

## NECSTouR Indicators and ETIS Working Group

### Thematic Workshop

#### MEASURING SUSTAINABLE TOURISM AT SUB-NATIONAL LEVEL

SEVILLE, 30 MARCH 2017, 14.30 – 15.50

**Moderator:** Dr. Nagore Espinosa Uresandi, Director in2destination

**Strategic Alliances:** United Nations Statistics Division, UNWTO, Eurostat and INRouTE

### Objective of the workshop

This workshop aims at debating the challenges and solutions of measuring sustainable tourism at sub-national level on the basis of the consultation undertaken by the NECSTouR working group Indicators and ETIS. The study is a comparative analysis based on the collection of data as well as a consultation made on:

- Tourism Governance
- Tourism Sector statistical development
- Use of statistics and data for the management of destination
- Challenges for the future: actions and actors

Experts and representatives of official statistics bodies will substantially contribute with their advice in terms of views, advice, proposed course of action or recommendations in order to identify the way forward for measuring Tourism sustainability at sub-national level through a debate with the NECSTouR Members.

### Agenda

14.30 – 14.35 Welcome and aim of this workshop

Dr. Nagore Espinosa, Moderator

14.30 – 14.45 Benchmarking, presentation of challenges, proposal for actions and actors identified in the previous work carried out by members participating in the questionnaire

Ana Moniche, Andalusia, Working Group leader

14.45 – 14.55 Group in-site identification of new proposals

14.55 – 15.20 Invited experts' views, reply to proposals and actions:

**Mr. Karoly Kovacs**, Chief of Statistics of International Trade in Services Section from United Nations Statistics Division

**Ms Clara van der Pool**, Programme Officer. Statistics and Tourism Satellite Account.  
UNWTO

**Mr. Christophe Demunter**, Eurostat E Unit G-3 Business cycle, tourism and registers  
& Task Force Big Data (remote participation)

**Ms. Teodora Brand Mueller, Eurostat**, Teamleader - Regional and Urban statistics  
Unit E-4: Regional statistics and geographical information (remote participation)

**Mr. Antonio Massieu**, Chair of INRouTe and former UNWTO director for Statistics  
and Tourism Satellite Account

15.20 – 15.40 Open debate

15.40 – 15-50 Conclusions and Summary of proposals and actors involved

## Questions for Discussion – Working Document

*We are asking for contribution for the identified challenges in terms of proposed course of action needed to tackle them and required actors to be involved (e.g. National/Regional Tourism administrations, National/Regional Statistical Institutes, Eurostat, European Commission, UNWTO, UN, ...) for:*

- *Seasonality*
- *Residents' attitude*
- *Environmental sustainability measurement*
- *Quality Standard*
- *Quality of employment*
- *Territorial breakdown*
- *Accessibility*
- *Governance*
- *TSA*
- *Education*