Together for EU Tourism

Workshop "Mainstreaming Tourism Indicators for Sustainable Development"

22 March 2024 | Online

Webinar Summary

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Introduction

Scope and objectives of the webinar

Target audience

T4T experts, representatives from the tourism industry, regional and local authorities, destination management organisations, statistical offices, ministries, academia, and NGOs actively engaged in tourism data research, development, and implementation.

Scope

This workshop aimed to catalyze collaborative efforts towards a more robust and sustainable future for European tourism, underpinned by comprehensive data insights and strategic partnerships.

Objectives

The primary objective of this workshop was to facilitate a collaborative discussion among experts from various entities including UN Tourism, EUROSTAT, DG GROW, DG REFORM, JRC, OECD, D3HUB. By sharing insights and perspectives, the aim was to:

1. Identify synergies and opportunities for collaboration among different stakeholders involved in tourism measuring frameworks, tourism data collection and management.

2. Explore ways to enhance the quality and relevance of tourism statistics at national and subnational levels, incorporating economic, social, and environmental sustainability indicators.

3. Propose concrete actions and strategies for including new tourism indicators and mainstreaming tourism indicators into the European Statistical Programme, thereby supporting the implementation of the Transition Pathway for Tourism

Agenda

11:00 - 11:10   **Opening**
Misa Labarile, Policy Officer, Tourism, European Commission

11:10 - 12:10   **Roundtable: Mainstreaming tourism indicators for sustainable development**

Moderator: Ana Moniche, Expert of T4T Digital subgroup task force on Indicators. Turismo y Deporte de Andalucía and Tourism of Tomorrow Lab

Speakers:

- Christophe Demunter, Head of Tourism Statistics, Eurostat
- Leandry Moreno, Officer, Statistics, Standards and Data Department, UN Tourism
- Jane Stacey, Head of the Tourism Unit, OECD
- Panagiotis Markantonatos, Policy Officer, DG Reform, European Commission
- Filipe Batista e Silva, Joint Research Centre, European Commission
- Apolonija Oblak, Acting Director-General, the Statistical Office of the Republic of Slovenia
- Daniel Iglesias, NECSTouR, Tourism of Tomorrow Lab D3Hub representative

12:10 - 12:20   **Q&A**
12:20 - 12:30   **Closing**

- Emmanuel Mounier, Secretary General, EU Travel Tech and Chair of the T4T Digital Subgroup
- Ana Moniche, Expert of T4T Digital Subgroup Task Force on Indicators. Turismo y Deporte de Andalucía and Tourism of Tomorrow Lab

Christophe Demunter
Head of Tourism Statistics, Eurostat

Leandry Moreno
Officer, Statistics, Standards and Data Department, UN Tourism

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Apolonija Oblak
Acting Director-General, the Statistical Office of the Republic of Slovenia

Daniel Iglesias
NECSTouR. Tourism of Tomorrow Lab D3Hub representative.

Emmanuel Mounier
Chair of the T4T Digital Subgroup

Ana Moniche
Expert of T4T Digital Subgroup Task Force on Indicators. Turismo y Deporte de Andalucía and Tourism of Tomorrow Lab

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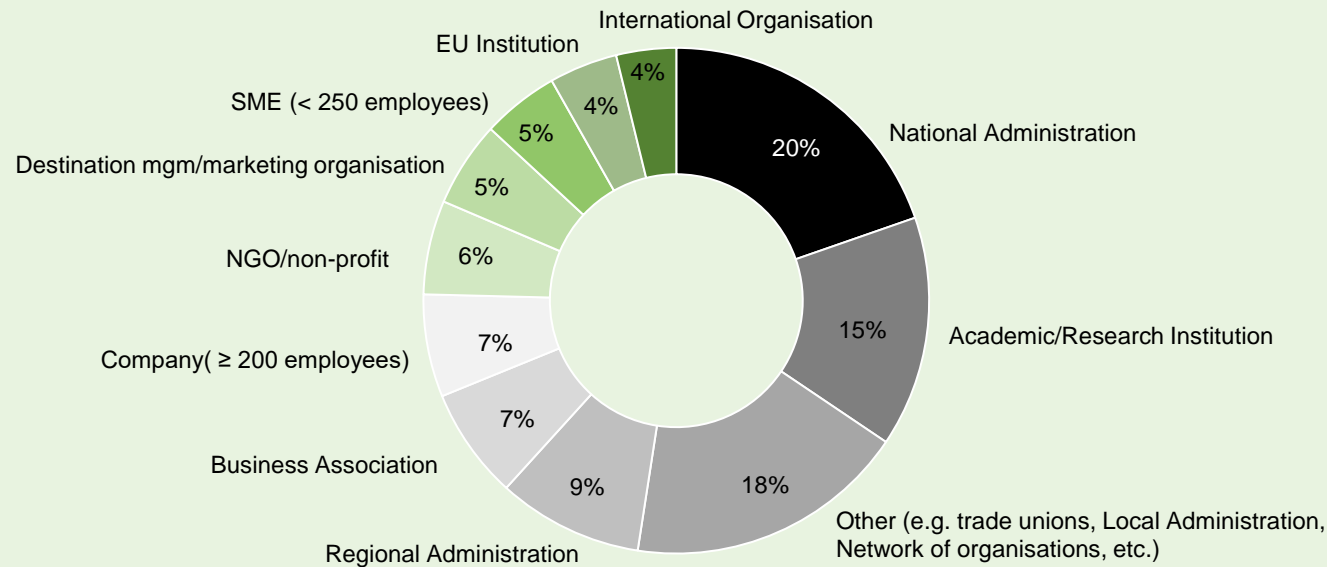
Webinar in numbers

235 Registrations

183 Participants

Participants **from 24 EU MS and from other countries outside the EU**

10 Speakers

Results of the post-webinar survey

The majority of respondents **90%** were satisfied with the webinar overall

The bulk of respondents **96%** found the content of the webinar useful

94% of the respondents found the UN Tourism MST – SF helpful

94% of the respondents found the EU Tourism Dashboard helpful

93% of the respondents found the Technical Support Instrument helpful

Participants' Organisations

- International Organisation — 4%
- EU Institution — 4%
- SME (< 250 employees) — 5%
- Destination mgm/marketing organisation — 5%
- NGO/non-profit — 6%
- Company(≥ 200 employees) — 7%
- Business Association — 7%
- Regional Administration — 9%
- Other (e.g. trade unions, Local Administration, Network of organisations, etc.) — 18%
- Academic/Research Institution — 15%
- National Administration — 20%

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Key discussion points (1/2)

Representatives from **UN Tourism, EUROSTAT, JRC, OECD, DG REFORM, Statistical Office of the Republic of Slovenia, and NECSTouR, Tourism of Tomorrow Lab D3Hub** discussed the following:

1 | Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)

- It describes the main concepts, definitions and data organisation structures to guide the production of data on tourism sustainability with the aim to ensure consistency for the comparisons at national, local and global level.
- It looks at the key dimensions of sustainability: environmental (e.g. guidance on measurements of energy used in tourism industries, GHG emissions, solid waste, wildlife in protected areas); social (e.g. guidance on measurements of work in tourism industries, host community perceptions, visitors satisfaction); economic (e.g. business, demographics, expenditures and investments).

2 | Data collection and indicators related to residence attitude toward tourism

- Challenges in data collection include: i) the need to delineate the tourism part; ii) granularity in terms of geography and time; iii) GHG emissions measurement.
- Technologically advanced data sources on energy consumption (e.g. smart meters) can be an another data source of information.
- Tourism presents negative and positive externalities, bringing opportunities for extra income for residents, promoting leisure and culture.
- For producing data and indicators related to residence attitude toward tourism, there is a need to collect the views of citizens through surveys.
- The European Commission currently examines the economic impacts of tourism (i.e. expenditure made by tourists in tourist destinations)

3 | Pros and cons of measuring sustainability of tourism

- The work on sustainable models of tourism development is contributing to the better measurement of the economic, environmental, and social dimensions of tourism through the development of timely, robust, and comparable indicators.
- However, there is not a single solution or one size fits all approach that will meet the needs of all decision makers in all places as the issues and impacts vary considerably between destinations.
- Translating the sustainable tourism ambitions and data into meaningful actions is an area of ongoing work.

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Key discussion points (2/2)

4

Technical Support Instrument (TSI)

Overview of TSI projects:

- There are 7 TSI projects in MS currently being implemented with a focus on deepening tourism statistics, accessing and utilizing data.
- In September 2023, the EC organized a workshop for these 7 TSI projects and it will shortly publish a report on the learnings.
- The SF-MST can help the TSI projects serving as the underlying framework for producing indicators. The Spanish TSI initiative could be used as a pilot in that respect.

The example of Slovenia:

- Slovenia faces the challenge on how to improve the availability of granular and timely data for measuring the sustainability of tourism.
- There is a lack of administrative data sources for measuring the environmental and social dimension of sustainability of tourism.
- Innovative solutions need to be developed (e.g. alternative data sources) to fit the gaps. The challenges with alternative data sources (e.g. smart meters) is the dependency on private data holders to share the data for statistical purposes and the time it takes to gather the data.
- Legislative procedure is a way to achieve availability, comparability, granularity and timely of statistical data indicators.

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European Competence Center

- The aim is to help tourism destinations to use data to be more competitive, resilient and sustainable.
- Mid April 2024 first consultation to gather information and requirements, from different stakeholders in the tourism sector.
- There are several European common data spaces in different sectors and there will be an interconnection when all of them are deployed.
- There is an ongoing work on building a European data space for tourism, to be completed within the next two years, which will be integrated in the European Competence Center.
- The participation of the private sector is crucial for the success of the European data space.

European Commission

Conclusions

1 The **harmonisation** of tourism indicators is crucial for comparability

2 The integration **economic, environmental and social dimensions** is needed

3 **Collaboration** between stakeholders is crucial

4 There are **challenges** related to data identification, accessing and capturing the granularity of data

5 **People and skills** are essential to address challenges

6 There is a need for a **gradual approach** and not one size fits all solution

7 Tourism data space can facilitate **data sharing** taking into account the business models of data producers to make most of the data that exists and support official statistics

8 The role the **European Commission** is important in supporting these initiatives

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