

**Nara Tourism Statistics Week**

**UNWTO Special Workshop on Tourism Statistics**

**Session 2: "Towards a Framework for Measuring the Sustainable Development of Tourism"**



**SUSTAINABILITY INDICATORS ON TOURISM IN ANDALUCIA**

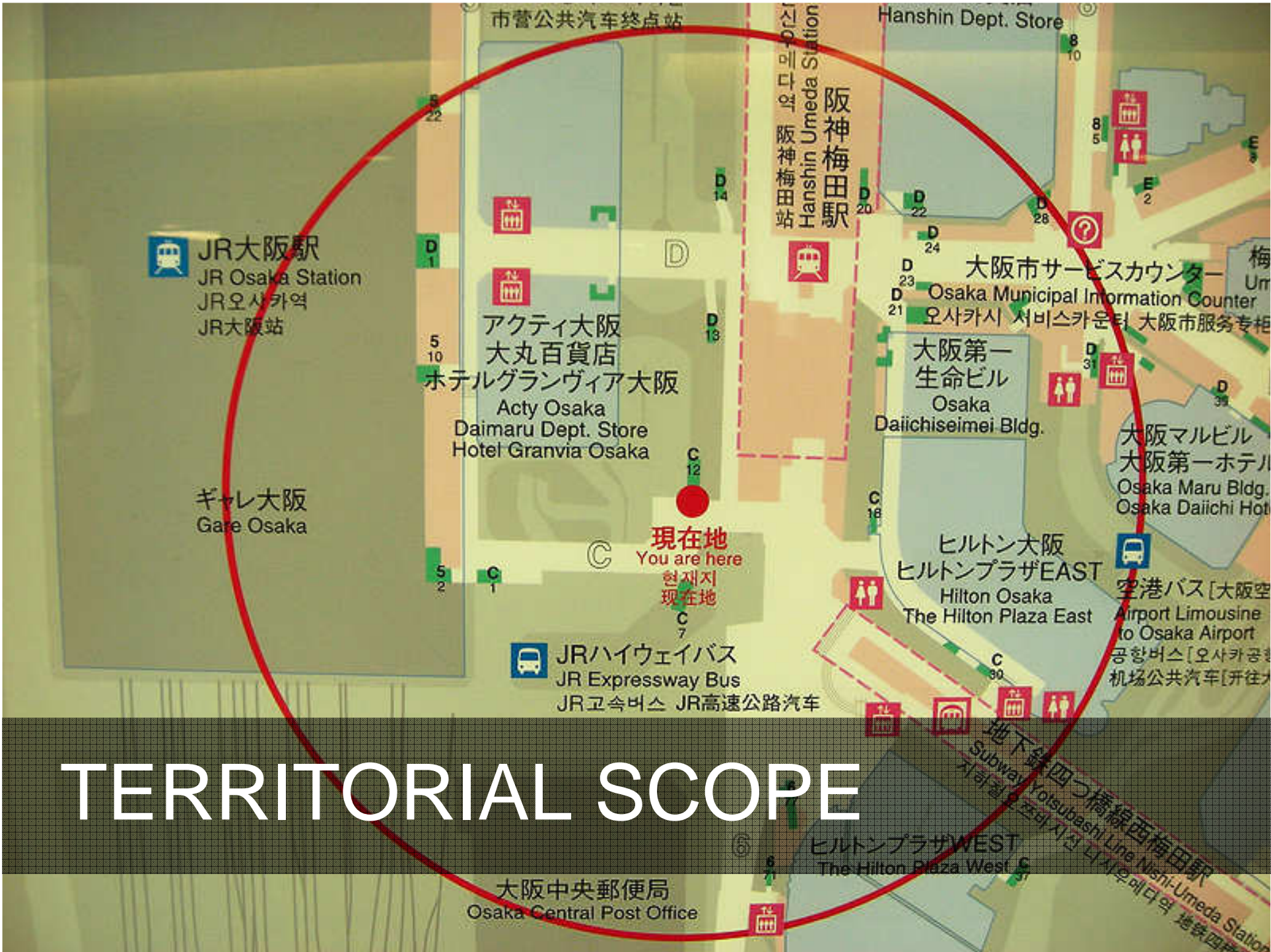
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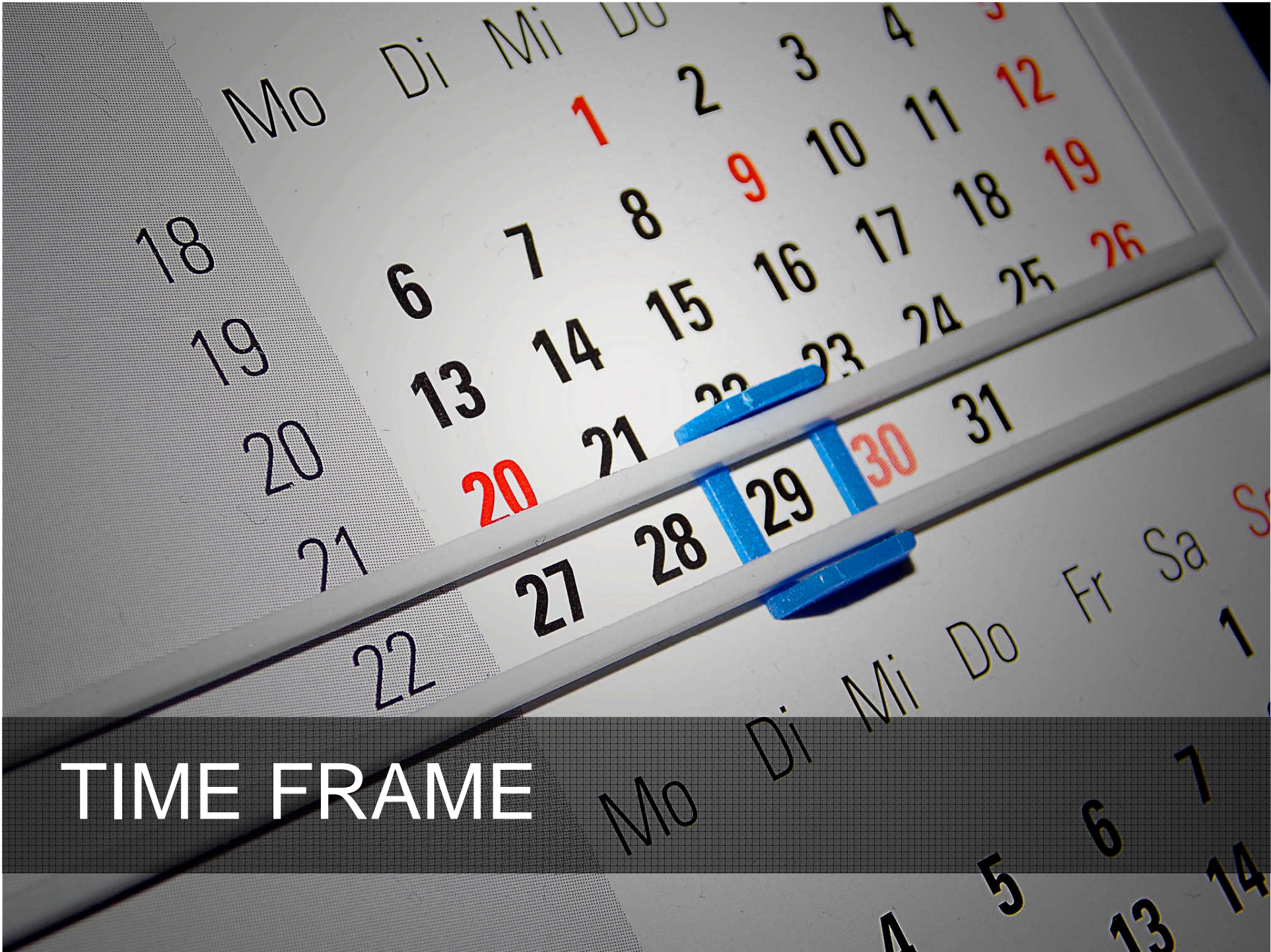
INFORMATION





# TERRITORIAL SCOPE





TIME FRAME





USERS



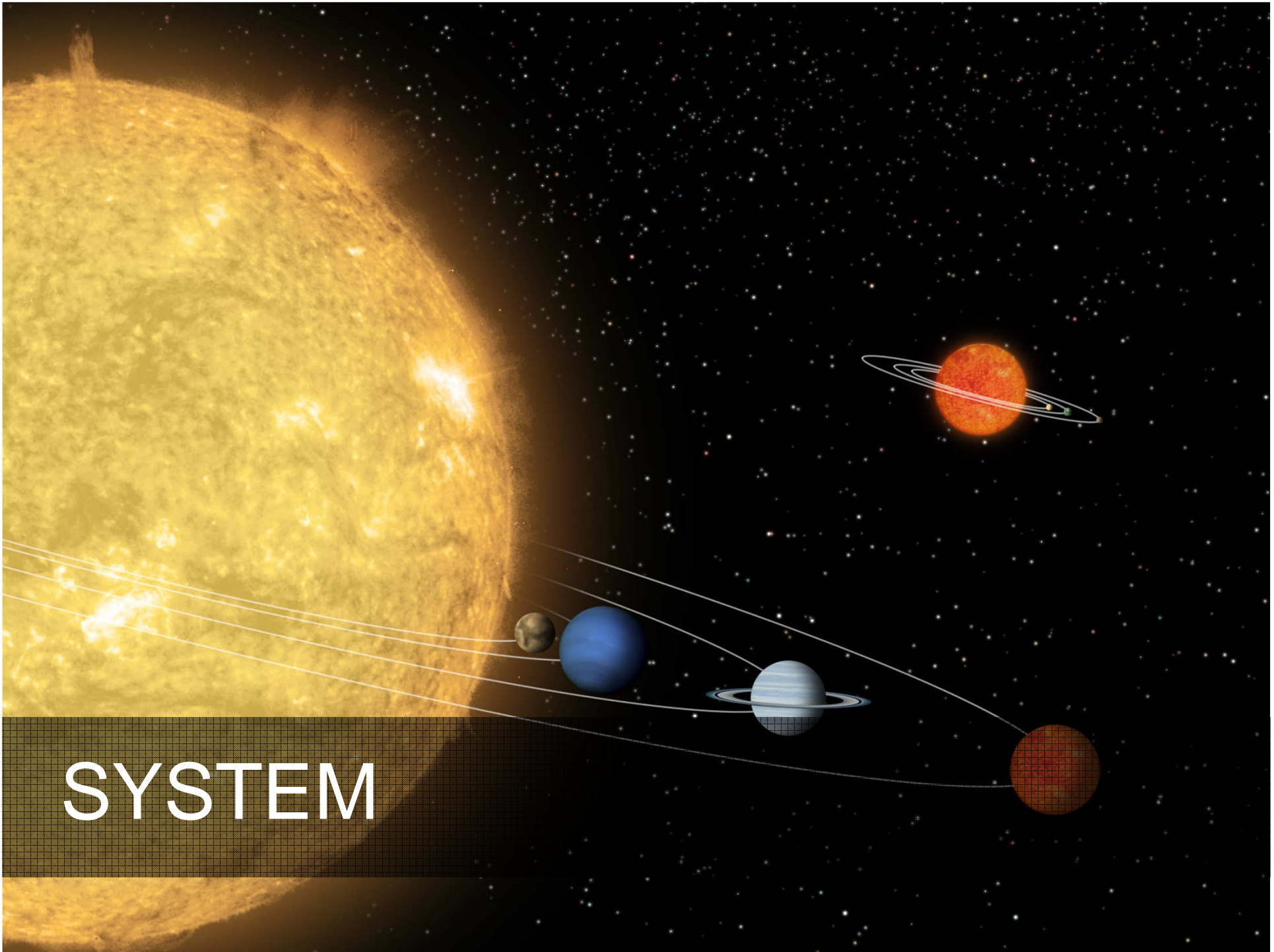
GOAL





COMPLEXITY





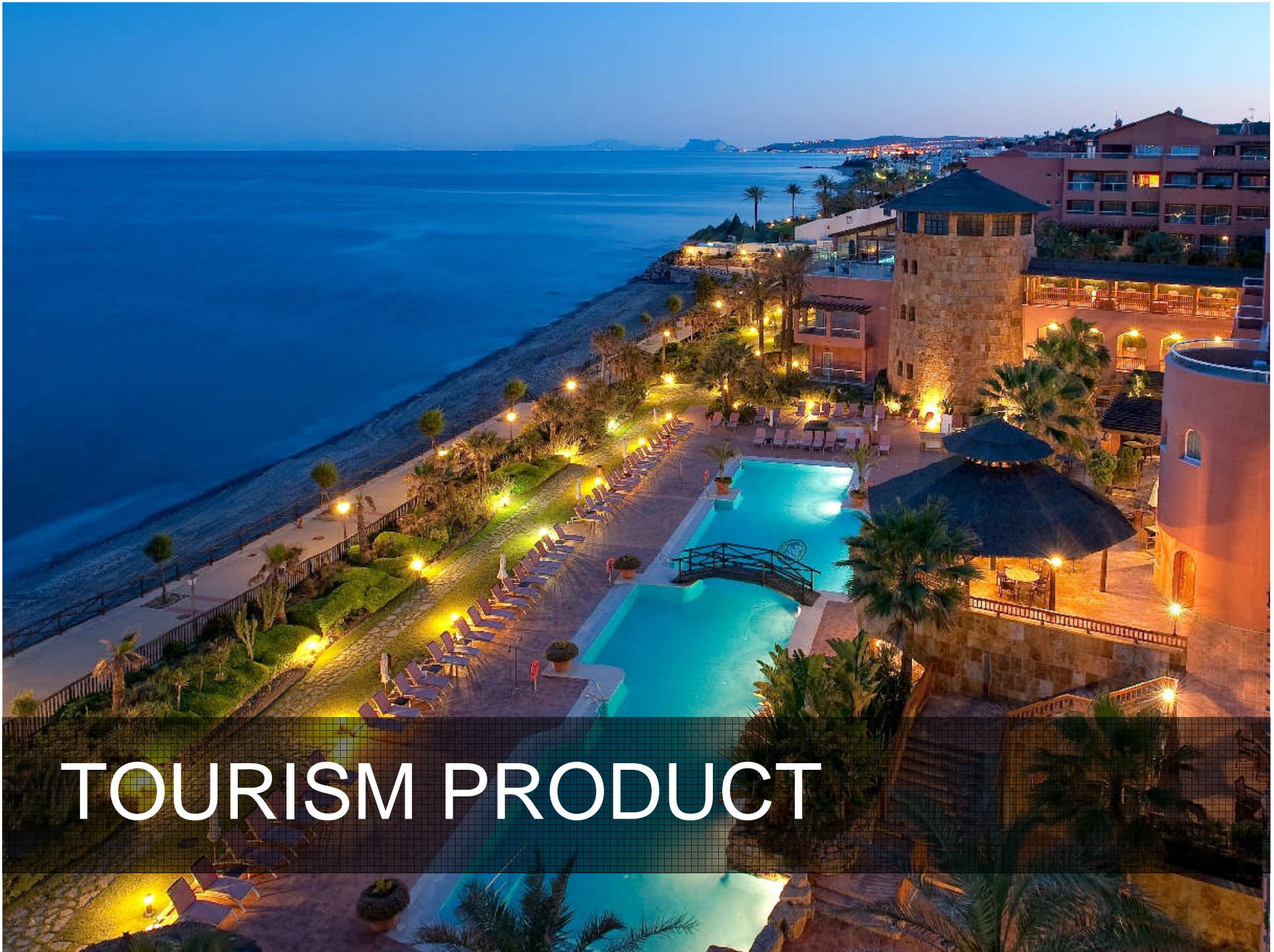
SYSTEM





TRANSVERSALITY





# TOURISM PRODUCT





# TOURISM SUPPLY





TOURISM DEMAND





# ECONOMIC ACCOUNT





World Tourism Organization

# UNWTO

COMPARABILITY





# DATA COMPILATION





VIABILITY



# ROUTE MAP





DISSEMINATION



A long wooden boardwalk stretches across a sandy beach towards the ocean. The boardwalk is supported by a series of wooden posts and beams, creating a rhythmic pattern of light and shadow on the sand. The sky is a vibrant blue with scattered white clouds. The overall scene conveys a sense of continuity and a peaceful coastal environment.

CONTINUITY





# CASE STUDIES



## The European Tourism Indicator System - ETIS

### Main features

**Developer:** European Commission

**Goal:** Sustainability follow up for tourism destination management

**End users:** Tourism destination managers

**Territorial scope:** Tourism destination

**Time frame:** Year

**Nº 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).



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

## Sustainable Tourism Indicator System for Andalusia

### Main features

**Developer:** Andalusia 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 (Andalusia)

**Time Frame:** Year

**Nº of indicators:** 348

#### Experience:

Pilot: year 2012

Definitive version: year 2014.



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



# The European Tourism Indicator System

## 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

+ information: [http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm)



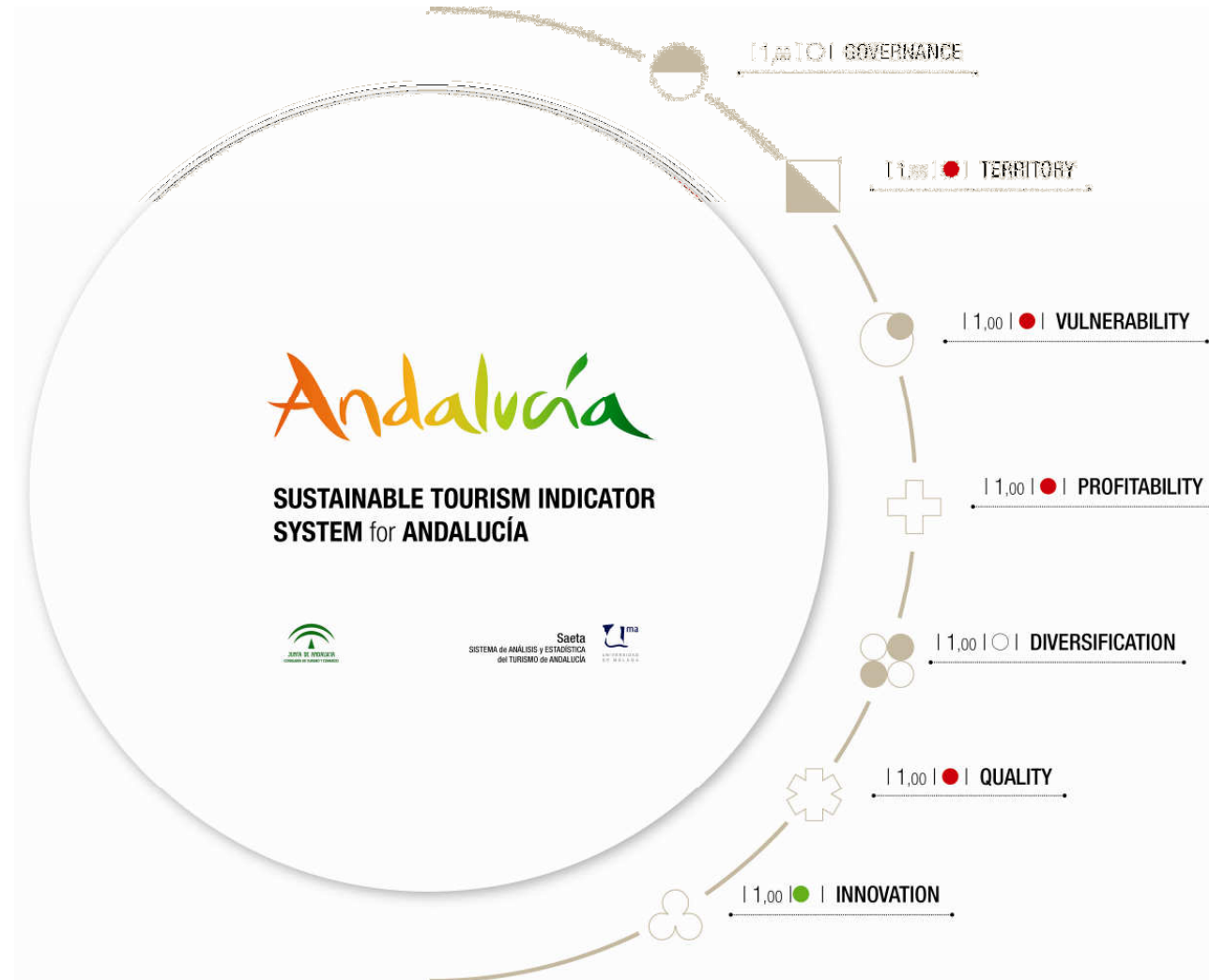
# Sustainable Tourism Indicator System for Andalusia

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](http://www.tsf2014prague.cz/assets/downloads/Paper%204.3_Ana%20Moniche%20Bermejo_ES.pdf)  
[http://naratourismstatisticsweek.visitors.jp/global/pdf/full\\_paper/4-2.pdf](http://naratourismstatisticsweek.visitors.jp/global/pdf/full_paper/4-2.pdf)

## Recommendation

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