 2) **Regular and timely measurement of tourism performance** is essential to provide the required evidence for effective decision making in destinations.



Example (1)

#INSTO2016

Regular and timely measurement of tourism performance is essential to provide the required evidence for effective decision making in destinations.



- 3) The **definition of indicators shall be guided by the need for concrete information** to ensure the sustainable development of destinations
- 4) The **formal integration of multidisciplinary local stakeholders** and their needs into tourism measurement processes reinforces their long-term commitment towards tourism monitoring while ensuring transparency and the objectivity of the information.



- 5) Although measurement should ensure comparability among destinations and across levels whenever possible, **sustainability is context-sensitive** and therefore indicators have to reflect the destinations' needs.
- 6) The collection of data and cooperation between stakeholders to address the **issues related to the environmental and socio-cultural dimensions of tourism performance** are still greatly limited.



The **socio-cultural dimension** is considered to be the most important, yet still extremely complex to measure when compared with the economic and environmental dimensions of sustainability.

Model in **crisis** ???



from twitter & Instagram



- 7) The **socio-cultural dimension** is considered to be the most important, yet still extremely complex to measure when compared with the economic and environmental dimensions of sustainability.

- 8) Sufficient **primary, disaggregated and heterogeneous data** generated at different frequencies is necessary for different types of analysis in order to ensure that the data represents the real phenomenon, and actual rather than intended tourism behaviours.



- 9) Official **statistics and non-traditional data** have to complement each other to generate a sound understanding of tourism at a destination.
- 10) Observatories must become an integral and desired part of destination management and policy making processes in order to better support sustainable development. **Tourism observatories provide a clear implementation framework**, which allows all stakeholders to actively and regularly engage in measuring tourism impacts.



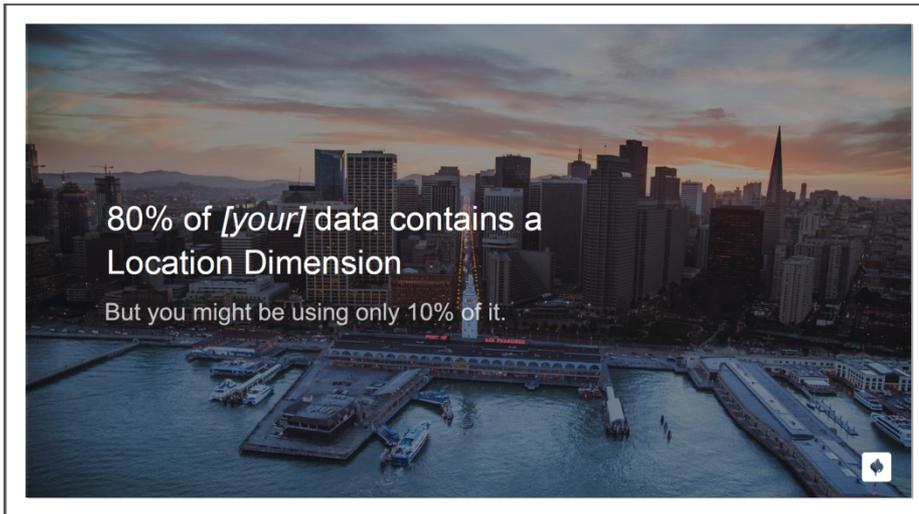
- 11) Though the **majority of live and big data is not structured data**, the fact that the majority of it is **geo-referenced** opens enormous, previously unknown opportunities for tourism observatories.



Example (3)

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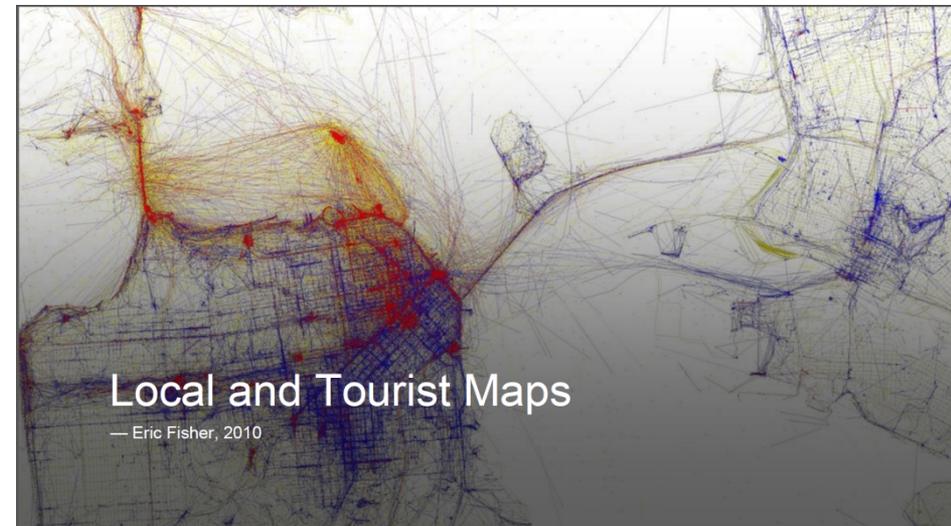
Though the majority of live and big data is not structured data, the fact that the majority of it is geo-referenced opens enormous, previously unknown opportunities for tourism observatories.



Example (3)

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Though the majority of live and big data is not structured data, the fact that the majority of it is geo-referenced opens enormous, previously unknown opportunities for tourism observatories.



**What you can't measure
you can't manage!**





Thank You!

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