


# Utilising Tourism Statistics for business and policy analysis

**Developing, integrating and using regional tourism statistics for business and policy action**

A sustainable tourism indicator system for Andalusia:  
implementation for public management

- 
- Andalucía
  - Theoretical approach
  - Measurement of quality



# Andalucía

## Andalucía

Area: 8500 km<sup>2</sup> (6 times smaller than Japan)  
Population: 8 million (15 times smaller than Japan)  
10° unconnected islands: 10 million (Japan: 10 million)



From data gathering to intelligence  
for tourism management



Tourism Satellite Account  
System of Tourism Indicators

# Andalucía

Area: 88k km<sup>2</sup> (4 times smaller than Japan)

Population: 8 million (15 times smaller than Japan)

Nº international tourists: 8 million (Japan 10 million)



Climate and Beach: 44% tourists



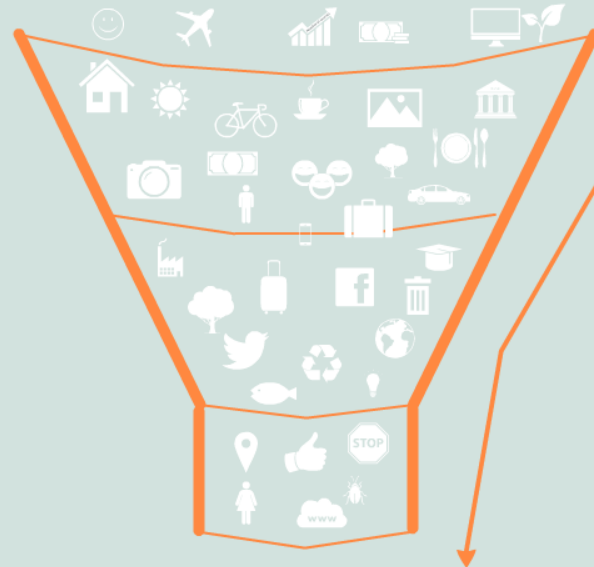


Culture and Nature: 22% tourists





# From data gathering to intelligence for tourism management



Tourism Satellite Account  
System of Tourism Indicators



## System of indicators



INTEGRAL TOURISM SUSTAINABILITY

- As a safeguard of local values
- As an efficient and fair graduation of tourism services
- As governance based on transparency, participation and joint decision-making
- As a means of territorial cohesion
- As a contribution to intelligence, development and innovation process

The screenshot shows a presentation slide with a timeline at the top and a table below it. The timeline has five points labeled '1990', '1995', '2000', '2005', and '2010'. Below the timeline, there is a table with three columns: 'Year', 'Value', and 'Unit'. The table contains data for the years 1990, 1995, 2000, 2005, and 2010. The values are 1.0, 1.5, 2.0, 2.5, and 3.0 respectively. The unit is 'Billion USD'.

Year	Value	Unit
1990	1.0	Billion USD
1995	1.5	Billion USD
2000	2.0	Billion USD
2005	2.5	Billion USD
2010	3.0	Billion USD

# INTEGRAL TOURISM SUSTAINABILITY

- As a safeguard of local values
- As an efficient and fair production of tourism services
- As governance based on transparency, participation and joint decision-making
- As a means of territorial cohesion
- As a continuous investigation, development and innovation process

# Andalucía

## SUSTAINABLE TOURISM INDICATOR SYSTEM for ANDALUCÍA



Saeta  
SISTEMA de ANÁLISIS y ESTADÍSTICA  
del TURISMO de ANDALUCÍA



| 1,00 | ○ | GOVERNANCE

| 1,00 | ● | TERRITORY

| 1,00 | ● | VULNERABILITY

| 1,00 | ● | PROFITABILITY

| 1,00 | ○ | DIVERSIFICATION

| 1,00 | ● | QUALITY

| 1,00 | ● | INNOVATION



## WHAT IS IT LIKE? THE STRUCTURE OF THE SYSTEM



# SYNTHETIC INDICATORS

## GLOBAL INDICATOR

### KEY AREAS

**Weights provided by policy makers:**

What is the contribution of each area to the sustainability of the destination?

**How?**

Personal Survey to those responsible of Tourism Policy in Andalucía

### KEY THEMES

**Weights provided by experts**

What is the contribution of each theme to the area?

**How?**

Online survey to 90 experts

### KEY INDICATORS

**Weights provided by technicians**

What is the contribution of each indicator to the key theme?

**How?**

Direct indicator > indirect indicator

Complete indicator > partial indicator

## INTERPRETATION

Comparing 2012 with the reference point being the average value of each indicator for the period 2008-2011







## | ● | DESTINATION

- | C01 | ● | Level of loyalty
- | C02 | ● | Level of recommendation
- | C03 | ● | Market opinion on the tourist destination
- | C04 | ● | Consumer violations in the tourist destination
- | C05 | ● | Complaints in the tourist sector
- | C06 | ● | Complaints to the admin. by Andalusians
- | C07 | ● | Satisfaction with the destination
- | C08 | ● | Satisfaction with the resources
- | C09 | ● | Satisfaction with the processes
- | C10 | ● | Quality of offerings, certifications
- | C11 | ● | Structure: professionalization of the sector
- | C12 | ● | Processes: complaint resolution
- | C13 | ● | Quality of training
- | C14 | ● | Investment in maintenance and improvement of the destination
- | C15 | ● | Information about the environment
- | C16 | ● | Accessibility of the destination

## | ● | RESOURCES: BEACHES

```
graph LR; A[● | RESOURCES: BEACHES] --- B[● | Opinion of the beaches]; A --- C[● | Quality of the beaches, certifications]; A --- D[● | Quality of the beaches, Blue Flag certification]; A --- E[● | Satisfaction with the beaches]; A --- F[● | Investing in improvements]; A --- G[● | Accessibility of the beaches];
```

| C<sub>17</sub> | ● | Opinion of the beaches

| C<sub>18</sub> | ● | Quality of the beaches, certifications

| C<sub>19</sub> | ● | Quality of the beaches, Blue Flag certification

| C<sub>20</sub> | ● | Satisfaction with the beaches

| C<sub>21</sub> | ● | Investing in improvements

| C<sub>22</sub> | ● | Accessibility of the beaches

## | ● | RESOURCES: HERITAGE



```
graph LR; A[● RESOURCES: HERITAGE] --- B[ ]; B -.-> C23[● C23 Market opinion of cultural heritage]; B -.-> C24[● C24 Market opinion]; B -.-> C25[● C25 Supply quality, overall excellence]; B -.-> C26[● C26 Overall supply quality (BIC)]; B -.-> C27[● C27 Processes]; B -.-> C28[● C28 Accessibility of heritage];
```

| C<sub>23</sub> | ● | Market opinion of cultural heritage

| C<sub>24</sub> | ● | Market opinion

| C<sub>25</sub> | ● | Supply quality, overall excellence

| C<sub>26</sub> | ● | Overall supply quality (BIC)

| C<sub>27</sub> | ● | Processes

| C<sub>28</sub> | ● | Accessibility of heritage

| ● | **RESOURCES: NATURAL AREAS**

| C<sub>29</sub> | ● | Market opinion of natural environment

| C<sub>30</sub> | ● | Processes

| C<sub>31</sub> | ● | Supply quality, overall excellence

| C<sub>32</sub> | ● | Quality of natural areas, certifications

| C<sub>33</sub> | ● | Accessibility of natural areas



## | ● | PUBLIC INFRAESTRUCTURE

- | C34 | ● | Market opinion of the transportation infrastructure
- | C35 | ● | Market satisfaction with air transportation
- | C36 | ● | Market satisfaction with rail transportation
- | C37 | ● | Market satisfaction with mobility at the destination
- | C38 | ● | Transportation, market complaints
- | C39 | ● | Transportation, road quality
- | C40 | ● | Road transportation quality, accident rates
- | C41 | ● | Quality of airports, certifications
- | C42 | ● | Quality of transportation by airport, delays
- | C43 | ● | Quality of rail transportation
- | C44 | ● | Market opinion of security
- | C45 | ● | Market satisfaction with security
- | C46 | ● | Security, crime rate
- | C47 | ● | Market opinion of information
- | C48 | ● | Market opinion of cleanliness
- | C49 | ● | Cleanliness, market complaints
- | C50 | ● | Market opinion of health
- | C51 | ● | Health, inspection activity
- | C52 | ● | Health, level of satisfaction of citizens
- | C53 | ● | Health, provision of resources

# | ● | ACCOMMODATION

- | C<sub>54</sub> | ● | Market opinion of accommodations
- | C<sub>55</sub> | ● | Market satisfaction with accommodations
- | C<sub>56</sub> | ● | Accommodations, hospitality complaints
- | C<sub>57</sub> | ● | Accommodation certifications
- | C<sub>58</sub> | ● | Satisfaction with accommodation services (processes)
- | C<sub>59</sub> | ● | Satisfaction with the accommodation infrastructure
- | C<sub>60</sub> | ● | Infrastructure: hotels—categories
- | C<sub>61</sub> | ● | Market satisfaction with accommodation staff
- | C<sub>62</sub> | ● | Personalized service, accommodations
- | C<sub>63</sub> | ● | Accessibility of accommodations
- | C<sub>64</sub> | ● | Investment in maintenance and improvements

## | ● | FOOD SERVICES

- | C<sub>65</sub> | ● | Market opinion of food service.
- | C<sub>66</sub> | ● | Market satisfaction with gastronomy
- | C<sub>67</sub> | ● | Food service - complaints
- | C<sub>68</sub> | ● | Food service - certifications
- | C<sub>69</sub> | ● | Accessibility of restaurants
- | C<sub>70</sub> | ● | Investment in maintenance and improvements. Food service
- | C<sub>71</sub> | ● | Personalized service. Food service

# **Business and policy actions**

## Public administration

- Tourism Regional Government
- Maritime coast National and Regional Administration
- Education
- Culture Administration
- Statistics
- Environment Administration
- Health Administration

# Business and policy actions

## Private sector

- *Restaurants and Accommodation:*  
Quality certifications and standards
- *Accommodation:*  
Personalized attention  
Investment and maintenance