

## Applied Sustainability Monitoring of the UNWTO Tourism Observatories

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A NETWORK OF TOURISM OBSERVATORIES  
**monitoring sustainable tourism development**  
AT DESTINATION LEVEL

The UNWTO International Network of Sustainable Tourism Observatories (INSTO) is a network of tourism observatories monitoring the economic, environmental and social impact of tourism at the destination level. The initiative is based on UNWTO's long-standing commitment to the sustainable and resilient growth of the sector through measurement and monitoring, supporting the evidence-based management of tourism.



# INSTO

World Tourism Organization  
International Network  
of Sustainable Tourism  
Observatories

INSTO Observatories



## INSTO

*Given that sustainability is sensitive to context and conditions differ in each destination, INSTO focuses on the underlying framework and processes that ensure long-term viability:*

- *Participatory Approaches*
- *Long-Term Commitment & Support*
- *Regular and Transparent Reporting*

## INSTO: OBJECTIVES

- Improving the understanding of:
  - ✓ the use of resources in the destination
  - ✓ the impacts of tourism
  - ✓ the link between tourism and other sectors
  - ✓ global exchange between observatories
  - ✓ monitoring data should be integrated into sustainable decisions, policies, strategies and management processes

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- *Continuous improvement of the sustainability of tourism*
  - *Contribution to the **implementation** of the 2030 Agenda (SDGs)*

source: UNWTO (2016), Rules for the Operation and Management of the UNWTO INSTO

## „ISSUE AREAS“ AND INDICATORS

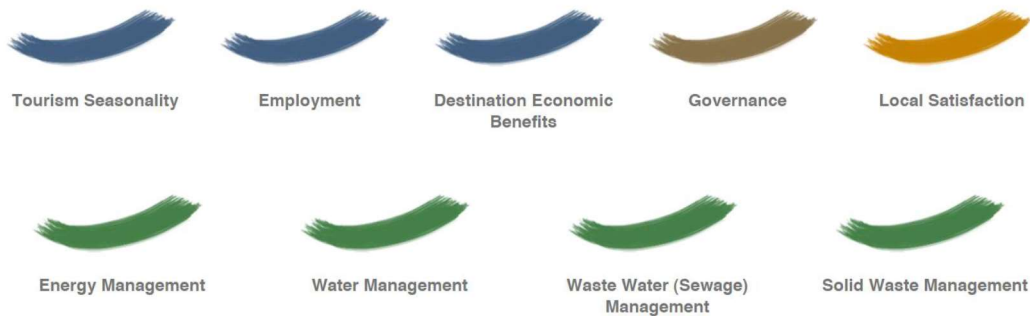
- An observatory should:
  - ✓ monitor a minimum of 9 „mandatory issue areas“ + additional destination-relevant „issue areas“
  - ✓ collect data on the issue-areas on a regular basis (ideal frequency: 2-monthly, max. annually)
  - ✓ select indicators that reflect the priorities of the destination

source: UNWTO (2016), Rules for the Operation and Management of the UNWTO INSTO.

# INSTO Observatories

## MANDATORY ISSUE AREAS

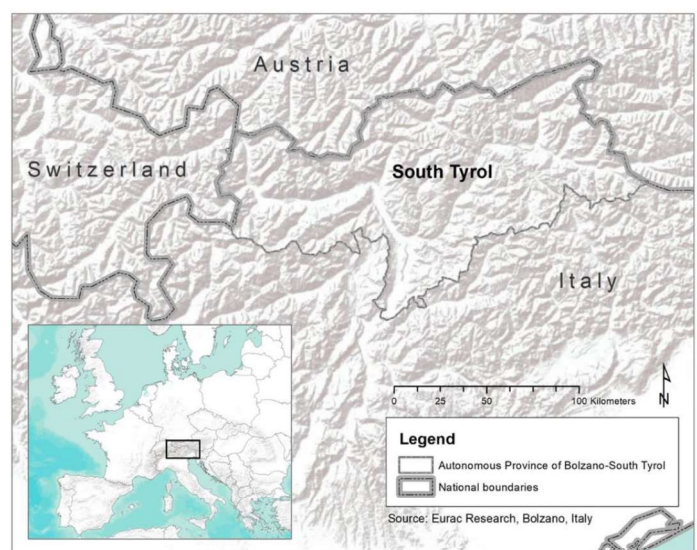
There are 9 core issue areas that INSTO Observatories are required to monitor at least to a certain extend.



## TOURISM IN SOUTH TYROL: FACTS AND FIGURES

2018	
overnight stays	33,4 million
arrivals	7,5 million
accommodation facilities	10.400
bed capacity	225.000 beds
average stay	4,5 days
inhabitants	500.000

source: ASTAT, 2019





# POINT OF DEPARTURE: PROJECT ZTS 2030



## 4.20. TOURISM-INTELLIGENCE-ACT:

### ANALYSE UND MONITORING DES GÄSTEVERHALTENS

#### Was?

Die Analyse bzw. das Monitoring des Gästeverhaltens gilt es zu optimieren.

#### Wie?

- › Wertschöpfungszahlen
- › Betriebs- und volkswirtschaftliche Kennzahlen (Cockpit, Benchmarking)
- › Daten zum Gästeverhalten („weiche Faktoren“)
- › Online-Daten integrieren
- › Benutzerfreundlichkeit
- › Wer erhält Zugang zu den Daten?

#### Wer?

Forschungs- und Bildungsinstitute, ASTAT, IDM, Wirtschaftsverbände, Tourismusorganisationen

#### Wie wichtig und dringend?

WICHTIGKEIT ☐ ☐ ☐

DRINGLICHKEIT ☐ ☐ ☐

#### Warum?

Expertenstatements Nr. 3:11., 3:19., 5:7.

# FIRST STEPS TOWARDS THE OBSERVATORY



Establishing the South Tyrol Sustainable Tourism Observatory

Preliminary Study Report



# ISSUE AREAS OF THE OBSERVATORY IN SOUTH TYROL



Tourism Seasonality



Employment



Destination Economic  
Benefits



Governance



Local and visitor  
satisfaction



Energy Management



Water Management



Waste Water (Sewage)  
Management



Solid Waste Management



Mobility



Biodiversity and  
nature  
conservation



Land use and  
spatial planning



Cultural heritage  
conservation

source: <http://insto.unwto.org/>

## TOURISM SEASONALITY

INDICATOR	SOURCE	GEOGRAPHICAL SCALE	DATA
Tourist arrival by month and market/ Gini index per market	ASTAT	LAU2	monthly
% of annual tourists arrivals occurring in peak months	ASTAT	LAU2	monthly
% of annual tourist arrivals occurring in peak days/ top 10 days	ASTAT	LAU2	monthly

## EMPLOYMENT

INDICATOR	SOURCE	GEOGRAPHICAL SCALE	DATA
% of tourism employees compared to total employment in the destination	ISTAT	NUTS2	annually
% of women entrepreneurs in the tourism sector	WIFO	LAU2	quarterly
% of tourism employees with fixed-time, open-ended and atypical contracts	ASTAT	NUTS2	annually

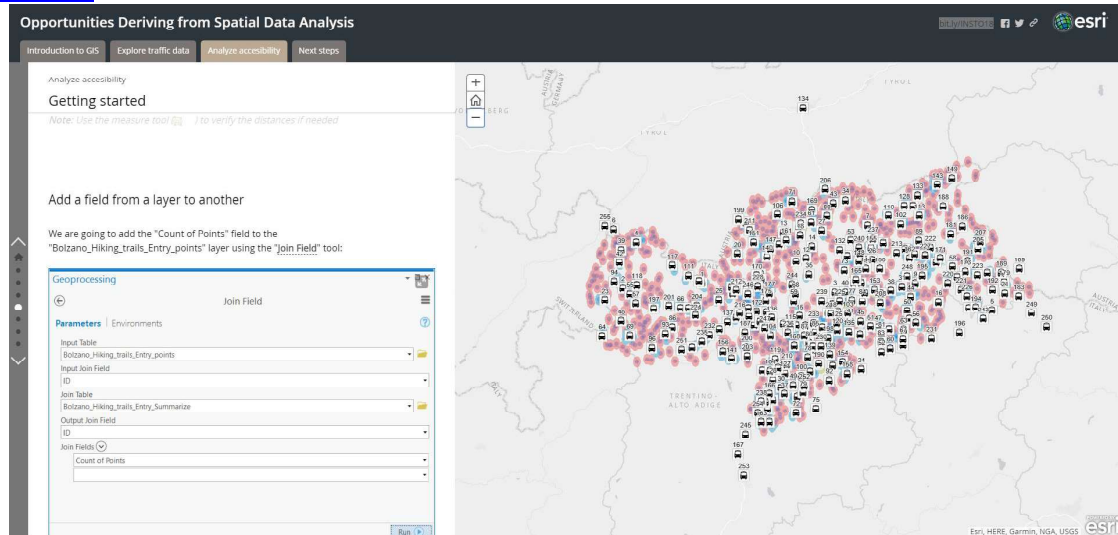
## MOBILITY

INDICATOR	SOURCE	GEOGRAPHICAL SCALE	DATA
% of different modes of transport used by tourists to arrive at the destination (Modal Split)	Banca d'Italia, ISTAT	NUTS2	quarterly, annually
% of tourists having bought/received a mobile card	Office for Passenger Transport	Bezirksgemeinschaft	quarterly
Number of tourists using ski-lifts	ASTAT	NUTS2	annually
Maps/data on the average distance between buildings and bus stops in the Alpine region	ASTAT	NUTS2	annually

# EURAC RESEARCH & ESRI

## Mobility and Accessibility in South Tyrol

[bit.ly/INSTO18](https://bit.ly/INSTO18)



## GOVERNANCE

INDICATOR	SOURCE	GEOGRAPHICAL SCALE
Number of tourism businesses with an accessibility label	South Tyrol for all	LAU2
Existence of up-to-date multi-year tourism destination strategy with focus on sustainability	IDM, Eurac	NUTS2
Number of individuals within the DMO with assigned responsibilities for sustainable tourism	IDM	NUTS2



## DESTINATION ECONOMIC BENEFITS

INDICATOR	SOURCE	GEOGRAPHICAL SCALE	DATA
Occupancy rates in accommodation establishments	ASTAT	LAU2	annually
Daily average expenditure by tourists	ASTAT	NUTS2	2013
Relative contribution of tourism to the destination's economy	ASTAT	NUTS2	2008
Tourism business revenues	ISTAT	NUTS2	annually

## WATER MANAGEMENT

INDICATOR	SOURCE	GEOGRAPHICAL SCALE	DATA
Water use by snow guns	ASTAT	NUTS2	annually
<b>Possible indicator:</b> Number of water reservoirs and capacity			
<b>Possible indicator:</b> Average consumption of water/day/tourist (summer and winter months)			

## WASTE WATER MANAGEMENT

INDICATOR	SOURCE	GEOGRAPHICAL SCALE	DATA
<b>Possible indicator:</b> Sewage water quantities			
<b>Possible indicator:</b> Large power sewage treatment plants over districts (in comparison with overnight stays)			
<b>Possible indicator:</b> Number of mountain huts with sewage treatment plants (AVS, CAI)			

## SOLID WASTE MANAGEMENT

INDICATOR	SOURCE	GEOGRAPHICAL SCALE	DATA
Total volume of waste, volume of waste recycled	ISPRA	LAU2	annually
<b>Possible indicator:</b> Percentage of waste separation			

## CONCLUSIONS

- **Data:** accessibility, quality, geographical scale
- **Disciplines:** Multi-disciplinarity of topics, approaches of interdisciplinarity
- **Network:** exchange with other observatories on measurement techniques, tools and methods; commitment and co-design with local stakeholders

**eurac**  
research

## Thank you!

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