

**Interreg
Europe**



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TIB

THE EFFECTIVE USE OF DATA FOR EVIDENCE-BASED POLICIES: Good Practices and Experiences in Andalusia

Interregional Learning & Experience Sessions (IL&ES)

*Ministry of Tourism, Culture and Sport
Regional Government of Andalucía*

FEB-27th, 2024 | Roma



Andalucía, the Region

Basic facts about our Region



Junta de Andalucía

1.1

WHO WE ARE

SOUTHERNMOST region in
SPAIN



8.5 M. approx. INHABITANTS
(most POPULATED region)



83% POPULATION in
36% TERRITORY

87.268 Km2
(BIGGER than Belgium, Holland,
Denmark or Austria)



LOCATION

1.2

WHO WE ARE

2 NATIONAL PARKS
22 NATURAL PARKS
9 UNESCO BIOSPH.
RESERVES

+ 800 KMS of
Atlantic and
Mediterranean
COASTLINE

7 UNESCO
World Heritage
SITES

+ 300
SUNSHINE
DAYS a year

+ 2.800
recognised
ASSETS of
CULTURAL
INTEREST



Andalucía

Deep -routed
ETHNOGRAPHIC
HERITAGE

RESOURCES



PILLARS

2.1

POLICY INSTRUMENTS

Towards a new management model
Commitment to sustainability and territorial cohesion
Development of knowledge: training and employment
Innovation and technology
Tourism marketing
Management of seasonality: open 365 days a year
Post COVID -19 Plan

STRATEGIC LINES

New Governance Model
Global Sustainability Management
Integral Tourism Competitiveness model
Tourism Quality as a Transversal Axis
Deseasonalization Strategies
Optimisation of the destination's tourism marketing

TSI PROJECT – SUPPORT TO SPAIN'S
TOURISM ECOSYSTEM: TOWARDS A
MORE SUSTAINABLE, RESILIENT, AND
DIGITAL TOURISM.

Andalucía Lab
19 y 20 diciembre




PLANiSMART24-27



1 MEASURING FOR CHANGE

2 NEW MARKETING : SURVEY ON THE RESIDENTS' PERCEPTION



With the support of SUSTPOL PROJECT

3 DESTINATIONS CLIMATE RISKS ASSESSMENT AND MONITORING

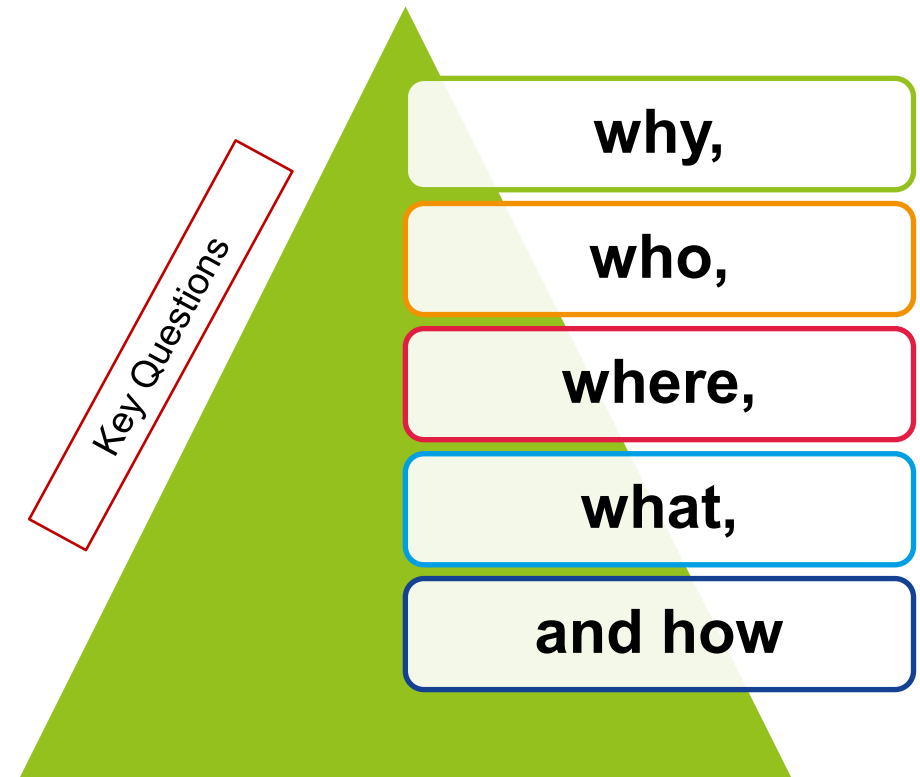


Measuring for change

Why this topic?

There are lots of experiences in building Sustainable Tourism Indicators at (STIs) a destination level...

... **but very little has been done in making better evidence-based decisions and even less in monitoring results from these decisions**, which is needed to transform governance systems and introduce policy mechanisms to achieve sustainability outcomes



Measuring for change

TSI Project – Support to Spain's tourism ecosystem: towards a more sustainable, resilient, and digital tourism.



Measuring for change



Measuring for change

Table 0.2. List of core indicators to measure the sustainability of tourism in the four Spanish regions

Colour coding for compilation readiness:			
●	Indicator can be measured as of now (data is available for at least one of the metrics)		
●	Data sources have been identified, but methodology needs refinement		
●	Data sources still need to be identified		
Dimension	Policy issue	Indicator	Compilation readiness
Governance	Sustainable tourism management	A.1 Sustainable tourism development strategy	●
Economic	Benefits to the local economy	B.1 Tourism employment	●
		B.2 Tourism value-added	●
		B.3 Tourist expenditures	●
		B.4 Length of stay	●
		B.5 Bed occupancy	●
	Reduced seasonality	B.6 Tourism seasonality	●
	Attraction of tourists	B.7 Tourist satisfaction	●
	Reduced vulnerability	B.8 Market dependency	●
	Digitalisation	B.9 Access to online booking	●
Socio-cultural	Local community sentiment	C.1 Population under risk of tourism saturation	●

Measuring for change

| 23

Equal opportunities in tourism	C.2 Gender equality	●	
	C.3 Youth employment	●	
	C.4 Job security	●	
Accessibility in tourism	C.5 Accessibility in tourism	●	
Environmental	Climate change mitigation	D.1 Public transport modes	●
		D.2 Green mobility infrastructure	●
		D.3 Air travel greenhouse gas emissions	●
		D.4 Tourism-induced greenhouse gas emissions	●
		D.5 Use of renewable energies	●
Sustainable business practices	D.6 Accommodation businesses with relevant and verified sustainability certification	●	
Water management	D.7 Tourism water use	●	
	D.8 Bathing-water quality	●	
Protected areas management	D.9 Tourism pressure in protected areas	●	
	D.10 Monitoring and information systems in natural parks	●	

Measuring for change

Reflections



The in-depth discussions brought about the **relevance** of the policy issues behind the indicators

The differences among regions is more about the HOW. However, we agree on the **WHY** and the **WHAT**

Aligning tourism and sustainable development strategies among departments and institutions **within our own government** is crucial



PLANiSMART24-27

MARKETING STRATEGIC PLAN FOR ANDALUSIA

METHODOLOGY

Data collection



Demand analysis

Supply analysis

Competitors assessment

Market research



SusTPol

Sustainable Tourism
Indicators for policy making

Dr. Anna Torres-Delgado & Prof. Xavier Font





1 CARBON FOOTPRINT



MOST SUSTAINABLE MARKETS

2 RESIDENTS PERCEPTION

For economic and social benefits

and to improve the quality of life





SusTPol

[Sustainable Tourism evidence-informed Policy]



WHAT ARE THE MOST SUITABLE MARKETS FOR ANDALUSIA?

TOURIST SUITABILITY CRITERIA	INDICATOR	DEFINITION
	I1. QUOTA	Andalusia's share of total tourists from country X arriving in Spain
	I2.EVOLUTION	Rate of change in the number of tourists from country X between 2022-2019
	I3.TEMPORALITY	Share of tourists from country X out of high season (QIII)
	I4. STAY	Average number of days spent in Andalusia
	I5. EXPENDITURE	Average daily expenditure for country X in Andalusia
	I6. CONNECTIVITY	Share of Andalusia in the total number of seats (air) offered from the country X

SUSTAINABILITY CRITERIA	INDICATOR	DEFINITION
	TOTAL CARBON FOOTPRINT (TOURIST/DAY)	Kg CO2 eq /tourist *day
	TOTAL CARBON FOOTPRINT (PER TRIP)	Kg CO2 eq / trip
	RATIO €/KG CO2eq PER TOURIST	€/KG CO2eq per tourist



SusTPol

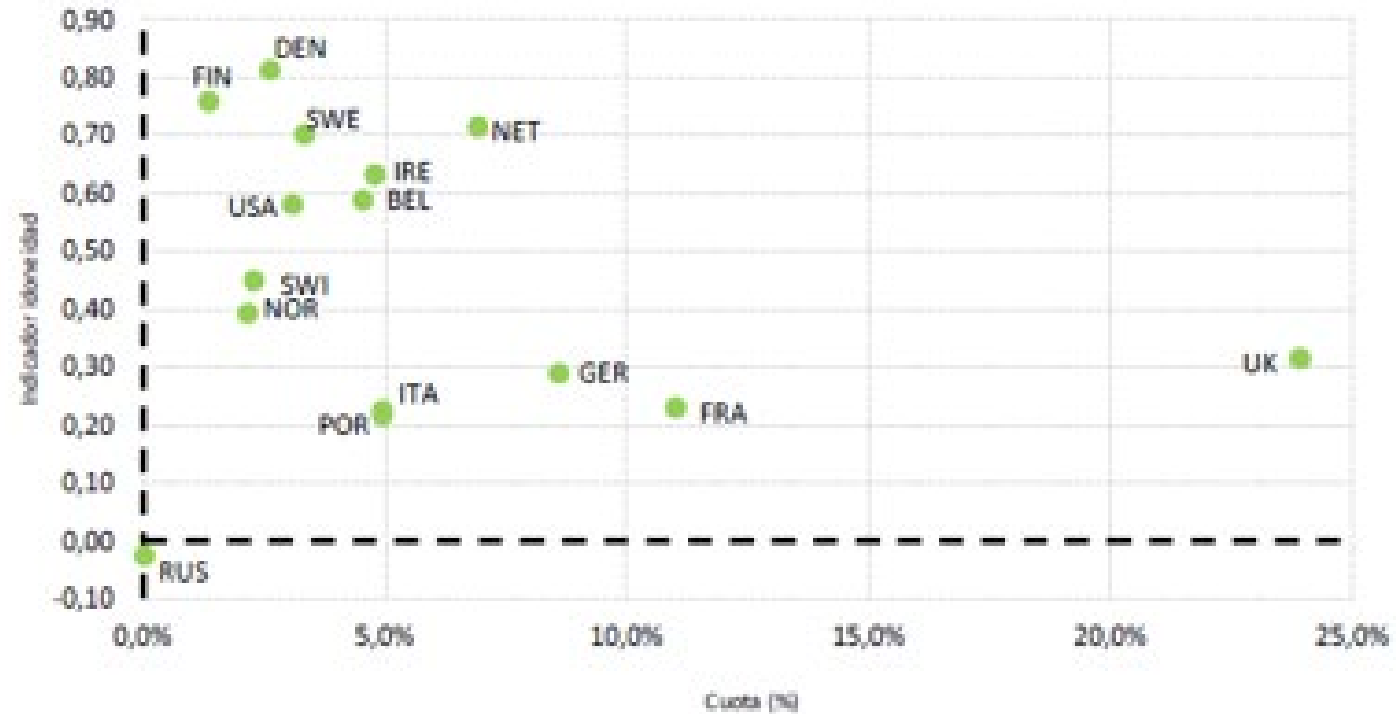
[Sustainable Tourism evidence-informed Policy]



PLANiSMART24-27

SUITABILITY RANKING WITHOUT CARBON FOOTPRINT

P	Index 2022	Market
1	0,81	DENMARK
2	0,76	FINLAND
3	0,71	NETHERLANDS
4	0,70	SWEDEN
5	0,63	BELGIUM
6	0,59	IRELAND
7	0,58	USA
8	0,45	NORWAY
9	0,39	SWITZERLAND
10	0,31	UK
11	0,29	GERMANY
12	0,23	FRANCE
13	0,22	ITALY
14	0,22	PORTUGAL
15	-0,03	RUSSIA





SusTPol

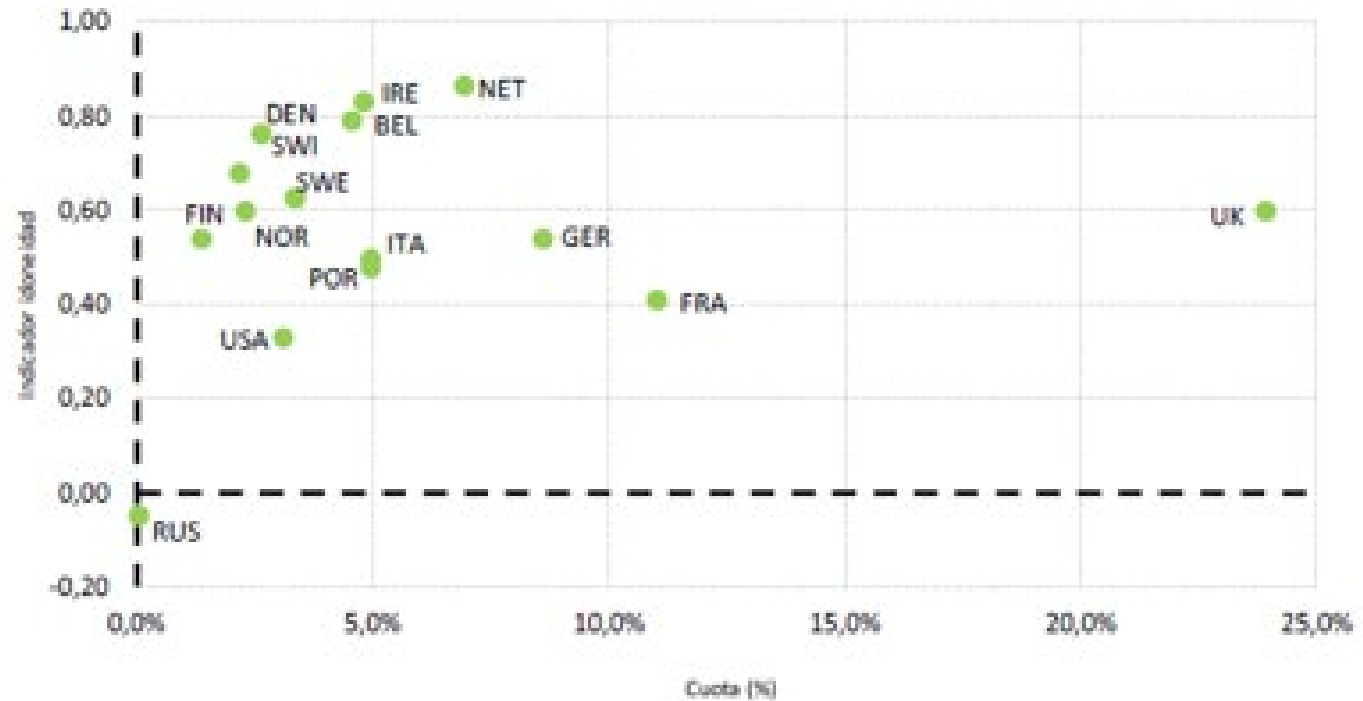
[Sustainable Tourism evidence-informed Policy]



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SUITABILITY RANKING WITH CARBON FOOTPRINT

P	Index 2022	Market
1	0,86	NETHERLANDS
2	0,83	BELGIUM
3	0,79	IRELAND
4	0,76	DENMARK
5	0,68	SWITZERLAND
6	0,63	SWEDEN
7	0,60	NORWAY
8	0,60	UK
9	0,54	FINLAND
10	0,54	GERMANY
11	0,49	ITALY
12	0,48	PORTUGAL
13	0,41	FRANCE
14	0,33	USA
15	-0,05	RUSSIA





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[Sustainable Tourism evidence-informed Policy]

MOST SUSTAINABLE MARKETS

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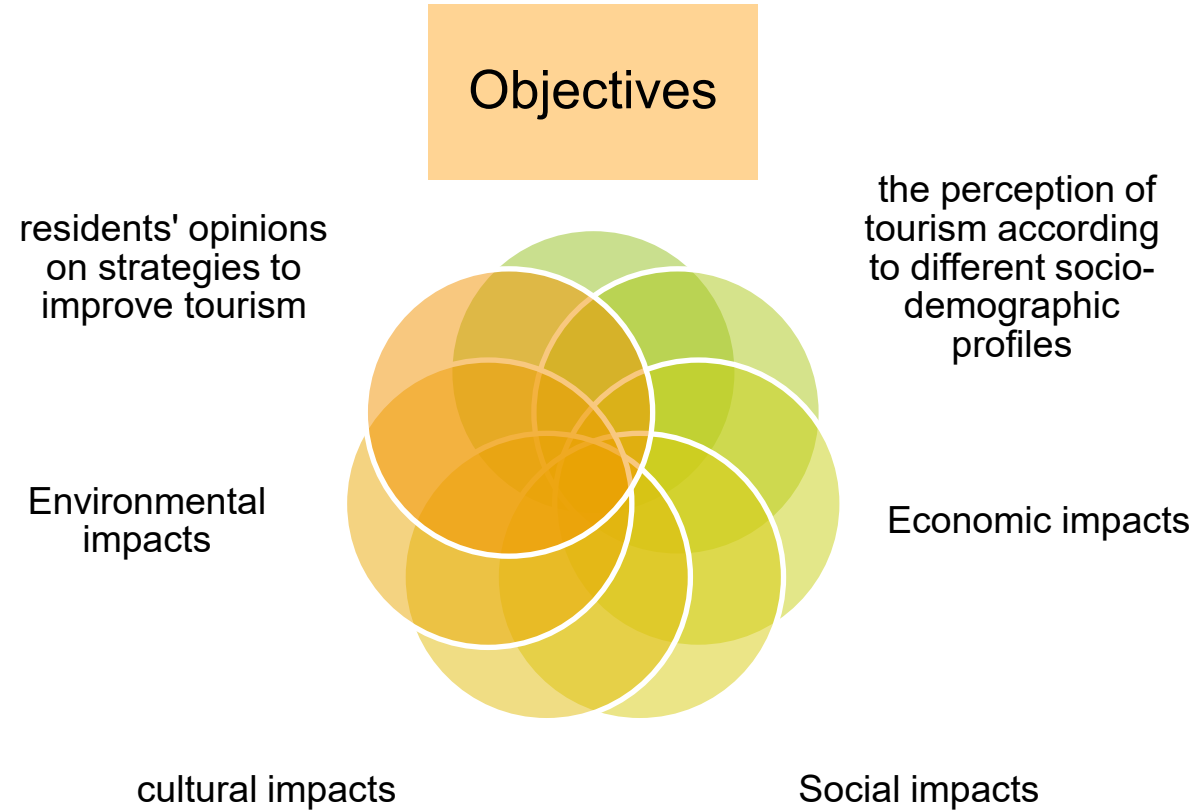
1	0,92	ANDALUCÍA
2	0,90	HOLANDA
3	0,81	BÉLGICA
4	0,79	IRLANDA
5	0,72	DINAMARCA
6	0,71	SUIZA
7	0,68	PORTUGAL
8	0,65	ESPAÑA (Resto)
9	0,64	UK
10	0,59	ALEMANIA

SURVEY ON RESIDENT ' PERCEPTION

**What residents think
about tourists matters!**



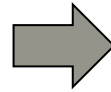
SURVEY ON RESIDENT ' PERCEPTION



SURVEY ON RESIDENT ' PERCEPTION

QUANTITATIVE ANALYSIS: 3,200 STREET QUESTIONNAIRES

785 MUNICIPALITIES

COASTAL
RURAL
URBAN



DENSITY
DEMAND & SUPPLY
INTENSITY
DEMAND & SUPPLY



HIGH SATURATION
MEDIUM SATURATION
LOW SATURATION

SURVEY P.	HIGH S.	MEDIUM	LOW	TOTAL
COASTAL D.	4	4	2	10
RURAL D.	4	4	2	10
URBAN D.	4	4		8
TOTAL	12	12	4	28

SAMPLE	HIGH S.	MEDIUM	LOW	TOTAL
COASTAL D.	400	400	400	1200
RURAL D.	400	400	400	1200
URBAN D.	400	400		800
TOTAL	1200	1200	800	3200

SURVEY ON RESIDENT ' PERCEPTION

QUANTITATIVE ANALYSIS

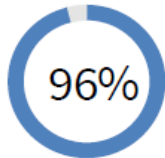
POSITIVE IMPACTS

ECONOMY

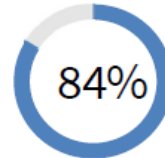
Efectos más positivos

91%

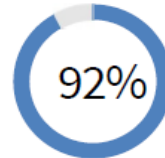
piensan que el turismo tiene un efecto positivo o muy positivo en la **economía** de sus municipios.



Saturación Alta



Saturación Media

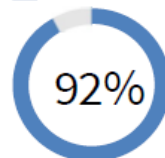


Saturación Baja

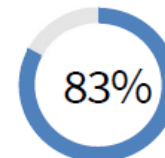
EMPLOYM.

88%

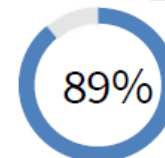
opinan que el turismo tiene un efecto positivo o muy positivo en generar **trabajo** para los residentes.



Saturación Alta



Saturación Media

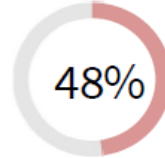


Saturación Baja

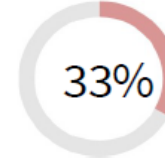
Efectos más negativos

42%

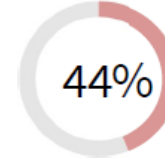
opinan que el turismo tiene un efecto negativo o muy negativo en los **precios** (en general).



Saturación Alta



Saturación Media

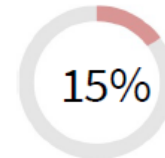


Saturación Baja

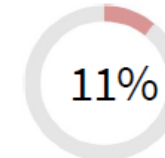
PRICES

12%

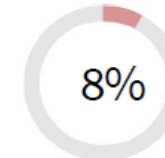
piensan que el turismo tiene un efecto negativo o muy negativo en el **uso del espacio público**.



Saturación Alta



Saturación Media



Saturación Baja

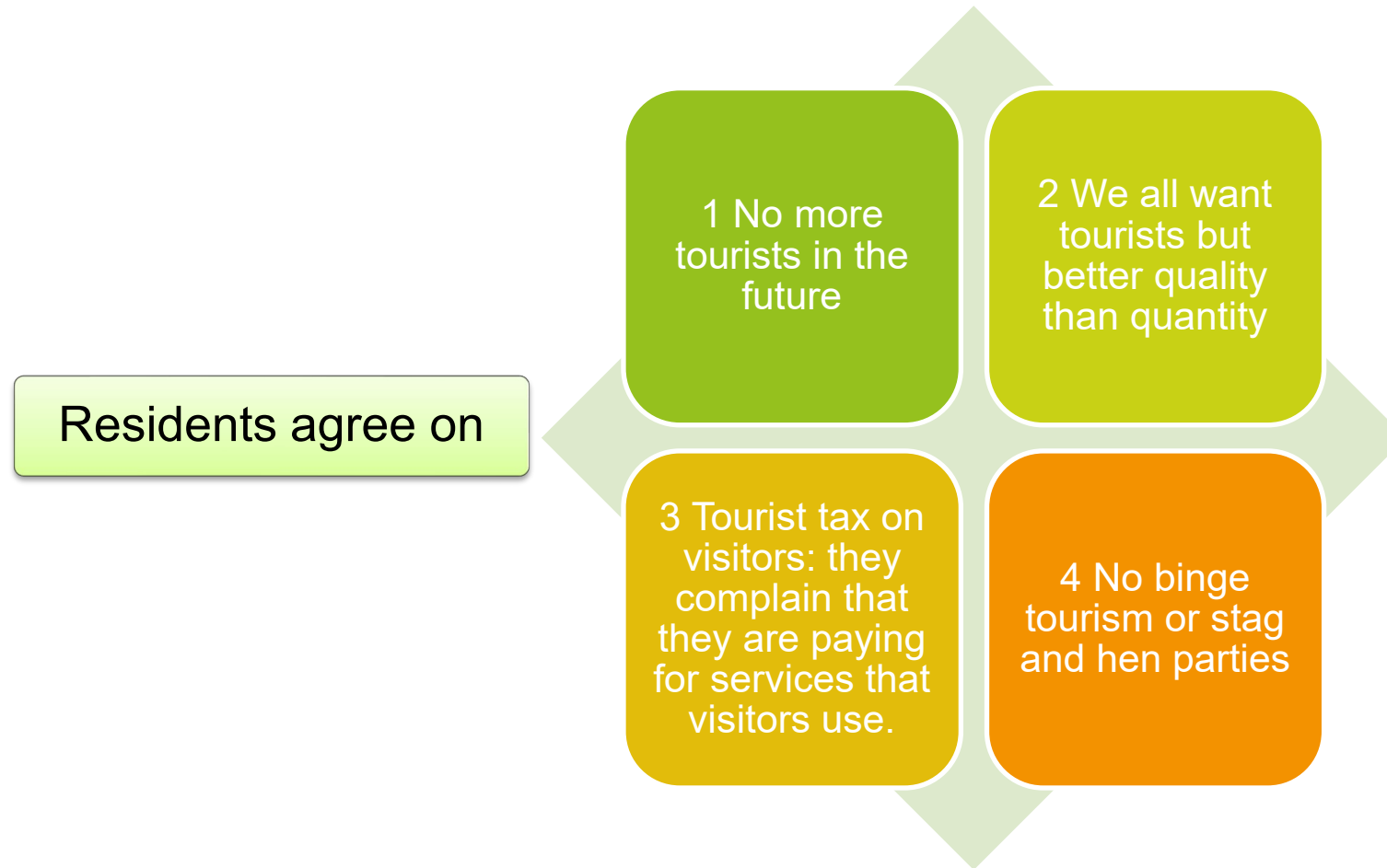
PUBLIC SPACE USE

NEGATIVE IMPACTS

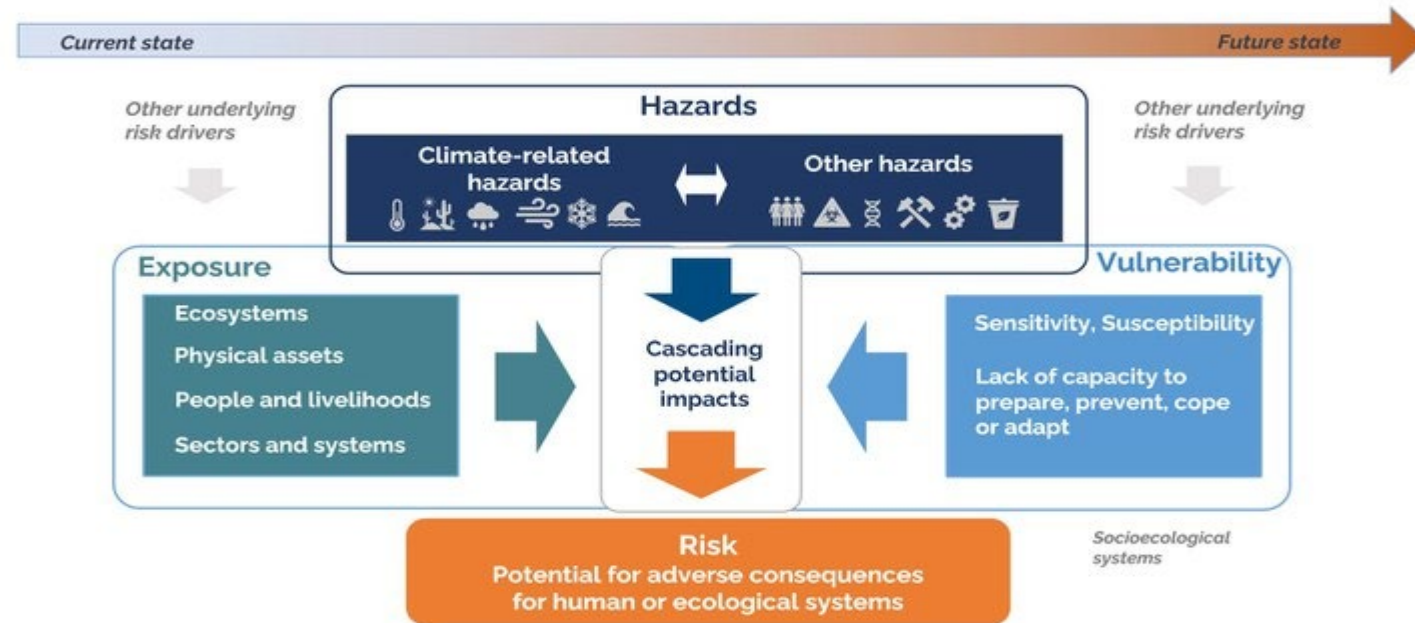


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SURVEY ON RESIDENT ' PERCEPTION



GUIDE FOR CLIMATE RISKS ASSESSMENT AND MONITORING



GUIDE FOR CLIMATE RISKS ASSESSMENT AND MONITORING

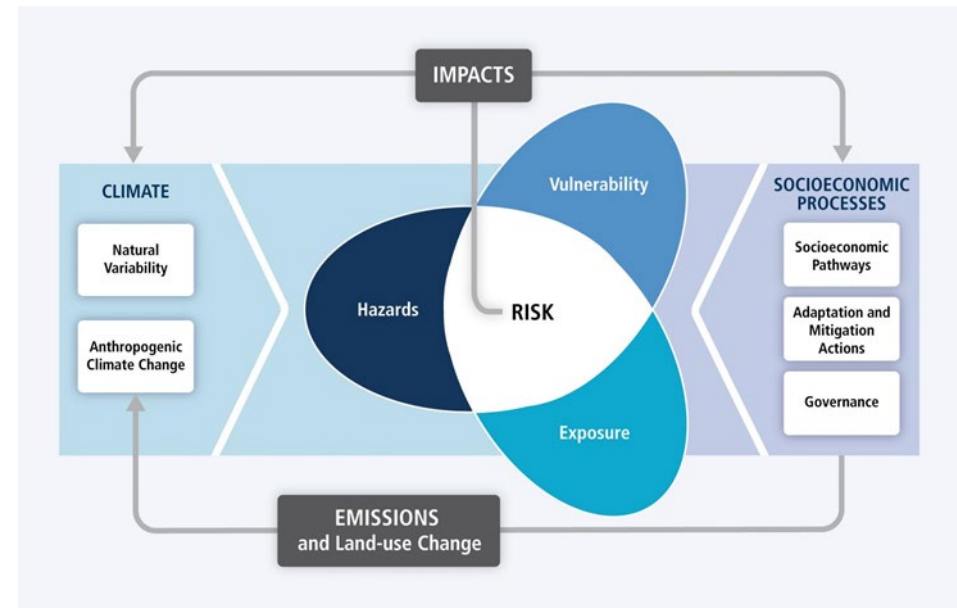
EX. IMPACTS ON TOURISM

IMPACT A) CHANGES
IN THE FREQUENCY,
INTENSITY AND
MAGNITUDE OF
FOREST FIRES

IMPACT B) FLOODING
OF COASTAL AREAS
AND DAMAGE FROM
SEA LEVEL RISE

IMPACT C) FLOODING
DUE TO TORRENTIAL
RAINFALL AND
DAMAGE DUE TO
EXTREME WEATHER
EVENTS

The four components



Indicators for each one

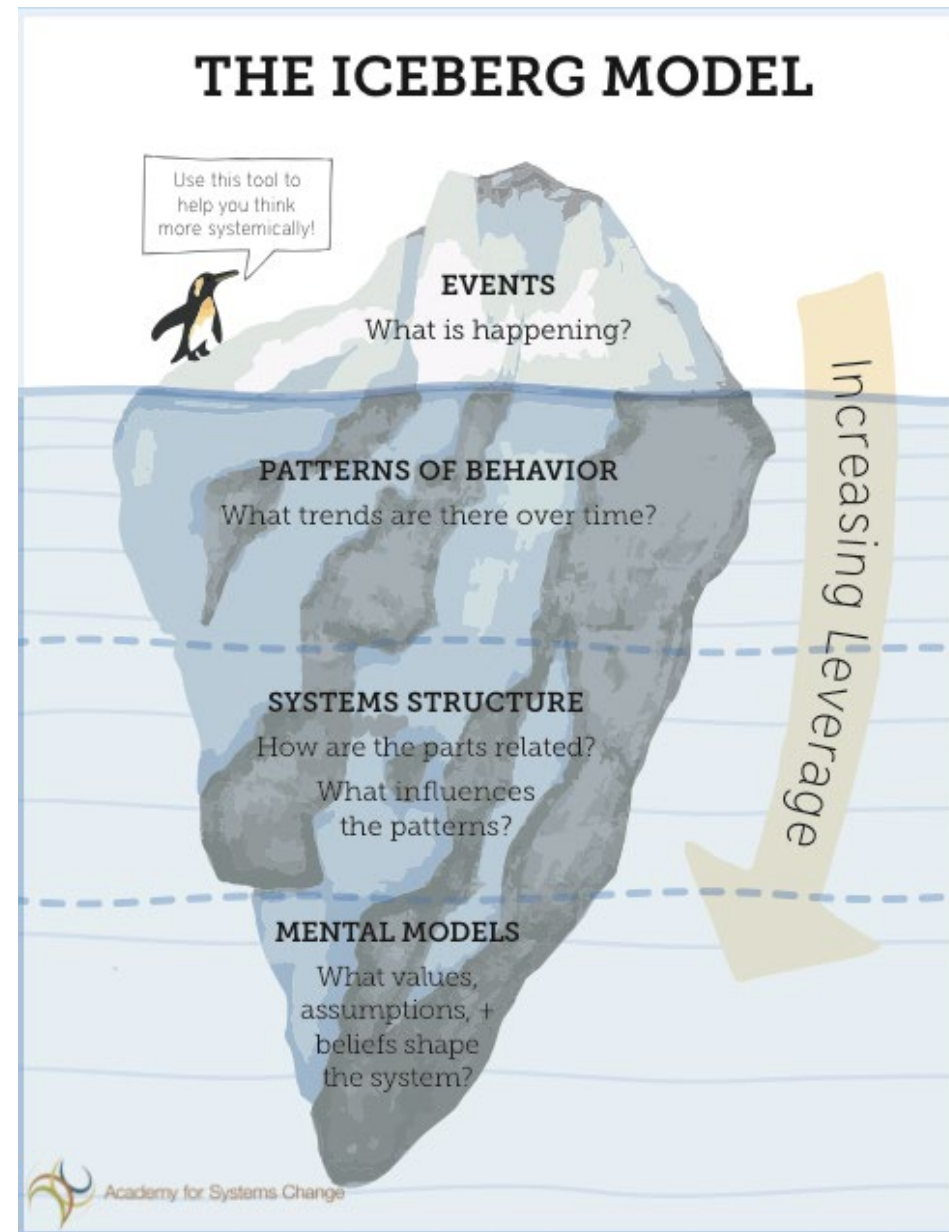
Danger

Exposure

Sensitivity

Adaptive capacity

Indicators can either **disrupt** the "status quo" and guide informed decisions, or they can lead to *no change*, perpetuating **outdated strategies**



We dream of a world we can
travel across in harmony with
nature and people..



..AND
We need ordinary heroes, like you
and me, to make it possible



Thanks for your attention