

## 13TH GLOBAL FORUM ON TOURISM STATISTICS

### “Developing, integrating and using regional tourism statistics for business and policy action”

#### iv. Utilising tourism statistics for business and policy analysis

##### *Sustainable Tourism Indicator System for Andalusia- implementation for public management*

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### ***Abstract***

This paper presents a Sustainable Tourism Indicator System for Andalusia that has been conceived within the Tourism Regional Government Planning framework. The pilot experience

has produced more than 300 indicators for the year 2012, being the reference point the average value taken by each indicator for the period 2008-2011. This time framework has been used to produce the first analysis and diagnosis phase and will allow the monitoring and evaluation of the Plan, as there will be a yearly based follow up.

The **methodology** used is implementing synthetic indicators for three different level of analysis. The first level corresponds with 7 key areas: governance, territory, vulnerability, profitability, diversification, quality and innovation. Within each key area there are different key topics, which in total, account for 40. The different indicators are therefore enclosed as well within these key topics. The result of this system is therefore a synthetic indicator that will inform if the tourism system is evolving towards sustainability or not.

The weight of each of the 7 key areas on the synthetic indicator is determined by policy makers whereas the importance of each key topic on the key area and the weight of each indicator on the key topic have been decided by around 100 different tourism experts (academics, technicians, entrepreneurs, etc.)

The **user value** of this paper is to present the system of compilation developed that, by means of adding up different partial indicators, is able to obtain a comprehensive approach in such a way that can help policy makers to measure and monitor their policy decisions in terms of sustainability without any specific training.

Given the large amount of indicators and the certain complexity of the system for a non expert, we have adapted some characteristics of the presentation of results in order to make it easier to construe by the general public and policy makers who are the end users of this tool.

The actual calculation of the indicators has also shaped the theoretical framework as new indicators have been brought in, and even a new key area has been introduced. As a result of the pilot experience around 90% of the indicators have been actually completed without any cost and for the rest 10% either needed a statistical operation ad hoc or have been postponed. The paper develops the applied side of the theoretical approach presented in Prague at the 12th edition of the Global Forum on Tourism Statistics.