

We kindly ask you to reach out to insto@unwto.org for more information on the application process in general and the preparation of the preliminary study in particular.

We also kindly ask you to consult preliminary studies of other INSTO Observatories, such as [Mallorca](#), Spain and [the Yukon](#)/Canada and others that can be found on the [Observatory sites](#).

Guidance for Preparing the Preliminary Study

As outlined in the INSTO Framework, prospective INSTO Observatories are expected to prepare a preliminary study as one of the steps within the application process. Besides the information submitted in the application form and the destination profile, the preliminary study is to help UNWTO gain a detailed insight into the needs of the destination to better assess its feasibility as an Observatory. In addition, the preliminary study will help the destination to gain a better understanding of the status-quo before setting up the Observatory by identifying key sustainability issues, the institutional set up, data needs and availability, as well as sources and gaps, which will be further discussed and validated at the stakeholders' workshop. Important to note is that already existing information available can be used for this report, facilitating the preparation of the report.

Please keep in mind that the **preliminary study will be published on the INSTO Website** after the Observatory is accepted as a new INSTO Member.

The list below provides a brief overview of main topics which should be covered in the study. Other topics of relevance for the observatory and destinations may also be added.

- 1. Description of the destination with most important tourism aspects, data and other interesting information (as in the destination profile):**
 - a. Please describe the destination briefly (where, what is it famous for, tourism development over time, tourism data, etc.)
 - b. Is there a national or regional tourism development strategy or sustainable development strategy in place that guides the tourism sector in the destination, or a specific line of work concerning the Sustainable Development Goals (SDGs)?
Please describe and how these policies impact the destination's work.
 - c. Vision of the destination?
 - d. Other aspects and information that is deemed relevant.
- 2. Structure, recommendations, suggestions and comments on the Observatory**

Describe the Observatory:

- What is the current or envisaged structure of the Observatory?
- What are the vision and objectives of the Observatory?
- What are the current or envisaged processes behind the Observatory?
- Describe the organizational structure and feasibility of the Observatory, including the financing aspect?

- 3. Describe participatory processes that are taking place in the destination (in general and for the INSTO application in particular):**

- ✓ Who are the relevant stakeholders in the destination (first indication were given in the application form but please provide a detailed list here as well).
- ✓ The **Local Working Group**- please provide information on its establishment, members, discussions held, consultations on the INSTO Application process carried out, will the preliminary study be shared with them?, etc.)
- ✓ Preliminary objectives for the first reporting year that will be discussed in the stakeholder's workshop.
- ✓ Are there **priorities for the destination identified?** (as a result of stakeholders workshops and or meetings of the local working group?)

3. Possible priorities identified for the destination

- ✓ What kind of issue areas are common for the destination?
- ✓ Which have possibly the greatest impacts and what?
- ✓ Which issues have evolved most rapidly over the past years?
- ✓ Which are the issues the destination is currently working on?
- ✓ Which are the areas where most advances are needed in the near future?

4. Detailed description of current monitoring processes (if available)

- ✓ What are the current structures and procedures of monitoring and reporting?
- ✓ Which reports are available at the time of application that show monitoring results?
- ✓ Since when have there been specific monitoring processes and how is their long-term viability secured?
- ✓ Who are the partners in the current monitoring processes?
- ✓ Provide information on specific research carried out and reports published that you consider relevant.
- ✓ Provide brief information on partnerships, when describing the work carried out in the key areas.
- ✓ Role of TSA in your context?
- ✓ Etc.

5. The eleven INSTO key issue areas

Becoming an INSTO members implies that monitoring in eleven key issue areas will be carried out:

Please describe the eleven key issue areas in more details as proposed below.

Please also indicate when key issue areas that are not yet monitored, will be measured (timetable).

CHECKLIST on the eleven INSTO Issue Areas			
ISSUE AREA	DESCRIPTION	STATUS	PARTNER
1. Local satisfaction with tourism	e.g. Surveys, questionnaires, interviews done	Available/Not available/ planned for yyyy/ any other information	Data from...
2. Destination economic benefits	e.g. expenditure in destination, arrivals, etc.	Available/Not available/planned for yyyy/ any other information	Data from...
3. Employment	e.g. number of formal employees in accommodation in food sectors, wages, etc.	Available/Not available/planned for yyyy/any other information	Data from..
4. Tourism seasonality	e.g. international travellers arrivals per month and market	Available/Not available/planned for yyyy/any other information	Data from...

	(volume and % of annual arrivals)		
5. Energy management	e.g. energy consumption by tourist night	Available/Not available/planned for yyyy/any other information	Data from...
6. Water management	e.g. fresh water consumption per tourist night	Available/Not available/planned for yyyy/any other information	Data from...
7. Waste water management	e.g. percentage of sewage from the destination treated	Available/Not available/planned for yyyy/any other information	Data from...
8. Solid waste management	e.g. waste volume produced in destination	Available/Not available/planned for yyyy/any other information	Data from...
9. Governance	e.g. workshops held, new legislation, etc.	Available/Not available/planned for yyyy/any other information	Data from...
10. Climate Action	e.g. percentage of tourism enterprises involved in climate change mitigation schemes, such as CO2 offset, low energy systems, etc.	Available/Not available/planned for yyyy/any other information	Data from...
11. Accessibility	e.g. percentage of visitor attractions that are accessible to people with disabilities	Available/Not available/planned for yyyy/any other information	Data from...
12. Other indicator used			Data from...
13. Etc.			Data from...

6. The use of **graphs and visualization tools**, such as images throughout the report is appreciated, as it facilitates the reading and understanding.

7. Annexes

Please put relevant supporting information in Annexes, e.g. current tourism strategies or policies, etc.

IMPORTANT NOTE:

Please note that the use of logos in the submitted reports to UNWTO should be avoided wherever possible. If logotypes are included, language should be adjusted to English to be consistent with the reporting language. Furthermore, the following disclaimer should be included in the submitted reports (inserted at the bottom of the first page):

“The objective of the UNWTO Network of Observatories (INSTO) is to create evidence through regular monitoring, requiring continuous efforts and commitment to understand the impacts of tourism on destinations and to ensure sustainable development. While it is intended that monitoring and reporting is carried out in full compliance with existing UNWTO recommendations, standards and definitions, the views expressed in this report are those of the authors and may not necessarily reflect the views of UNWTO”.