The growing need for different data by policy makers and data users

Policy makers and data users come up with new questions which cannot be answered with the current statistics

Where are these data needs moving to? Where should we invest our money?
Changes in the data needs: last 5-10 years (1)

**Past decades:** focus on promoting destinations (attracting more and more visitors)
Consequence: focus on demand side statistics (visitors): most current national statistics

Some reasons behind changing data needs:

- **Tourism** has become a **substantial sector** of the economy, but also passe certain borders leading to ‘overtourism’
  Consequence: more interest of policy makers, more need for different data then only demand side data
  the need for more and different statistics, e.g. supply side and impacts of tourism

- **Covid-19**
  Consequence: more need for supply side data and (economic) impacts of tourism

- **Decentralisation** of tourism policy to local government
  Consequence: strong growth in the need for regional data; data on crowd management
  no (central) governance, no (central) data strategy, problems with funding
  non-coordinated local initiatives
Changes in data needs: last 5-10 years (2)

- Changing **perspective** on tourism
  - From promotion to management to stewardship and even beyond
  - Consequence: besides demand side data, also the need for data on supply and the impacts of tourism
    (all the impacts: pros and cons; on a local level)
  - Sustainable: economic, environment and social, including cultural heritage and above all the living conditions of inhabitants of destinations (tourism pressure vs carrying capacity; see also Kate Rayworth)
  - The need for predictions, meaning insight in the drivers of tourism.
  - Transformation: redefine what success factors are of tourism? And what kind of data we need for that? SF-MST?

- Changing **data-environment**: incorporating administrative sources and big data in (existing) statistics and new statistics, including new methodology (high but not fulfilled expectations of data users).

- Improving **current statistics** (not enough)

All these changes in the data-ecosystem of tourism lead to the following **challenge** for tourism statistics:

*Keep current (improved) statistics on the demand side of tourism running, while embarking on the need for new statistics in the areas of supply, impact and drivers of tourism. All in a changing data-environment (Complex!)*
Possible direction
Netherlands
Structure data-ecosystem
Ideal situation

And:
• Central governance (or decentral or a combination)
• *Need for structural funding*
• Need for central data- and knowledge base (data and content)
• Priorities have to be set (resources are not unlimited)
Some general priorities and issues for future tourism statistics

Content:
• All statistics must have a regional component
• Demand side: improvement of current statistics (but not enough) (adding statistics on day trippers, flows of visitors, indicators on satisfaction and influencing instruments)
• Supply-side statistics: many data already available at NSI’s (low hanging fruit)
• Impacts (balanced tourism): all benefits and costs of tourism: economic incl employment, environmental, cultural heritage and especially tourism pressure on destinations (vs carrying capacity and other functions of destinations).
• Drivers (management of tourism): predictions and trends; input data for models already available
• Digitalization and employment (current and future competencies)
• Needs of SME’s

Three important issues:
• A longterm vision
• Structural funding
• Co-operation: the NSI cannot do this alone

A good framework to start with is the SF-MST
## Elements of SF-MST

### Netherlands

#### Tourism yearbook

<table>
<thead>
<tr>
<th>Category</th>
<th>Data</th>
<th>Source</th>
<th>Regional</th>
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<tbody>
<tr>
<td>Economic</td>
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<td>TSA</td>
<td>Pilot</td>
</tr>
<tr>
<td>Tourism GDP</td>
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<td>TSA</td>
<td>Pilot</td>
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<td>Tourism establishments</td>
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<td>Demographics of tourism establishments</td>
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<td>Tourism expenditure</td>
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<td>TSA</td>
<td>Pilot</td>
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<tr>
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<tr>
<td>Impact on living conditions</td>
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<td>Only regional</td>
<td>Yes</td>
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</table>
Towards green indicators

Why?

- Sustainability in form of the environment and biodiversity are key issues for society and policy (see, for example, Kyoto, Paris and Edinburgh). One the elements of sustainability
- At least three goals of the SDG’s are related to tourism (8.9, 12.b and 14.7)
- Also tourism is a contributor to sustainable development. See especially (air) transportation and natural attractions. It is important that tourism does it’s bit
- So there is a need to monitor the progress, e.g. which sectors are developing in which way? Is economic growth accompanied by greater pollution or is eco-efficiency possible through the use of technologies?
- It is recognized that “sustainable or green tourism” (much like sustainable development) is largely a policy construct without a precise definition.
- With unquestionable indicators based on indisputable conceptual frameworks
Towards green indicators

What: indicators
- Energy use
- Water use
- Waste supply
- Greenhouse gas emissions
- Fine dust emissions
- Biomass consumption
- Metal consumption
- Mineral consumption
- Heavy metal emissions to water

Who
- National Statistical Office
Towards green indicators

How: which ingredients do we need to compile the indicators: TSA-SEEA-SNA
- All three systems have a corresponding methodological framework, internationally agreed and unquestionable indicators
- Both TSA and SEEA are rooted in the SNA
- Scope of production is the same in TSA, SNA and SEEA (resident activity)

Production approach
- (1)Tourism related production in million euro per activity (TSA)
- (2)Residuals per activity (SEEA)
- (3)Production per activity (SNA)
Residuals related to tourism production: (2)*((1)/(3))

Consumption approach (was discussed, but not implemented):
- Tourism related consumption in million euro per activity (TSA)
- Source of consumption: domestic production or imports (foreign visitors)
- IO framework: simple model
- Residuals per activity per country (SEEA)
- Indirect: Input-output modelling experience
Towards green indicators

Basic results: combination economy and green indicators

Average 2010-2015, tourism, Netherlands

Economic importance vs GHG emissions, tourism, Netherlands, 2010-2015
Towards green indicators

Some of the challenges:

- Internationally agreed conceptual framework
- Related to policy needs
- The need for regional results (also by type of visitor)
- Structural funding (now only years 2010-2015)
- Consumption approach
- Indicators by activity (calculated but not published)
- Ecosystem accounting (now nature areas, but also cultural cities?)
- Different approach: carbon footprint of Dutch visitor (e.g. domestic and outbound, by means of transport, distance and by accommodation)
Thank You!
Any questions?
Analysis framework for data needs in the Netherlands

Data-ecosystem of tourism

- Content (information needs)
  - Demand side statistics (visitors)
  - Supply side statistics (entrepreneurs)
  - Statistics on impact of tourism (all pro’s and cons)
  - Drivers of tourism (trends, input for prediction models)

- Data-environment and infrastructure
  - (Central ) data platform, incl. all data sources (‘data lakes’)
  - Content and methodological knowledge base
  - Central integration frame / standardisation

- Governance
  - Central governance
  - Data strategy (for the medium and long term)
  - Structural funding