Information Needs at Destination Level
As observed through the International Network of Sustainable Tourism Observatories (INSTO)

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Meeting of the Working Group of Experts in Measuring Sustainable Tourism Development
20 October 2016

Milestones in Sustainability

Rio+20 Conference
- 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP)
- The future we want – emphasis on the role of sustainable tourism as driver for change as well as the importance of measuring impacts for better well-informed decision making

The Earth Summit (Rio) 1992
- UN Conference on Environment and Development
- The declaration included 27 principles
- Agenda 21 – achieving sustainability in the 21st century

Stockholm Conference 1972
- First global environmental Meeting by UN
- The declaration included 28 basic principles and policy goals
- Establishment of UNEP

1987 Brundtland Report
- World Commission on Environment and Development (1983)
- Independent body to formulate long-term agenda for action
- 1987 Out Common Future: “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”

2002
- UN Conference on Environment and Development
- Adoption JPOI and Johannesburg Declaration on Sustainable Development
- Chapters on poverty eradication, SCP and SIDS

2000 MDGs
- 10 Year Review of UNCED (Strategies and Implementation)
- Adoption JPOI and Johannesburg Declaration on Sustainable Development

2012
- Establishment of 10 YFP STP

2014
- Resolution A/RES/69/233
- 10 Year Review of UNCED (Strategies and Implementation)

2015 SDGs
- Adoption JPOI and Johannesburg Declaration on Sustainable Development

2017 UN Year of Sustainable Tourism Development
- Establishment of 10 YFP STP
- Independent body to formulate long-term agenda for action
- 1987 Out Common Future: “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”
Sustainable Tourism

“Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.”

“Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building.

Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.”

WTO Conceptual Definition 2004

The Complexity of Sustainable Tourism...

“Our well-being depends on our surrounding framework conditions.
Yet, the framework conditions depend on us”
### Sustainable Tourism…

<table>
<thead>
<tr>
<th>Pillars</th>
<th>Issue Areas</th>
<th>Indicators</th>
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<tbody>
<tr>
<td>Socio/cultural</td>
<td>Accessibility</td>
<td>- % of attractions accessible</td>
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<tr>
<td></td>
<td>Host/Visitor Satisfaction</td>
<td>- Existence of national, regional, local tourism plan</td>
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<td></td>
<td>Accessibility</td>
<td>- Number of international/domestic arrivals per month</td>
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<td></td>
<td>Biodiversity</td>
<td>- Frequency of community meetings</td>
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<td>Climate Change</td>
<td>- Frequency and type of extreme climatic events</td>
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<td>Environmental</td>
<td>Water Management</td>
<td>- Population size of key species</td>
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<td></td>
<td>Energy Management</td>
<td>- Amount of litter in natural areas</td>
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<td></td>
<td>Economic Benefits</td>
<td>- Total water consumption by hotels</td>
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<td>Employment</td>
<td>- % of energy from renewable sources</td>
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<td></td>
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<td>- % of locals employed in tourism</td>
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“[…] is a continuous process that requires constant monitoring of impacts”

### 10 Year Framework of Programmes

- Launch of 10YFP STP: November 2014
Vision and Work Programmes

Our vision is for a tourism sector that has globally adopted sustainable consumption and production (SCP) patterns resulting in enhanced environmental and social outcomes and improved economic performance.

1. Integrating SCP patterns in tourism-related policies and frameworks
2. Collaboration among stakeholders for the improvement of the tourism sector’s SCP performance
3. Fostering the application of guidelines, tools and technical solutions to improve, prevent and mitigate tourism impacts and to mainstream SCP patterns among tourism stakeholders
4. Enhancing sustainable tourism investment and financing

Who is who in 10YFP STP?

Lead and Co-leads

Multistakeholder Advisory Committee (22 Members)

And 86 Partners
10 YFP Projects

Flagship

- Juntos por el cambio! Together for change!
  Mainstreaming SCO in Tourism in Latin America and the Caribbean

- Closing the gap in SCP between tourism and conservation in southern Africa!
  Building capacity in SCP in nature-based tourism at government, destination and private level

- Cutting food loss in hotels; building behavioral change!
  Cutting food loss by 20% in hotels across 5 destinations globally, through the adaptation and localization of existing food loss management tools

SPTO Sustainable Enterprise Programme for the South Pacific

Catalytic

- Inca Alliance for Sustainable Tourism (Peru)

- Creating a Sustainable Community Tourism Model for South Africa

10YFP STP Annual Magazine: [http://sdt.unwto.org/annualreport-10yfp-stp](http://sdt.unwto.org/annualreport-10yfp-stp)

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Sustainable Development Goals

8.9 by 2030 devise and implement policies to promote sustainable tourism which creates jobs, promotes local culture and products

12.b develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products

14.7 by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism
About INSTO

- A network of tourism observatories monitoring sustainable tourism development at destination level
- Based on UNWTO indicator work and efforts made by other initiatives
- Evolved through the need for Evidence-Based Decision Making

Established in 2004
### Key Objectives

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<th>Integrated Approach</th>
<th>To provide a framework for the systematic, timely and regular monitoring of resource-use and a better understanding of tourism impacts.</th>
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<tr>
<td>Evidence</td>
<td>To establish a strong foundation of tangible information for well-informed decision making.</td>
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<td>Stakeholder Empowerment</td>
<td>To actively engage local stakeholders in the measurement of risks, costs, impacts, limits and opportunities through an inclusive and participatory approach.</td>
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<td>Engagement</td>
<td>To network and exchange information for improved collaboration, communication and greater public accountability.</td>
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<td>Performance Measurement</td>
<td>To monitor the implementation of sustainable development plans, policies and management actions.</td>
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<td>Continuity</td>
<td>To foster long-term commitment for regular monitoring, thus contributing to the sustainable growth of the sector at the destination-level.</td>
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<td>Knowledge Building</td>
<td>To highlight and share good practices and lessons’ learned.</td>
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### Development of Issue Areas

- Tourism Seasonality
- Employment
- Destination Economic Benefits
- Governance
- Local Satisfaction
- Energy Management
- Water Management
- Waste Water (Sewage) Management
- Solid Waste Management

As sustainability is context sensitive and conditions differ in each destination, INSTO focus is set on the framework and the underlying processes that ensure long-term viability, leaving enough flexibility in terms of indicators for each destination.
### Application Process

#### Destination Profile
- Generic background on the destination
- Information on tourism flows
- Some economic data
- Information on structural framework

#### Letters of Support
- From relevant institutions
- National/regional/local tourism authority
- Responsible governing body

#### Submission
- Submit documents to UNWTO Secretariat / SDT
  INSTO@UNWTO.ORG

#### Preliminary Study
- Situation Analysis: destination level
- Key sustainability issues
- Current monitoring activities and structures
- Data needs, availability, gaps, sources
- Objectives - short, medium, long-term
- Proposed structure
- Details on relevant stakeholders
- Completion of basic economic data sheet

#### Application Form
- General information about the applicant
- KML file indicating monitoring area
- Overview relevant stakeholders
- Statement of the Statutes of UNWTO
- Commitment to the principles of the UNWTO Global Code of Ethics for Tourism

#### Letters of Support
- From relevant institutions
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#### Acceptance Letter

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### Feedback from Observatories (1)

#### Information Needs
- Data availability on regional/destination level.
- Indicating the sector’s relevance at destination level (even an estimated % of GDP) remains difficult.
- Usually no information available regarding the numbers for non-commercial accommodation.
- Information regarding ‘all commercial accommodation establishments’ remains difficult to report on due to often missing clarity and data about other accommodation types, besides ‘hotels and similar establishments’.
- Challenges on the precise monitoring of same-day visitors and domestic/local visitors remain.
- Expenditures of domestic travelers have been mentioned to be difficult.
### Feedback from Observatories (2)

<table>
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<td>• Monitoring at the destination is generally easier in urban areas than rural ones due to clearer boundaries and more available data down to the district level.</td>
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<td>• The socio-cultural area is often mentioned as most essential, yet remains widely unreported in detail (often limited to the tourist satisfaction only).</td>
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<tr>
<td>• Although there is usually more information available for the environmental pillar, most destinations continue to have very limited data related to tourism.</td>
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<td>• Information regarding the total number of food and beverage serving establishments as well as transportation establishments in the destination is often not covered in detail due to limited resources.</td>
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<td>• In many cases, the availability of basic economic data still depends on available funding which is often not ensured on a regular basis.</td>
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Main Takeaways (1)

1) Sustainability is a process which requires continuous improvement and advancement.

2) Regular and timely measurement of tourism performance is essential to provide the required evidence for effective decision making in destinations.

3) The definition of indicators shall be guided by the need for concrete information to ensure the sustainable development of destinations.

Main Takeaways (2)

4) The formal integration of multidisciplinary local stakeholders and their needs into tourism measurement processes reinforces their long-term commitment towards tourism monitoring while ensuring transparency and objectivity.

4) Although measurement should ensure comparability among destinations and across levels whenever possible, sustainability is context-sensitive and therefore indicators have to reflect the destinations’ priorities and needs.
### Main Takeaways (3)

7) The collection of data and cooperation between stakeholders to address the **issues related to the environmental and socio-cultural dimensions of tourism performance** are still greatly limited.

7) The **socio-cultural dimension** is considered to be the most important, yet still extremely complex to measure when compared with the economic and environmental dimensions of sustainability.

8) Sufficient **primary, disaggregated and heterogeneous data** is necessary for different types of analysis in order to ensure that the data represents the real phenomenon, and actual rather than intended tourism behaviours.

### Main Takeaways (4)

10) Official statistics and non-traditional data have to **complement each other** to generate a sound understanding of tourism at a destination.

11) Observatories **must become an integral and desired part of destination management and policy making processes** in order to better support sustainable development.

11) Though the **majority of live and big data is not structured data**, the fact that the majority of it is geo-referenced opens enormous, previously unknown opportunities for tourism observatories.
Thank You!

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