



Meeting of the Working Group of experts on Measuring Sustainable Tourism

Madrid, 20 – 21 October 2016



Key measurement issues in linking tourism, environment and spatial scale

Policy relevant indicators statistically based

Ana Moniche
amoniche@andalucia.org

Inmaculada Gallego
igallego@andalucia.org



Key measurement issues in linking tourism, environment and spatial scale



1. Andalucía: the experience of policy relevant indicators statistically based
2. NECS TOUR and ETIS (European Tourism Indicator System) destination network
3. Territorial dimension of tourism sustainability



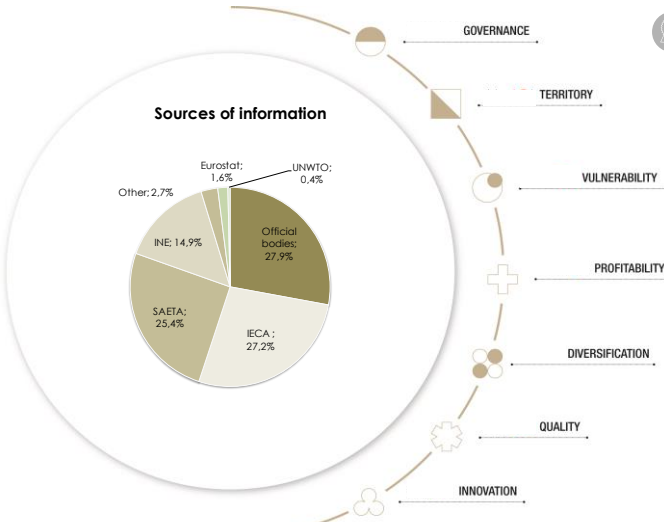


Andalucía



Policy relevant indicators that are statistically based

Official statistics
69,4%



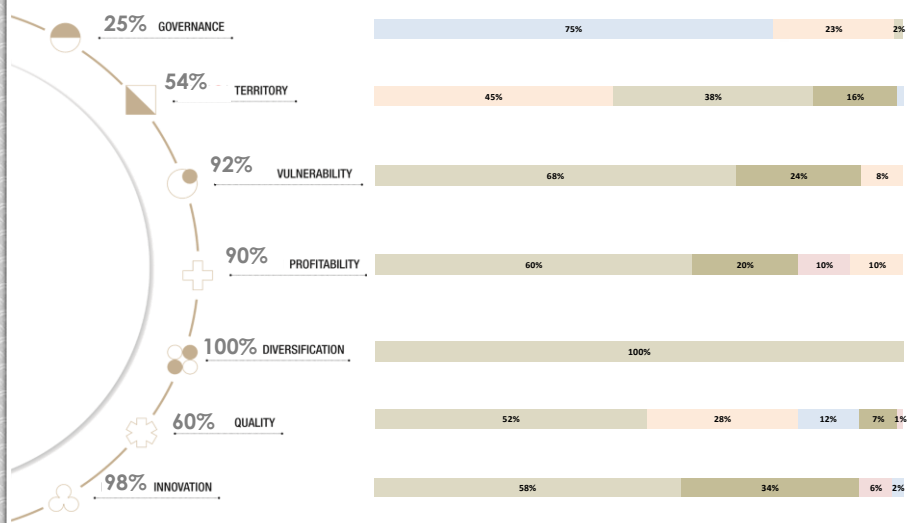
- GOVERNANCE
- TERRITORY
- VULNERABILITY
- PROFITABILITY
- DIVERSIFICATION
- QUALITY
- INNOVATION



Andalucía



■ Regional
 ■ Official bodies
 ■ Other
 ■ National
 ■ International





Andalucía



Policy relevant indicators that are statistically based

Andalucía

FOLLOW UP AND EVALUATION INDICATORS | Tourism Marketing Plan 2013 - 2016

STRATEGIC OBJECTIVE 1		Year 2014	Evolución
Increase of economic and social benefits due to tourism industry			
Productivity per tourist	Income generated at the destination per tourist	697,3	●
Employment productivity	Income generated at the destination per person occupied at the tourism industry	50,284	●
Share in employment	Share of the tourism industry in unemployment in the Andalusian Economy	12,6%	●
Self-employment rate	Share of self-employed or freelance persons in the total employment in the tourism industry	22,8%	●
Part-time rate	Part-time employment in the tourism industry in Andalusia	44,6%	●
Underemployment	Part-time workers willing to accept a full-time contract	76,3%	●
Type of contract	Work structure part-time / full time contracts	0,81	●
Work dedication	Time devoted to work required by the tourism sector in Andalusia	74,6%	●
Gender equality	Rate of female employment in the tourism sector in Andalusia	42,1%	●
Youth employment	Rate of youth employment in the tourism sector in Andalusia	24,0%	●
Multiplier effect	Multiplier effect of the tourism sector in the economy of Andalusia	1,523	●
Impact of tourism expenditure	Impact of total tourism expenditure in Andalusia	16,737	●
Average daily expenditure	Average expenditure per tourist per day at the destination in Andalusia	59,93	●
Expenditure per stay	Average expenditure per tourist at the destination in Andalusia	529,60	●
Income generated by day-trips	Income generated by day-trips in Andalusia	1,708	●
Daily expenditure per day-trip	Expenditure during day-trips at the destination	25,60	●
Occupancy rate	Occupancy rate (%)	49,0%	●
RevPar	Revenue per available room	40,72	●
STRATEGIC OBJECTIVE 2		Year 2014	Evolución
Reverse current trend of increasing seasonality			
Gini Index	Time concentration of tourist demand at the destination	0,237	●
Year term concentration	% of tourists during third term of the year	36,8%	●
Gini Index- Hotels	Time concentration of tourist hotel demand at the destination	0,2625	●
Year month concentration	% of tourists during main month	15,0%	●
Employment seasonality	% of tourism employment during third term of the year	28,5%	●
Hotel employment seasonality (GI)	Time concentration of tourism employment at the destination	0,156	●



Andalucía



30 Member Regions

NECSTouR is the Network of European Regions for a Sustainable and Competitive Tourism gathering **30 Tourism Regional Authorities** and **30 representatives of the academic and business sectors**

8 /10 ETIS Destinations

8 of the 10 most Accessible Destinations according to the European Tourism Indicator System and Accessible Tourism (ETIS), are currently members of NECSTouR.

<http://www.necstour.eu/>



The European Tourism Indicator System – ETIS

Developer: European Commission

Goal: Sustainability follow up for tourism destination management

End users: Tourism destination managers

Territorial scope: Tourism destination

Time frame: Year

N° of indicators: 27 core and 40 optional

Experience:

1° pilot testing phase: 104 destinations across Europe (15th July 2013- April 2014)

2° pilot testing phase: 110 destinations across (May 2014 - December 2014)

- + | Sustainability in a broad sense
- + | Flexibility
- + | Step-by-Step Guide



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



Measuring Sustainable Tourism

Andalucía

Network of European Regions for a Sustainable and Competitive Tourism
NECSTouR

Network of European Regions for a Sustainable and Competitive Tourism
NECSTouR

NECSTouR ETIS destination network

- _ Well-known initiative at European level: destinations and EC
- _ Regions, local destinations, tourist attractions, ...
- _ Benchmarking, harmonization, credibility and continuity: European Statistical System.
- _ Statistical governance: accessibility, quality of jobs, skills and education, quality standards, big data...



Andalucía



Territorial dimension of sustainability for tourism

- _ **Accessibility:** how do we measure it?
- _ **Skills and education:** education statistics for tourism sector
- _ **Quality of jobs:** tourism specific skills?
- _ **Quality standards and quality management indicators:** for quality measurement
- _ **Definition of "beach":** critical for coastal destinations
- _ **Big data:** availability and statistically based

Andalucía

Meeting of the Working Group of experts on Measuring Sustainable Tourism

Madrid, 20 – 21 October 2016



Key measurement issues in linking tourism, environment and spatial scale

Policy relevant indicators statistically based

Ana Moniche
amoniche@andalucia.org

Inmaculada Gallego
igallego@andalucia.org

