



**\_UNWTO Network of observatories (INSTO)  
\_Advancing the measurement of sustainable tourism  
development**

Madrid, 7 & 8 June 2016



**Progress on Indicators and Measurement: Initiatives  
and Instruments**

The Andalusian experience with official data and  
indicators to measure sustainability

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Official data  
Indicators  
Sustainability

Andalucía



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**NECSTouR**

## The Andalusian experience with official data and indicators to measure sustainability



Why and how is Andalusia measuring sustainability?  
A tool for Policy making



The role of official statistics and other data integration



Local relevance and international comparability  
NECSTouR and ETIS



Tool for  
policy  
making

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## Why Andalusia needs to measure tourism sustainability?



Autonomy and competency in terms of tourism policy



Planning Framework 2014-2020  
Dissatisfaction with previous partial measuring



Need for an integral view of the sustainability concept



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policy  
making

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## How Andalusia measures 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 social means of appropriating the tourism activity for  
citizens



As a continuous R&D&I process



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## The Andalusian experience for measuring tourism sustainability



Work group / interdisciplinarity



“User friendly”



Statistical development of Andalusia



No additional budget required for new statistics / surveys



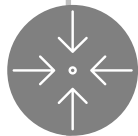
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## Contribution for policy making



Strategic measurement:  
building initial and desirable scenarios after planning process



Continuous monitoring

Diagnosis and evolution towards sustainability

Detection of possible imbalances between goals  
and results

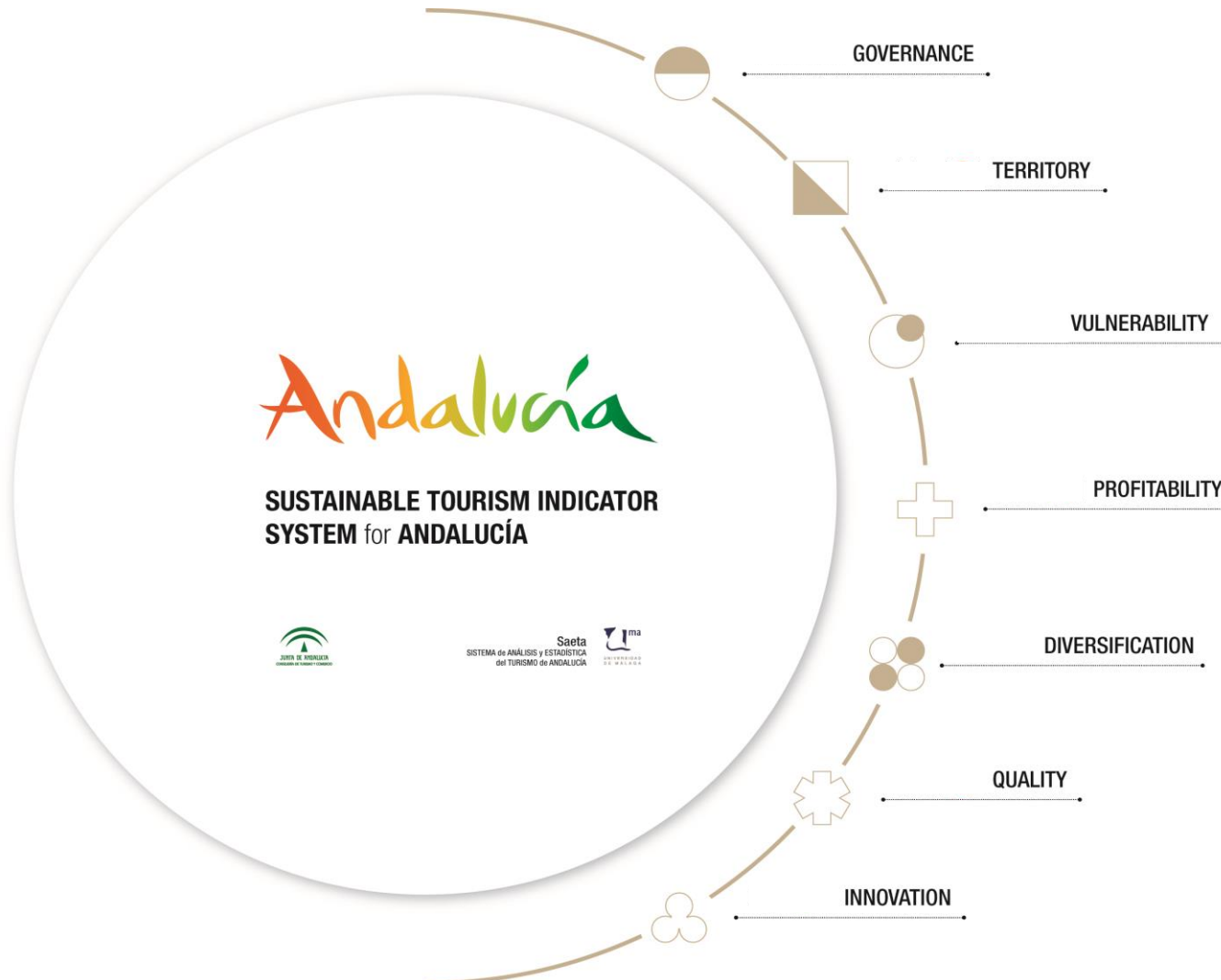


Tool for  
policy  
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**SUSTAINABLE TOURISM INDICATOR  
SYSTEM for ANDALUCÍA**



Saeta  
SISTEMA de ANÁLISIS y ESTADÍSTICA  
del TURISMO de ANDALUCÍA



GOVERNANCE

TERRITORY

VULNERABILITY

PROFITABILITY

DIVERSIFICATION

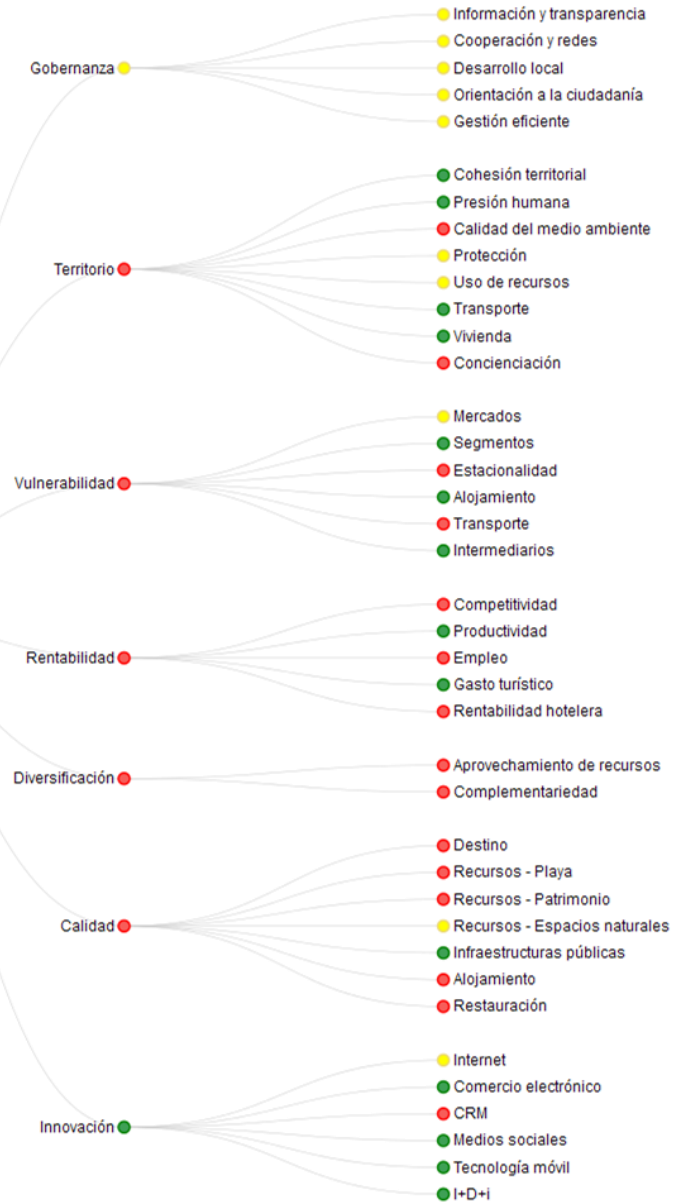
QUALITY

INNOVATION



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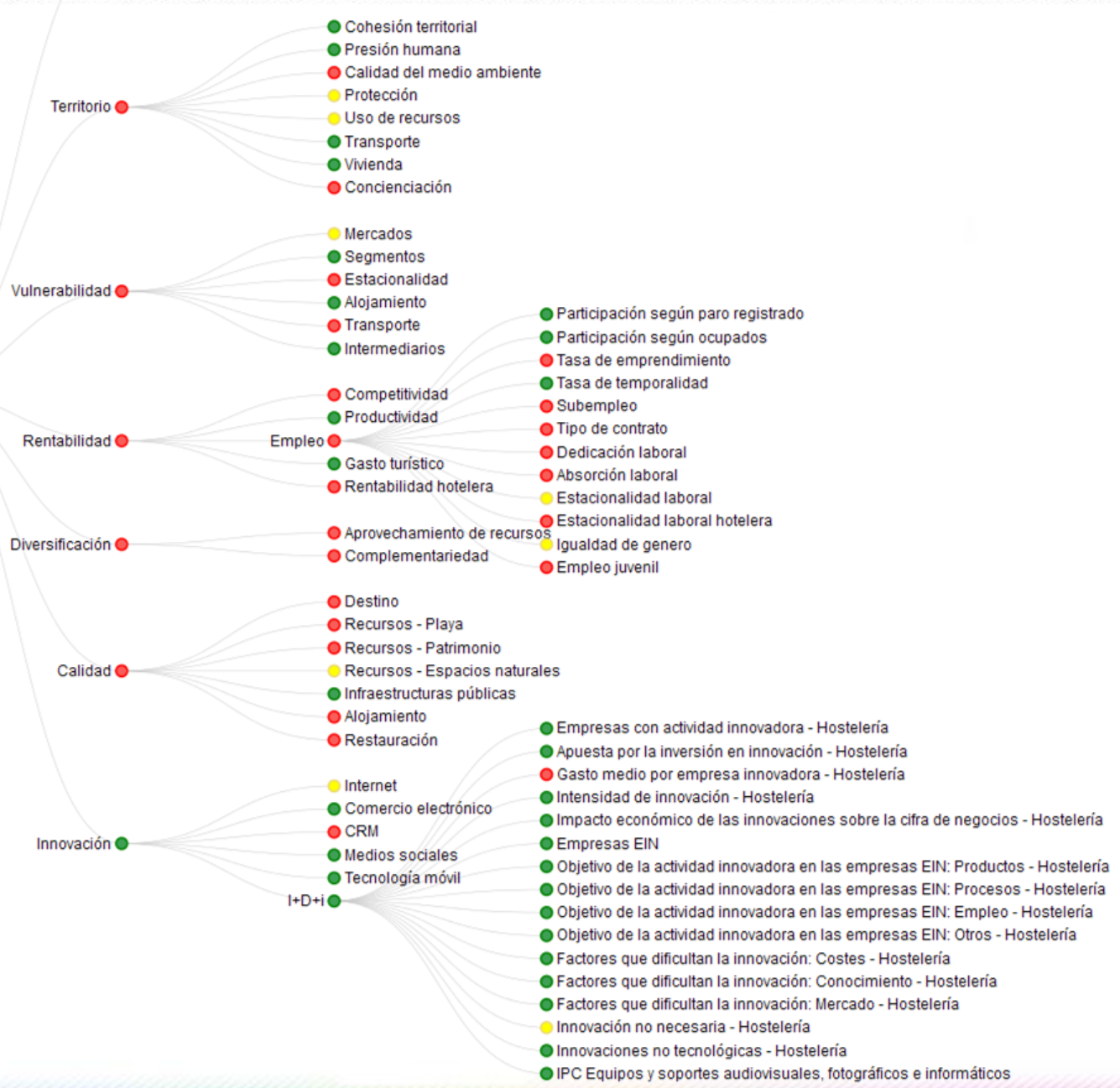






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Official statistics

69,4%

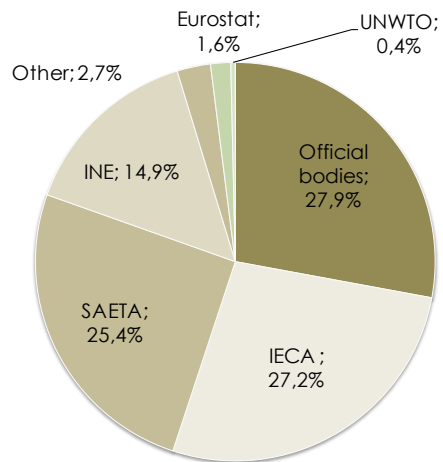
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### Sources of information



GOVERNANCE

TERRITORY

VULNERABILITY

PROFITABILITY

DIVERSIFICATION

QUALITY

INNOVATION



Official statistics

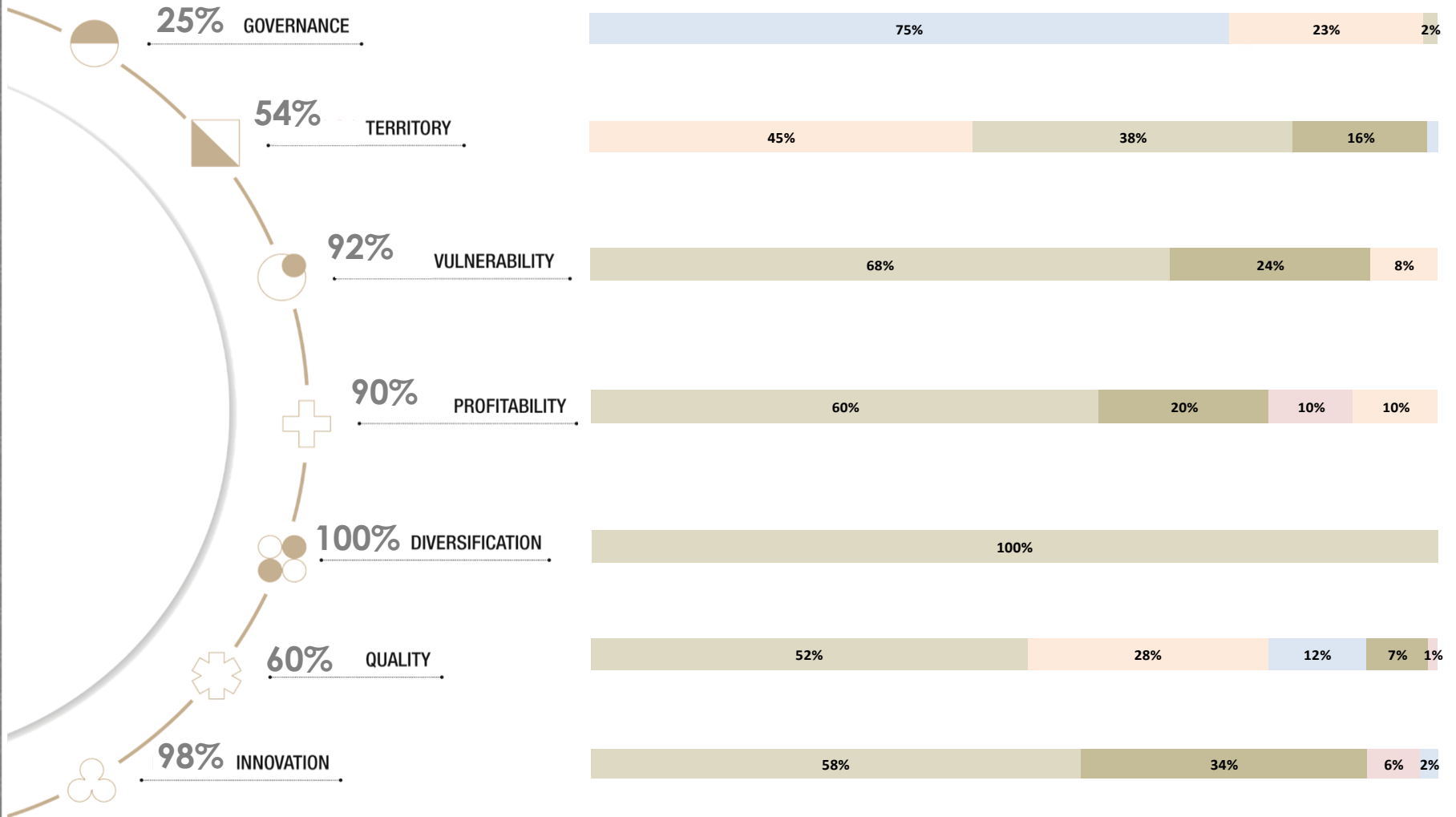
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■ Regional ■ Official bodies ■ Other ■ National ■ International





Local relevance  
International  
comparability

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## **Local relevance and international comparability**

- \_ NECSTouR and ETIS
- \_ UNWTO and UN Statistics Division
- \_ The International Network on Regional Economics, Mobility and Tourism (INRouTe)



Local relevance  
International  
comparability

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**NECSTouR**

## NECSTouR

**Cited by European Commission Communication 352 – 2010** “Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe”

2010: NECSTouR **Indicators Task Force** (NIT)

**NECSTouR Position Paper** “NECSTouR Reflections on the European Tourism Indicator System”

Our **destinations** engaged in the testing phases, supported by the NIT, and presence of our experts in the **ETIS experts group**



Local relevance  
International  
comparability

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## **International Statistical System: UNWTO, Eurostat and National Statistical Institutes**

- \_ Official statistics: harmonization, credibility and continuity
- \_ Benchmarking
- \_ Statistical governance: accessibility, quality of jobs, big data...



Official data  
Indicators  
Sustainability

Andalucía



## **Andalusian experience with official data and indicators and NECSTouR experience with ETIS**

### **Lessons learnt**

Territorial dimension

Cooperation with other sectors

Coordination of official statistics and policy objectives

Continuity

Benchmarking





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Thanks for your attention! Comments are welcome!

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