

Complexity of combining data to regularly monitor tourism sustainability at the regional level

Empowering Sustainable Tourism Decision-Making

Ana Moniche
Turismo y Deporte de Andalucía

**Tourism Data Sharing Governance and Integration through the
TAIEX instrument
DG REFORM
Brussels 27-28 September 2023**

Addressing tourism sustainability challenges and data needs

Water consumption

Energy consumption

Waste generation

Education

Quality jobs and skills

Short-Term Rentals

Accesibility

Certifications and Standards

GHG emissions

Tourism Statistical Governance

Tourism Policy: role of EU,
member states and Regions

DG GROW Transition
Pathway for Tourism

Reconciliation of data users
and data producers

Data Spaces and the Data Economy



Business model for data providers



The role of European Statistical System



Confidence and Interoperability

Statistical
Framework
and
Indicators
for
Sustainable
Tourism

UNWTO SF-MST and proposal
for a system of core indicators

Indicators: Feasibility, timeliness
and policy orientation

Challenges: tools, data, actors
and resources

Spain Tourism TSI Project: Support to Spain's tourism ecosystem: towards a more sustainable, resilient and digital tourism

- European Commission (DG Reform) / OECD technical assistance
- Contribute to the sustainable and resilient recovery of tourism in Spain
- Regions: How to align with essential priorities such as the Tourism Transition Pathways, EU Green Deal, the EU Climate Law, the Sustainable Development Goals?
- Assisting Andalusia, Catalonia, Navarra and Valencia to develop and pilot a system of indicators to measure and monitor the sustainability of tourism.
- Develop a tool allowing to benchmark between destinations and compare progress

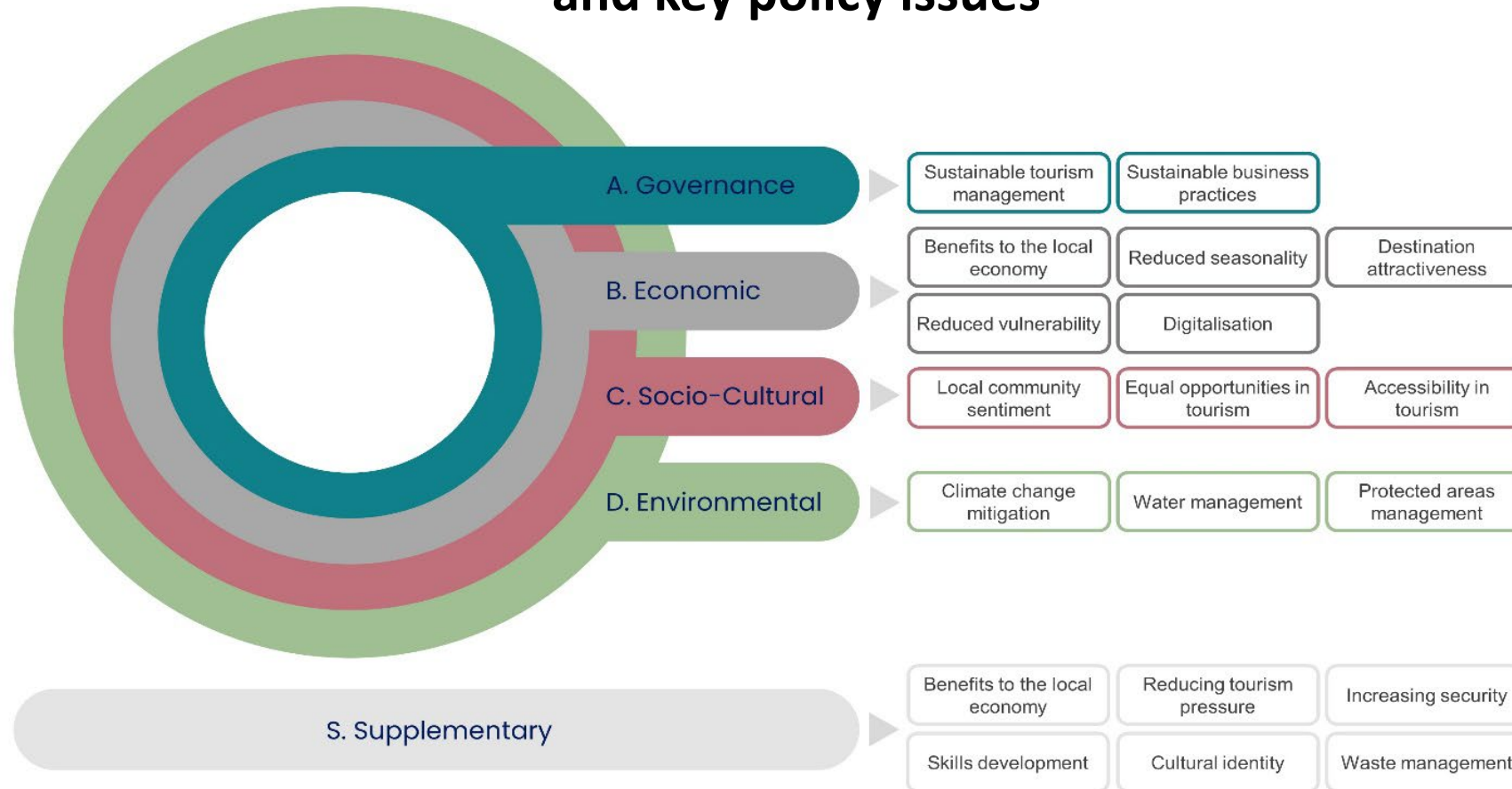
TSI Actors

- European Commission (DG Reform) / OECD technical assistance
- National Level: Spain Government, INE, Regional Statistical Institutes
- Regional level: Ministry of Tourism, Culture and Sports (Andalusia), Directorate General of Tourism (Catalonia), Directorate of Tourism (Navarra) and Directorate of Tourism (Region of Valencia)
- External actor: Tourism of Tomorrow Lab providing support

Spain Tourism TSI Project: Support to Spain's tourism ecosystem: towards a more sustainable, resilient and digital tourism

October 22	March 23	Jul 23	Sep 23- Feb 24	Apr 24-Aug 24
Kick-off meeting and roundtable	Joint, coherent system of indicators for measuring and monitoring the sustainability of tourism at regional level	Draft compilation guide to implement a core set of sustainable tourism indicators	Pilot implementation in selected destinations	Compilation guide to implement a core set of sustainable tourism indicators

Spanish regions tourism sustainability indicator framework: Current thinking on pillars and key policy issues



Spanish regions tourism sustainability indicator framework: Current thinking on indicators

Dimension	Policy issue	Indicator	Compilation readiness
Governance	Sustainable tourism management	A.1 Sustainable tourism development strategy	●
Economic	Benefits to the local economy	B.1 Tourism employment	●
		B.2 Tourism value-added	●
		B.3 Tourist expenditures	●
		B.4 Length of stay	●
		B.5 Bed occupancy	●
	Reduced seasonality	B.6 Tourism seasonality	●
	Attraction of tourists	B.7 Tourist satisfaction	●
	Reduced vulnerability	B.8 Market dependency	●
	Digitalisation	B.9 Access to online booking	●

Colour coding for compilation readiness:

- Indicator can be measured as of now (data is available for at least one of the metrics)
- Data sources have been identified, but methodology needs refinement
- Data sources still need to be identified

Spanish regions tourism sustainability indicator framework: Current thinking on indicators

Dimension	Policy issue	Indicator	Compilation readiness
Socio-cultural	Local community sentiment	C.1 Population under risk of tourism saturation	●
		Equal opportunities in tourism	●
	Accessibility in tourism	C.2 Gender equality	●
		C.3 Youth employment	●
		C.4 Job security	●
	C.5 Accessibility in tourism	●	
Environmental	Climate change mitigation	D.1 Public transport modes	●
		D.2 Green mobility infrastructure	●
		D.3 Air travel greenhouse gas emissions	●
		D.4 Tourism-induced greenhouse gas emissions	●
		D.5 Use of renewable energies	●
	Sustainable business practices	D.6 Accommodation businesses with relevant and verified sustainability certification	●
	Water management	D.7 Tourism water use	●
		D.8 Bathing-water quality	●
	Protected areas management	D.9 Tourism pressure in protected areas	●
		D.10 Monitoring and information systems in natural parks	●

Colour coding for compilation readiness:

●	Indicator can be measured as of now (data is available for at least one of the metrics)
●	Data sources have been identified, but methodology needs refinement
●	Data sources still need to be identified

Compilation guide with detailed indicator descriptions

Compilation information: B.1 Contribution of tourism to employment			
Metrics and units	B.1.	Direct tourism employment as percentage of total employment	%
Formula	B.1.	$\frac{\text{Direct tourism employment}}{\text{Total employment}}$	
Target direction	Positive: High numbers of employees strengthen the economic development of an economy and contribute to public financing in terms of taxes on earned incomes.		
Data sources	INE - Regional Accounts of Spain (Cuentas regionales de España): https://www.ine.es/dynqs/INEbase/es/categoria.htm?c=Estadistica_P&cid=1254735576581 INE - Structural Business Statistics in the Service Sector (IDESCAT): https://www.idescat.cat/pub/?id=emptur&lang=en INE - Active Population Survey (EPA): https://www.idescat.cat/indicadors/?id=conj&n=10215&lang=en Tourespaña - Social Security Analysis: https://www.tourespain.es/es-es/ConocimientoTuristico/Paginas/Empleo.aspx		
Recommended frequency	Annually		
Recommended granularity	Regional		
Benchmarking and comparability	OECD Structural and Demographic Business Statistics (SDBS): SDBS Structural Business Statistics (ISIC Rev. 4) (oecd.org) EUROSTAT employment statistics: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism_industries_-_employment&oldid=445425		

- Short description
- Relevance and purpose
- Measurement consideration and limitations

TSI's Focus and Impact

- Nationwide endeavor designed to implement EU Reforms
- Bottom-up approach: NUTS2 but local integration
- Policy relevance and coherence other frameworks: European Tourism Dashboard, SF-MST, ...
- Capacity-building exercise, collaborative learning
- Overcome "Analysis paralysis" and fostering/inspiring policy changes

Joseph Stiglitz:

“What we measure affects what we do and if we measure the wrong thing, we will do the wrong thing”.

TSI's Role and Ambition

- System to evolve into a shared framework
- Interest by many other regions expressed
- Role of NECSTouR Tourism of Tomorrow Lab: future evolution
- UNWTO work, JRC European Tourism Dashboard, OECD scoping paper: response to a growing demand for the establishment of a core set of indicators

Complexity of combining data to regularly monitor tourism sustainability at the regional level

Empowering Sustainable Tourism Decision-Making

Ana Moniche
Turismo y Deporte de Andalucía

**Tourism Data Sharing Governance and Integration through the
TAIEX instrument
DG REFORM
Brussels 27-28 September 2023**