**Dear expert / partner,**

**now that you have seen the** [**observatory concept presentation,**](http://destinet.eu/demo-design/who-who/civil-society-ngos/fastlain/fast-lain-virtual-office/expert-group-section/fast-lain-observatory-concept-v2) **you will be asked some questions for feedback into the final concept.**

Please note that Partners and Experts will answer different question in many places, but Partners may also wish to answer the expert questions

**Please answer and send back to** [**herbert.hamele@ecotrans.de**](mailto:herbert.hamele@ecotrans.de) **by 29th February 2012**

[**FAST-LAIN Observatory Concept**](http://destinet.eu/demo-design/who-who/civil-society-ngos/fastlain/fast-lain-virtual-office/expert-group-section/fast-lain-observatory-concept-v2)

**Partner Region and Expert**

**Feedback Form.docx**

**This form is also available on**

[**http://destinet.eu/demo-design/who-who/civil-society-ngos/fastlain/fast-lain-virtual-office/expert-group-section/fast-lain-observatory-concept-questions/**](http://destinet.eu/demo-design/who-who/civil-society-ngos/fastlain/fast-lain-virtual-office/expert-group-section/fast-lain-observatory-concept-questions/)

# Aim of the Observatory – Mission Statement

‘In response to global challenges facing European nations, regions, businesses, workers and citizens, a European-level virtual sustainable tourism observatory should be set up to provide a broadly accessible, strategic economic, environmental and socio-cultural knowledge base relevant to tourism stakeholders, bringing together a multi-stakeholder, multi-level and multi-sector range of institutions for the purpose of mapping, measuring and reporting on tourism destination development and supply chain impacts and activities in order to improve European stakeholders’ innovation, competitiveness and sustainability.

**QUESTION 1**

* Would a European level observatory as described by this mission statement be useful to you?

Yes/No *(delete as appropriate)*

# Scope - Territorial

The territorial coverage of the observatory would be European, and banded at sub-European, national, regional and local levels. However, an international dimension would be necessary to cover global issues that are relevant to European stakeholders.

Each region in the member states would provide information into this framework, which can then be up-scaled to provide a national picture. Further up-scaling from country level would lead to a composite picture of European tourism. Information from the international dimension would be added to complete a global tourism knowledge base.

# Organisational Structure

The observatory would operate as a decentralized European-level institute linking national and regional information agencies, and global collaborators. It would require a multi-stakeholder management structure co-operating at the European level and reflecting different stakeholder interests.

**European-wide Tourism Learning Area**

**Network Structure**

Existing Eurostat data collection structures could provide the initial basis for modeling a decentralized information distribution process, taking national and regional statistical collection processes into consideration as well.

**QUESTION 2**

Would you feel your organisation - or another appropriate organisation in your area - could play the part of a regional actor in such a system?

Yes/No *(delete as appropriate)*

*Experts: name regions that you may know who do this well. (Please state here…)*

# Information Organisation

This information base, because of its size and complexity, should be composed as a network. The virtual tourism observatory would need to function as part of a wider process of organisations working in partnership within the ***European Research Area***, and contribute and benefit from that overarching knowledge building process.

This process would need to deliver a three way flow of information – ie from Brussels to the territories and back, and then also between territories

# Information scope

The information activities of the observatory should include coordination of statistical collection, preparation of analytical reports, and monitoring events, products and services related to tourism activity. The observatory should cover the cognitive processing spectrum of data, information, knowledge and wisdom, taking into consideration the overall European set of sustainability, research, enterprise, environment, education, culture, regional, consumer & innovation policies.

**QUESTIONS?**

What information would you like to see coming from the European level to your region? (*Please list here…)*

**QUESTION 3**

(Partners) Do you have a process that monitors/channels information coming from Brussels going on in your area?

Yes/No *(delete as appropriate)*

(Experts) Do you know of existing areas who are linking well with policy and information from the EU level? *(Please state here…)*

# Knowledge Base Content Design

# At a general level, a policy-relevant tourism information framework relevant to the European territory should be constructed working from Agenda 21 and the EU SDS approach, linked to the European Research Area process, addressing the challenging issues of our time under the subject headings economic, environmental, socio-cultural and institutional /governance. This information should be designed to foster innovation competitiveness and sustainability of regional stakeholders.

**QUESTION 5**

Does your observatory or monitoring and reporting process meet the needs of your destination stakeholders?

On a scale of 1 -10. =

Experts: please state any good examples of monitoring processes:

**QUESTION 4**

Does your observatory provide strategic business information for improving innovation, competitiveness and sustainability?

Yes/No *(delete as appropriate)*

Eperts: do you know of such observatories? *(Please state here…)*

**QUESTION 6**

Does your observatory or monitoring and reporting process meet the needs of your Destination Management Organisation in particular?

On a scale of 1 -10. =

Experts: Do you know of DMOs who have satisfactory monitor and reporting systems? *(Please state here)*

# Principles of Sustainable Tourism to Guide What to Measure in the Policy Cycle

# More specifically*, Making Tourism More Sustainable – A Guide for Policy Makers* (UNWTO-UNEP 2005) sets out a further refinement of these pillars of Agenda 21, and offers 12 principles for sustainable tourism, that can each have a set of indicators that would at one level define the observatory content.

Economic viability

Local Prosperity

Employment Quality

Social Equity

Visitor Fulfillment

Local Control

Community Wellbeing

Cultural Richness

Physical Integrity

Biological Diversity

Resource Efficiency

Environmental Purity

**QUESTION 7**

Does your regional observatory or monitoring process cover Agenda 21 and SDS policy fields?

Yes/No *(delete as appropriate)*

Experts: do you know of specific Agenda 21/SDS monitoring process in tourism destinations? *(Pease state here …)*

**QUESTION 8**

Would it be able to cover all the 12 principles stated here?

Yes/No *(delete as appropriate)*

Experts: do you know of monitoring processes in tourism destinations covering these issues? *(Pease state here …)*

# Incorporating Existing Measurement Processes

The current Eurostat platform of relevant tourism measurement statistics can be used as a basis for an initial grouping of quantitative data collated to these principles. As a further refinement, existing standards and indicator sets for measuring can be grouped into reporting sets on each of the above principles in order to define what the observatory shall map, measure and report in detail.

For example, the Tourism Sustainability Groups’ destination indicator set is an example that can provide observatory data on European tourism destinations. Additionally, the Global Sustainable Tourism Criteria can provide a picture business development in the European tourism supply chain.

**QUESTION 9**

Would your observatory or monitoring process be able to identify sustainable tourism development processes and then match them to performance indicators?

Yes/No *(delete as appropriate)*

Experts: do you know of monitoring processes in tourism destinations that do this alreay? *(Pease state here …)*

# Development of an Information Topic Framework

The observatory would be able to structure, collect and produce a wide range of information on the progress of processes established across Europe to meet the 12 principles, which serve to structure an initial policy-led, market-based topic framework that will meet the needs of administrators and businesses.

This information topic framework has been developed to enable monitoring of overall development processes involving people (organisations); polices; programmes; projects; products and services related to sustainable tourism

**QUESTION 10**

Could you identify all your interest areas within this topic list? (*Highlight as appropriate or mark with an X).*

* Sustainable Consumption and Production & Tourism (overarching theme)
* Climate Change- Energy & Resource Efficiency
* Natural and Cultural Heritage
* Sustainable Transport & Travel
* Quality Assessment, Certification & Marketing
* Destination Management & Good Governance
* Knowledge Networking, Training & Education
* Sustainable Supply Chain Management

**QUESTION 11**

Do you think this information framework would be useful to you?

Yes/No *(delete as appropriate)*

# Practical Resourcing Considerations - Making the observatory policy-relevant and market sensitive to justify costs

Implementation of the observatory concept should be guided by a practical approach to policy relevance, public accountability, business performance and sustainability implementation.

A cost-benefit approach is being taken to see how such a European-level virtual observatory concept can be funded (cf DG Enterprise tender to define statistical content and cost of the European Virtual Observatory)

**QUESTION 12**

What sort of annual budget do you think you need to establish a regional observatory?

* 0 = can be covered within existing budgets
* 0-10,000
* 10,0000 – 50,000
* 50,000 – 100,000
* More than 100,000

**14 ANY OTHER COMMENTS**

IF THERE ARE ANY OTHER COMMENTS YOU WISH TO MAKE – PLEASE USE THIS SPACE

**Thank you for filling in this form.**

**Please send to** [**herbert.hamele@ecotrans.de**](mailto:herbert.hamele@ecotrans.de) **by 29th February 2012**