UNWTO Network of Observatories (INSTO)

Advancing the Measurement of Sustainable Tourism Development

Open Consultation Meeting

UNWTO Headquarters, Madrid, Spain, 7 & 8 June 2016

Programme

Tuesday, 7 June

09:00 - 09:30  Registration

09:30 - 09:45  Opening and Welcome

  • Dr. Dirk Glaesser, Director of Sustainable Development of Tourism Programme, UNWTO

09:45 - 10:00  Delivering against the 2030 SDG Agenda and Beyond

  • Mr. Márcio Favilla, Executive Director for Operational Programmes and Institutional Relations, UNWTO

SESSION I

10:00 - 11:30  Supporting Sustainable Development of Tourism – Experiences from Observatories

  • Dr. Xu Honggang, Professor, School of Tourism Management, Sun Yat-Sen University, China
  • Dr. Ioannis Spilanis, Associate Professor, University of the Aegean, Greece
  • Ms. Rosa Isela Ruvalcaba Benitez, Coordinator, Guanajuato Tourism Observatory (OTEG), Mexico
  • Dr. Stefano Scagnolari, University of Lugano, Tourism Observatory Lugano (O-Tur), Switzerland
  • Dr. Damià Serrano Miracle, Barcelona Tourism Observatory, Spain
  • Mr. Michael Dodds, Director of Regional Tourism Committee of Brittany, France

11:30 - 11:45  Coffee break

SESSION II

11:45 - 13:30  PART I: Progress on Indicators and Measurement: Initiatives and Instruments

  The European Tourism Indicator System (ETIS)
  • Ms. Ilona Lelonek Husting, Policy Officer, DG for Internal Market, Industry, Entrepreneurship and SMEs, European Commission
The criteria set for sustainable development of tourism destinations
• Mr. Martin Baláš, Consultant Sustainable Tourism/ CSR, BTE Tourism and Regional Consulting, Germany

The Andalusian experience with official data and indicators to measure sustainability
• Ms. Ana Moniche Bermejo, Technician, Andalusia Tourism Government – Empresa Pública para la gestión del Turismo y Deporte de Andalucía – SAETA and NECSTouR Network of European Regions for a Sustainable and Competitive Tourism

The role of local working groups: experiences made in Cuneo, Italy based on the ETIS methodology
• Ms. Silvia Barbone, ETIS Pool of Experts
• Ms. Sara Levi Sacerdoti, Destination Project Manager

Contributing towards the measurement at sub-national level
• Mr. Antonio Massieu, Chair of INRouTe International Network on Regional Economics and Tourism

Accelerating change in destinations through accessibility indicators: experiences from ambitious targets
• Dr. Jesús Hernández Galán, Vice President, European Network for Accessible Tourism (ENAT) and Director of Universal Access and Innovation at ONCE Foundation

13:30 – 14:30  Lunch break

14:30 - 17:30  PART II: Progress on Indicators and Measurement: Initiatives and Instruments

From concepts to living Observatories
• Ms. Cinzia de Marzo, European Expert on Sustainable Tourism Indicators

The importance of regular and timely information for Observatories
• Ms. Claudia Ávalos Betancourt, Director of Information and Analysis of the Ministry of Tourism of the State of Guanajuato, Mexico

Monitoring visitor satisfaction for effective destination strategies
• Mr. RJ Friedlander, Founder and CEO, ReviewPro

Embracing big and open data paradigms in support of sustainable tourism development at the local level
• Dr. Daniele Sferra, External Expert Special Projects, Department of Economics, University of Venice

The use of non-traditional data for forecasting and performance measurement in tourism destinations
• Mr. Lucas Bobes, Group Environmental Officer, Industry Affairs, Amadeus IT Group SA

Combining traditional and non-traditional data – the experiences from Segittur
• Mr. Carlos Romero Dexeus, Director of Tourism Research, Development and Innovation, Segittur
From survey to social media: new forms of measuring the destination image
- Mr. Roger Lang, CEO and Founder, Predicta Cognitive Commerce Cloud

Analyzing mobile devices’ information for the tourism sector
- Mr. Agustín Batiz, Co-Founder, Innovation and Development, Case

Analyzing tourism movements through mobile devices
- Mr. Luis Cardo Jalón, Telefónica Dynamic Insights

Highlighting the important through geospatial data mapping
- Mr. Jaime de Mora, EMEA Sales Director, CartoDB

The Tourism and Environment Reporting Mechanism (TOUERM)
- Ms. Silvia Giulietti, Project Manager, Natural Systems and Sustainability, European Environmental Agency

Working towards measuring sustainable tourism
- Ms. Clara van der Pol, Programme Officer of Statistics and Tourism Satellite Account, UNWTO

From 20:30 Networking drinks

Wednesday, 8 June

Rapporteurs:
Ms. Sofía Gutiérrez, Deputy Director of Sustainable Development of Tourism Programme, UNWTO
Ms. Rosa Isela Ruvalcaba Benitez, Coordinator, Guanajuato Tourism Observatory (OTEG), Mexico

09:00 - 10:30 THEMATIC DISCUSSION I: THE ECONOMIC DIMENSION
Chair: Claudia Ávalos Betancourt, Director of Information and Analysis of the Ministry of Tourism of the State of Guanajuato, Mexico

10:30 - 10:45 Coffee break

10:45 - 12:15 THEMATIC DISCUSSION II: THE SOCIO/CULTURAL DIMENSION
Chair: Mr. Carlos Romero Dexeus, Director of Tourism Research, Development and Innovation, Segittur

12:15 - 13:45 THEMATIC DISCUSSION III: THE ENVIRONMENTAL DIMENSION
Chair: Dr. Edward W. (Ted) Manning, President, Tourisk Inc.

13:45 - 14:00 Conclusions and Closing
- Dr. Dirk Glaesser, Director of Sustainable Development of Tourism Programme, UNWTO

*Please note: the working language of the meeting will be English.*