



## UNWTO Network of Observatories (INSTO)

# Advancing the Measurement of Sustainable Tourism Development

## Open Consultation Meeting

UNWTO Headquarters, Madrid, Spain, 7 & 8 June 2016

### Programme

#### Tuesday, 7 June

09:00 - 09:30 **Registration**

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09:30 - 09:45 **Opening and Welcome**

- Dr. Dirk Glaesser, Director of Sustainable Development of Tourism Programme, UNWTO

09:45 - 10:00 **Delivering against the 2030 SDG Agenda and Beyond**

- Mr. Márcio Favilla, Executive Director for Operational Programmes and Institutional Relations, UNWTO
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#### **SESSION I**

10:00 - 11:30 **Supporting Sustainable Development of Tourism – Experiences from Observatories**

- Dr. Xu Honggang, Professor, School of Tourism Management, Sun Yat-Sen University, China
  - Dr. Ioannis Spilanis, Associate Professor, University of the Aegean, Greece
  - Ms. Rosa Isela Ruvalcaba Benitez, Coordinator, Guanajuato Tourism Observatory (OTEG), Mexico
  - Dr. Stefano Scagnolari, University of Lugano, Tourism Observatory Lugano (O-Tur), Switzerland
  - Dr. Damià Serrano Miracle, Barcelona Tourism Observatory, Spain
  - Mr. Michael Dodds, Director of Regional Tourism Committee of Brittany, France
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11:30 - 11:45 *Coffee break*

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#### **SESSION II**

11:45 - 13:30 **PART I: Progress on Indicators and Measurement: Initiatives and Instruments**

##### **The European Tourism Indicator System (ETIS)**

- Ms. Ilona Lelonek Husting, Policy Officer, DG for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

#### The criteria set for sustainable development of tourism destinations

- Mr. Martin Baláš, Consultant Sustainable Tourism/ CSR, BTE Tourism and Regional Consulting, Germany

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

- Ms. Ana Moniche Bermejo, Technician, Andalusia Tourism Government – Empresa Pública para la gestión del Turismo y Deporte de Andalucía – SAETA and NECSTouR Network of European Regions for a Sustainable and Competitive Tourism

#### The role of local working groups: experiences made in Cuneo, Italy based on the ETIS methodology

- Ms. Silvia Barbone, ETIS Pool of Experts
- Ms. Sara Levi Sacerdoti, Destination Project Manager

#### Contributing towards the measurement at sub-national level

- Mr. Antonio Massieu, Chair of INRouTe International Network on Regional Economics and Tourism

#### Accelerating change in destinations through accessibility indicators: experiences from ambitious targets

- Dr. Jesús Hernández Galán, Vice President, European Network for Accessible Tourism (ENAT) and Director of Universal Access and Innovation at ONCE Foundation

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13:30 – 14:30 *Lunch break*

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### 14:30 - 17:30 **PART II: Progress on Indicators and Measurement: Initiatives and Instruments**

#### From concepts to living Observatories

- Ms. Cinzia de Marzo, European Expert on Sustainable Tourism Indicators

#### The importance of regular and timely information for Observatories

- Ms. Claudia Ávalos Betancourt, Director of Information and Analysis of the Ministry of Tourism of the State of Guanajuato, Mexico

#### Monitoring visitor satisfaction for effective destination strategies

- Mr. RJ Friedlander, Founder and CEO, ReviewPro

#### Embracing big and open data paradigms in support of sustainable tourism development at the local level

- Dr. Daniele Sferra, External Expert Special Projects, Department of Economics, University of Venice

#### The use of non-traditional data for forecasting and performance measurement in tourism destinations

- Mr. Lucas Bobes, Group Environmental Officer, Industry Affairs, Amadeus IT Group SA

#### Combining traditional and non-traditional data – the experiences from Segittur

- Mr. Carlos Romero Dexeus, Director of Tourism Research, Development and Innovation, Segittur

From survey to social media: new forms of measuring the destination image

- Mr. Roger Lang, CEO and Founder, Predicta Cognitive Commerce Cloud

Analyzing mobile devices' information for the tourism sector

- Mr. Agustín Batiz, Co-Founder, Innovation and Development, Case

Analyzing tourism movements through mobile devices

- Mr. Luis Cardo Jalón, Telefónica Dynamic Insights

Highlighting the important through geospatial data mapping

- Mr. Jaime de Mora, EMEA Sales Director, CartoDB

The Tourism and Environment Reporting Mechanism (TOUERM)

- Ms. Silvia Giuliatti, Project Manager, Natural Systems and Sustainability, European Environmental Agency

Working towards measuring sustainable tourism

- Ms. Clara van der Pol, Programme Officer of Statistics and Tourism Satellite Account, UNWTO

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From 20:30

*Networking drinks*

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## Wednesday, 8 June

Rapporteurs:

Ms. Sofia Gutiérrez, Deputy Director of Sustainable Development of Tourism Programme, UNWTO

Ms. Rosa Isela Ruvalcaba Benitez, Coordinator, Guanajuato Tourism Observatory (OTEG), Mexico

09:00 - 10:30

### **THEMATIC DISCUSSION I: THE ECONOMIC DIMENSION**

Chair: Claudia Ávalos Betancourt, Director of Information and Analysis of the Ministry of Tourism of the State of Guanajuato, Mexico

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10:30 - 10:45

*Coffee break*

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10:45 - 12:15

### **THEMATIC DISCUSSION II: THE SOCIO/CULTURAL DIMENSION**

Chair: Mr. Carlos Romero Dexeus, Director of Tourism Research, Development and Innovation, Segittur

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12:15 - 13:45

### **THEMATIC DISCUSSION III: THE ENVIRONMENTAL DIMENSION**

Chair: Dr. Edward W. (Ted) Manning, President, Tourisk Inc.

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13:45 - 14:00

### **Conclusions and Closing**

- Dr. Dirk Glaesser, Director of Sustainable Development of Tourism Programme, UNWTO

*\*Please note: the working language of the meeting will be English.*