The International Network of Sustainable Tourism Observatories (INSTO)

Measure to manage
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/
8.9 by 2030 devise and implement policies to promote sustainable tourism which creates jobs, promotes local culture and products.

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

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

EVIDENCE-BASED DECISION MAKING

Informed Decision Making, Early Warning Systems

Reliable Evidence

Valid datasets

Systematic Measurement Practices

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.

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

- Edward L. Thorndike -
Milestones

- Nice Conference on the Measurement of the Economic Impact of Tourism
- RTS (Recommendations on Tourism Statistics)
- Guidebook on Indicators of Sustainable Development for Tourism Destinations
- IRTS International Recommendations for Tourism Statistics
- Bali Conference Tourism An Engine for Employment Creation
- Measuring Employment in the Tourism Industry UNWTO/ILO
- Iguazú Conference on "The Tourism Satellite Account (TSA)"
- Adoption of TSA (Tourism Satellite Accounts)
- Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines UNWTO/INRouTe
- TSA Update
- Linking SEEA and TSA

What tourism managers need to know

- Expert Working Group Meeting on measuring sustainable tourism

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

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

**Pre-establishment**

**Acceptance Process**

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

**Stakeholder Engagement**

**Stakeholders’ Workshop**
- New vs. Existing Observatories
- Annual Stakeholder’s Workshop
Step 1: Pre-establishment

**Building the participatory approach**

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

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### 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

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### 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

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### 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

1. Application Form
   - General Information about the applicant
   - KML file indicating monitoring area
   - Overview relevant stakeholders
   - Statement of the Statutes of UNWTO
   - Commitment to the principles of the UNWTO Global Code of Ethics for Tourism

2. Destination Profile
   - Generic background on the destination
   - Information on tourism flows
   - Some economic basic data
   - Information on structural framework

3. Preliminary Study
   - Situation Analysis: destination level
   - Key sustainability issues
   - Current monitoring activities and structures
   - Data needs, availability, gaps, sources
   - Objectives – short, medium, long-term
   - Proposed structure
   - Details on relevant stakeholders
   - Completion of basic economic data sheet

4. Letters of Support
   - From relevant institutions
   - National/regional/local tourism authority
   - Responsible governing body

5. Submission
   - Submit documents to UNWTO Secretariat / SDT
     INSTO@UNWTO.ORG

6. Acceptance Letter
### Step 3: Stakeholder Engagement

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<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.</td>
<td>Discuss the findings of the preliminary study/report</td>
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<td>2.</td>
<td>Reflect and agree on the mandatory and optional issue areas as well as indicators that the observatory shall monitor</td>
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<td>3.</td>
<td>Identify the most important data needs, gaps and sources</td>
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<td>4.</td>
<td>Clearly define the roles and responsibilities of stakeholders and the frequency of stakeholders meetings</td>
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<td>5.</td>
<td>Agree on the implementation plan for the observatory</td>
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### 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

**Development of Issue Areas and Indicators**

**Monitoring and Reporting**

**Collection and Exchange**
- Regular and timely measurement
- Annual Stakeholder’s Workshop
- Adaptation period
- Annual progress report
- Regional Coordinator
- Annual Open Consultation

**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

**Communication and Information-sharing**
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.
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
   - Exchange of experiences
   - Methodology sharing
   - New trends and developments

3. Annual Open Consultation Meeting

**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.
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INSTO
Open Consultation Meeting
Advancing the Measurement of Sustainable Tourism Development

#INSTO2016
http://sdt.unwto.org/insto
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.
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.
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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.
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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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