

European regional cases for data measurement to better manage destinations

Marta Domper, NECSTouR

CONFERENCE

"Measuring Sustainability in
Tourism -
Opportunities and
Limitations"

**From Data Collection to
Data Usage – International
Examples**

Berlin, 3 April 2019

Table of contents

- What is NECSTouR
- S3P Tourism: Digitalisation and safety for tourism
- Andalusia data measurement case

WHAT IS NECSTOUR?



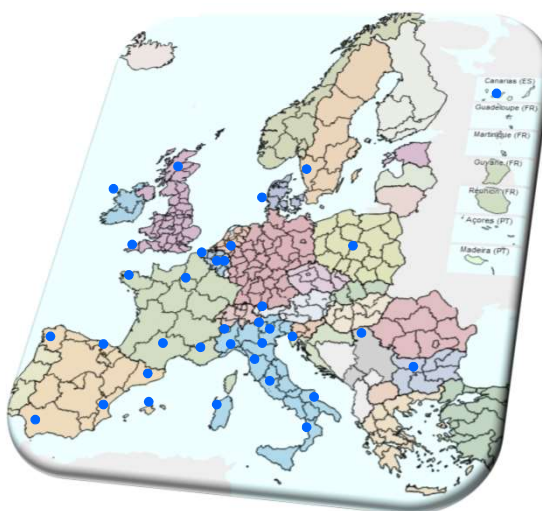
10 YEARS OF EXPERIENCE

Launch 2007, Creation 2009

**37 Regional
authorities**
(NUTS I, II and III)

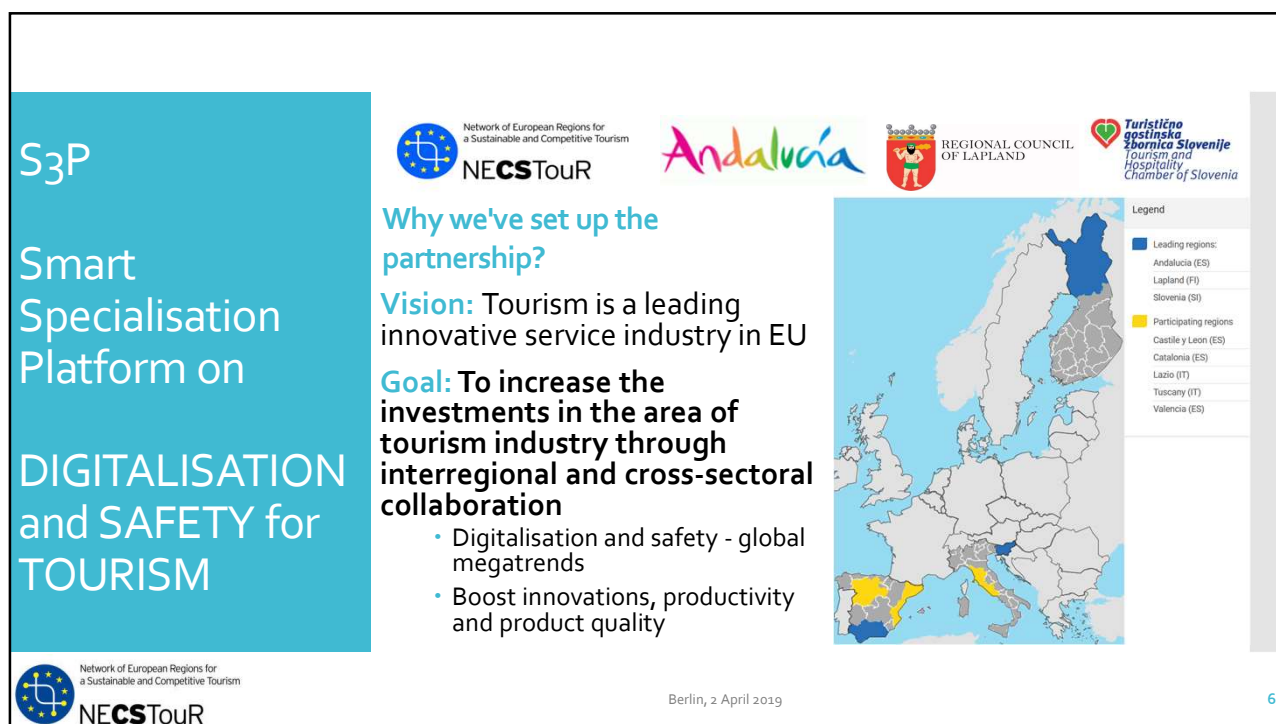
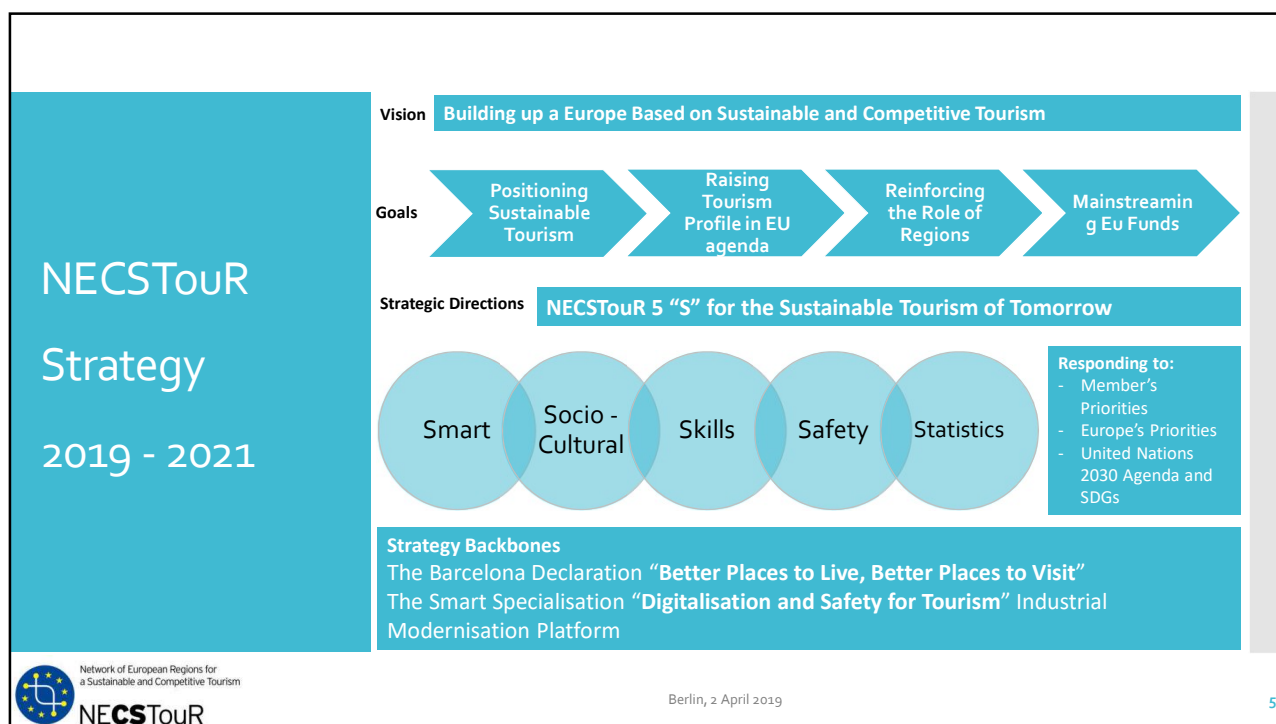
13 Associations

**21 Academics &
RTOs**

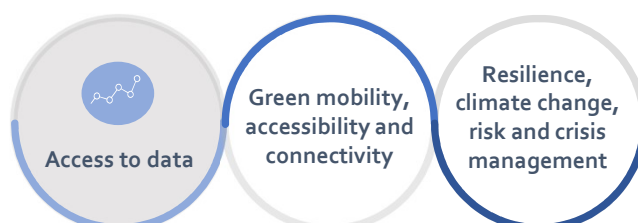


**1 SINGLE
STRONG
VOICE**

18 COUNTRIES



Three thematic areas for investment projects

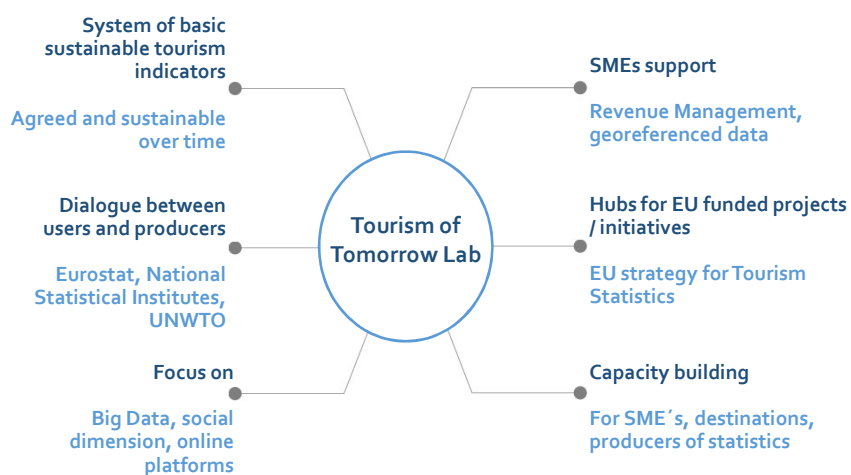


Mapping + Matching + Blending = Bankable Project

Access to data:

Tourism of Tomorrow Lab

Led by ANDALUCIA Region



Why Andalusia needs to measure tourism sustainability?



Autonomy and competency in terms of **tourism policy**

- Strategic measurement: building initial and desirable scenarios after planning process
- Continuous monitoring:
 - Diagnosis and evolution towards sustainability
 - Detection of possible imbalances between goals and results



Planning Framework 2014-2020
Dissatisfaction with previous partial measuring



Need for an integral view of the sustainability concept

Berlin, 2 April 2019

9

Why an integral measurement of tourism sustainability benefit the policy making?



As a safeguard of local values



As an efficient and fair production of tourism services



As governance based on transparency, participation and joint decision - making



As a means of territorial cohesion



As a social means of appropriating the tourism activity for citizens



As a continuous R&D&I process

Berlin, 2 April 2019

10

Tool for
policy
making

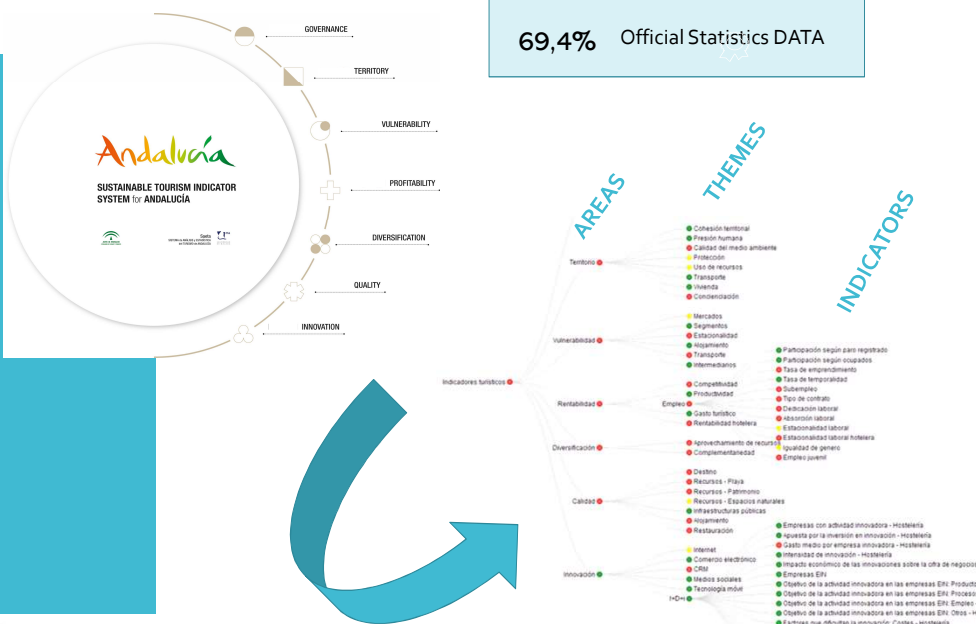


NECS TouR

Berlin, 2 April 2019

11

Tool for
policy
making

NECSTouR

Berlin, 2 April 2019

12

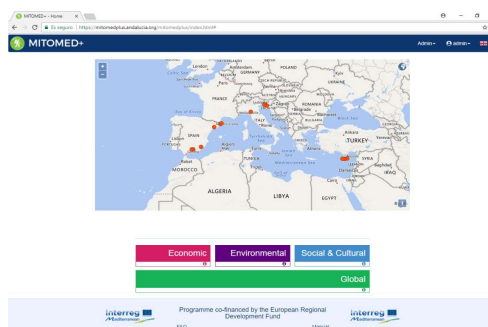
The Open Platform as a knowledge support tool



Project co-financed by the European Regional Development Fund

The main objective of MITOMED+ is to foster sustainable and responsible in Maritime and Coastal areas

<https://mitomedplus.andalucia.org/mitomedplus/>

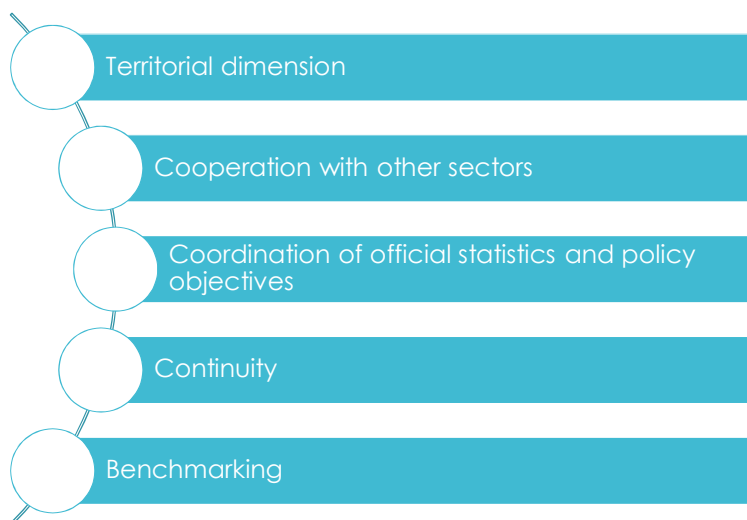


[Video tutorial prepared](#)

Join MITOMED+!

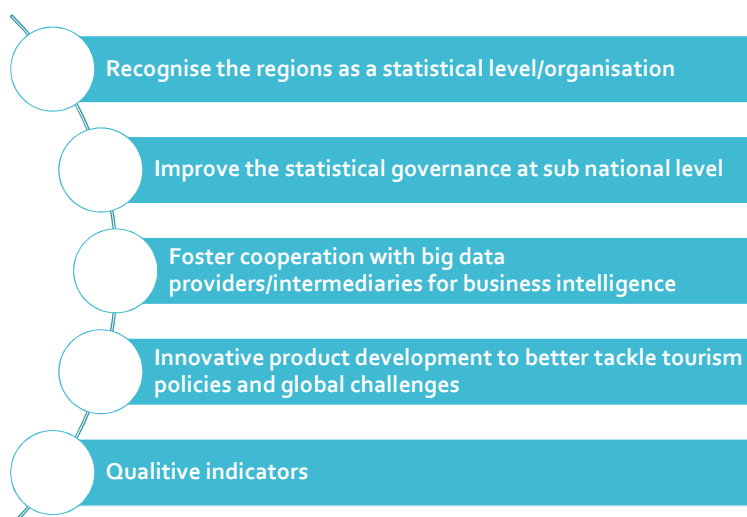
Andalusian
experience with
official data and
indicators and
NECSTouR
experience with
ETIS

Lessons learnt



NECSTouR:

***"We cannot
manage,
what we
cannot
measure"***



Thank you for your attention !!

Marta Domper Marsal
marta.domper@necstour.eu
Project Officer
www.necstour.eu



Comments
are
welcome!

