Key measurement issues in linking tourism, environment and spatial scale

Policy relevant indicators statistically based

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1. Andalucia: the experience of policy relevant indicators statistically based

2. NECSTouR and ETIS (European Tourism Indicator System) destination network

3. Territorial dimension of tourism sustainability
Policy relevant indicators that are statistically based

Sources of information

- Official bodies: 27.9%
- IECA: 27.2%
- SAETA: 25.4%
- INE: 14.9%
- Other: 2.7%
- Eurostat: 1.6%
- UNWTO: 0.4%

69.4%
**Policy relevant indicators that are statistically based**

<table>
<thead>
<tr>
<th>Strategic Objective 1</th>
<th>Increase of economic and social benefits due to tourism industry</th>
<th>Year 2015</th>
<th>Evolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residency per-month</td>
<td>Income generated by tourists per resident per month</td>
<td>69.2%</td>
<td></td>
</tr>
<tr>
<td>Employment generation</td>
<td>Income generated by employment per person employed in the industry</td>
<td>35.1%</td>
<td></td>
</tr>
<tr>
<td>Share tourism sector</td>
<td>Share of the tourism industry in total expenditure at the Andalusian level</td>
<td>72.6%</td>
<td></td>
</tr>
<tr>
<td>Tourism expenditure</td>
<td>Tourism expenditure per tourist in the Andalusian level</td>
<td>32.9%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategic Objective 2</th>
<th>Reverse current trend of increasing seasonality</th>
<th>Year 2015</th>
<th>Evolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicators</td>
<td>The percentage of tourists in the destination</td>
<td>0.3%</td>
<td></td>
</tr>
<tr>
<td>Share tourism sector</td>
<td>Tourists visiting in the destination</td>
<td>56.9%</td>
<td></td>
</tr>
<tr>
<td>Share of tourists per day</td>
<td>Tourists visiting per day in the destination</td>
<td>9.5%</td>
<td></td>
</tr>
</tbody>
</table>

**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
Nº of indicators: 27 core and 40 optional

Experience:
1º pilot testing phase: 104 destinations across Europe (15th July 2013 - April 2014)
2º pilot testing phase: 110 destinations across (May 2014 - December 2014)

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
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...
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

Meeting of the Working Group of experts on Measuring Sustainable Tourism
Madrid, 20 – 21 October 2016

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