Organizing a system of information at the subnational level

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Turismo Andaluz and NECSTouR ToT Lab
Andalucia

- Long tradition tourism statistics and measurement.
- NECSTouR Presidency.
- Leading S3P for Tourism.

NECSTouR TOURISM OF TOMORROW Lab

- Management of sustainability.
- Integration big data sources.
- Coherence with official statistics.
NECSTouR Tourism of Tomorrow Lab

Hosted in Andalucía Lab, Marbella, Spain

Tourism of Tomorrow Lab is the department of NECSTouR which delivers services based on data to Premium members. Our goal is to solve specific and real problems hand in hand with DMOs’ Technicians and to share learnings between the members of the net.

Department team of three experts: a Senior Data Scientist, Digital Tourism Consultant Expert and Senior Tourism Data Expert, with the full support of NECSTouR team. Managed by Andalucía Region with the support of Lapland and is open to private collaboration, like Amadeus, who has played a substantial role since the idea's origin.
ToT Lab: Differentiating factors

Fast and direct impact solving real problems: provides ad hoc consultancy services directly to technicians at the DMO level who are in charge of implementing the results.

Maximizing existing resources: consultancy services help to define and scope the projects and find solutions based on available data.

Boost network efforts and synergies: promote collaborations between destinations with common issues.

Match public and private interests: invites actively private providers (data providers) from the private sector to participate in solving specific problems.

Strong focus on improving travel sustainability.

Non-profit but financially sustainable initiative.

We are:
- Use of existing data
- Collaborative ecosystem
- Financially sustainable project

We are not:
- Another data repository & platform
- Heavy infrastructures
- Commercial solution

NECSTouR Tourism of Tomorrow Lab: Common Data Department of DMOs
Mainstreaming EU priorities to tourism players: Structural Reform Support Service
Flagship: Support to the tourism ecosystem: towards a more sustainable, resilient and digital tourism

European Commission (DG Reform) / OECD technical assistance:

• Definition of a joint methodology on sustainability within the framework of EU green deal and UN SDGs.
• Developing recommendations to set up a common methodology for sustainability monitoring system with KPIs at destination level;
• Developing pilots for implementing these monitoring tools: Andalucía, Valencia, Catalonia, Navarra;
• Capacity building and exchange on best practices for DMOs on sustainable monitoring frameworks
Overview of the project: Outputs

<table>
<thead>
<tr>
<th>Output 1</th>
<th>Output 2</th>
<th>Output 3</th>
<th>Output 4</th>
<th>Output 5</th>
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</thead>
<tbody>
<tr>
<td>Kick-off meeting and</td>
<td>Joint, coherent system of indicators for measuring and monitoring the</td>
<td>Draft compilation guide to implement a core set of sustainable tourism</td>
<td>Pilot implementation in selected destinations</td>
<td>Compilation guide to implement a core set of sustainable tourism indicators</td>
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<td>roundtable</td>
<td>sustainability of tourism at regional level</td>
<td>indicators</td>
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Key stakeholders

Regional level:
Ministry of Tourism, Regeneration, Justice and Local Administration (Andalusia), Directorate General of Tourism (Catalonia), Directorate of Tourism (Navarra) and the Directorate of Tourism (Region of Valencia)

Additional stakeholders:
• Relevant ministries and regional government authorities consulted during the development and piloting of the system of sustainable tourism indicators
• Industry associations and representatives from regional and local authorities, and destination management organisations
• National/regional statistical office and other stakeholders involved in tourism statistics, data collection, dissemination and use at regional level
• Other stakeholders, including NGOs, universities and other tourism education and training institutions, employers’ associations, tourism businesses, organisations and local community
Create an integrated and comprehensive tourism data ecosystem managed by a common governance.

Develop a blueprint of the technological and non-technological elements that will define a tourism data space.

Identify high-priority data sets and define rules for their usage.

Incorporate resilience and sustainability as transversal pillars of the tourism data space.