

LOCAL GUIDELINES FOR TOURISM AND SUSTAINABILITY IN ANDALUSIA REGION

Introduction

The General Plan of Sustainable Tourism Andalusia META 2027, in forward Plan META 2027, was approved on September 7, 2021 with a period of September 14, 2021 to December 31, 2027.

This plan is an instrument whose strategic lines have been oriented to the comprehensive, coordinated and cooperative dynamization of the tourism sector and tourism sector; support the tourism business fabric for the creation of product; stability and quality in employment; between other lines.

With these strategic lines in mind, a series of strategic objectives have been drawn up, which are as follows:

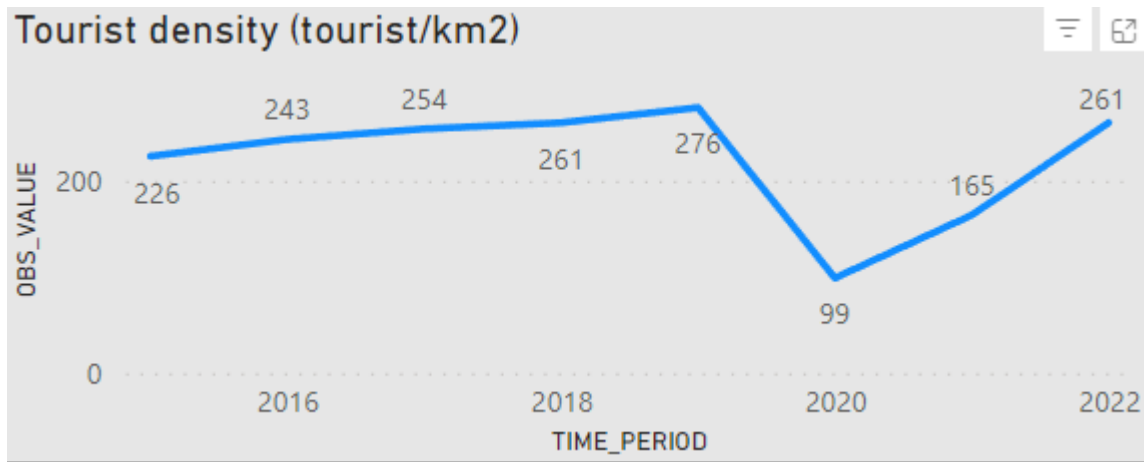
1. To increase the contribution of tourism in the Andalusian economy.
2. To generate quality, stable and egalitarian employment.
3. To maintain or improve the satisfaction of tourists in Andalusia.
4. To optimize the process of adaptation and technological transformation of the Andalusian tourism sector.
5. To contribute to a more homogeneous territorial and temporal distribution of tourist flows.
6. Promote and improve sustainability management.

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Understanding sustainable tourism in Andalusia

The following graphs have been extracted from the European Union's Sustainable Destinations Scorecard (Castañeda et al., 2023). They show a positive trend in the number of visitors to Andalusia (Figure 1).

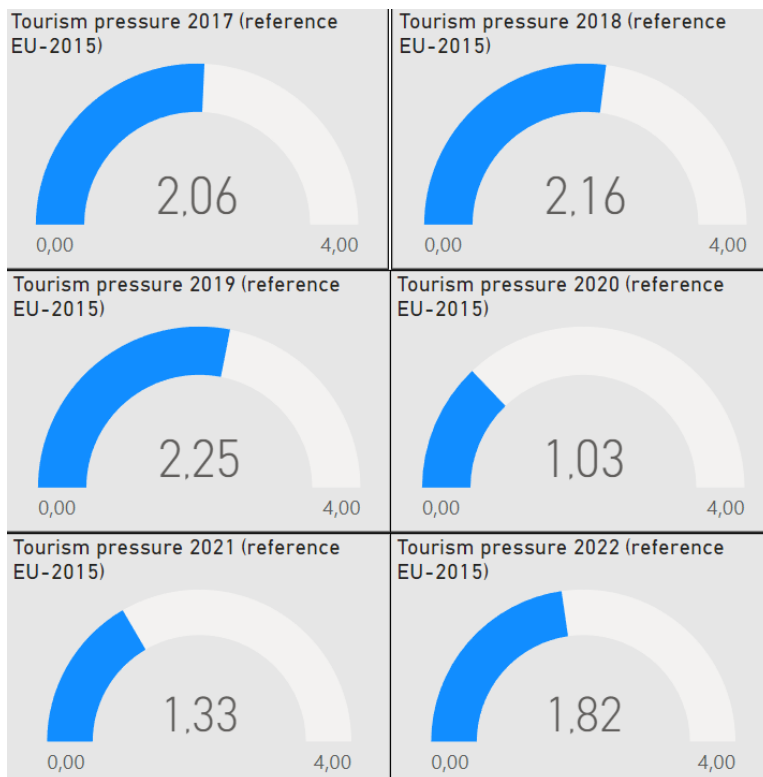
Figure 1. Tourist density in Andalusia



Source: proyect MOTION.

The first graph shows how tourist density maintained a slight positive trend until the arrival of the pandemic, which caused a significant drop in the number of tourists. After overcoming this health crisis, tourist density has approached pre-pandemic values (Figure 2).

Figur3 2. Tourism pressure in Andalusia.

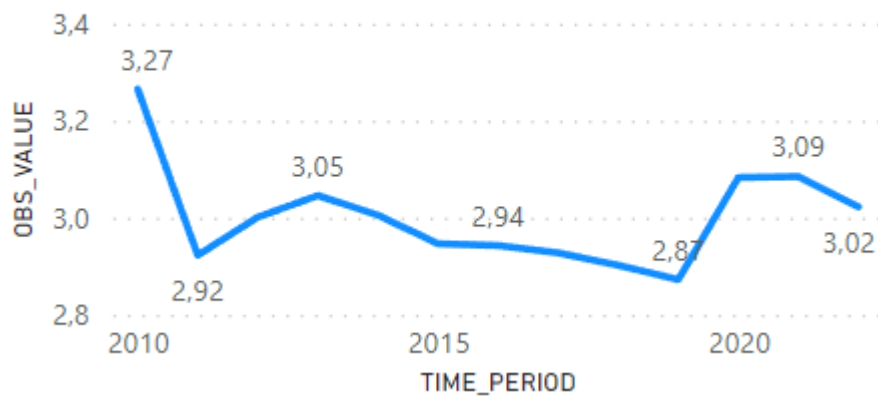


Source: proyect MOTION.

Finally, with respect to overnight stays, it can be observed that after the 2010 crisis there was a decrease in the average number of overnight stays, after which there was a slight negative trend until a few years before the pandemic, in which there was an increase in the average number of overnight stays. After the health crisis, there was a slight negative trend (Figure 3).

Figure 3. Overnight stays per tourist in Andalusia.

Average nights per tourist



Source: Proyect MOTION.

Local guidelines for stakeholders in Andalusia

The Plan 2027 Plan seeks to achieve the following objectives, among others:

- Consolidate the role of tourism as a vehicle for sustainable development and the creation of stable, qualified and quality employment.
- To advance in a new tourism management model whose fundamental pillars are environmental, economic and social sustainability.
- To guarantee a tourism development model based on a space of integration and excellence and an inclusive, accessible and multigenerational tourism and leisure offer.
- To ensure greater coordination of tourism planning with the analogous tools of the Junta de Andalucía.
- Optimize the profitability and competitiveness of the Andalusian tourism sector, through the excellence of tourism services and destinations, the reduction of the carbon footprint and a sustainable mobility model.
- To strengthen the competitive transformation of the Andalusian tourism industry through innovation, digital adaptation and a commitment to tourism intelligence as the main factors.
- To favor the development of new strategies for academic and professional training and support for tourism entrepreneurship, which contribute with more qualified professionals in order to increase visitor satisfaction and the dignity of tourism employment.
- To promote strategies aimed at reducing seasonality in the tourism sector by creating and developing segments and products that can be implemented throughout the year.

Good practices for sustainable tourism in Andalusia

Some of the recommendations focused on achieving a boost in the development of sustainable tourism are the promotion of cooperation, public aid, training and the creation of a Public-Private Observatory.

By promoting cooperation between companies, whether private or public, the aim is to achieve a reduction in costs and the creation of a series of synergies, mainly in the field of knowledge and research.

It is necessary to invest in the business fabric, as it plays a very important role. With this idea, a series of Public Aid Programs (Economic) aimed at companies and associations related to the tourism sector from both Local Administrations and Autonomous Administrations (Junta de Andalucía) or the State are sought to be designed. Due to the difficulties of financing that the municipalities usually have, they must request subsidies in material of sustainability either to the Provincial Council, to the Junta de Andalucía, to the State or some coming from the European Union. The lines of support, objectives, subsidized expenses and contributions must be determined in these bases of aid or subsidies.

Through training, the aim is to achieve unification, coordination and development of the tourism offer through the creation of a portal.

With the creation of a Public-Private Observatory Public gets a diagnostic elaboration on the state of the regional tourism sector, a flexible and adaptable policy to the circumstances to achieve the proposed objectives, the elaboration of questionnaires and address the actions from a public, private, public quadruple approach, regarding the demand for tourism and to the citizen.

Monitoring and evaluation of actions in Andalusia

For the measurement and evaluation of the Plan, a series of indicators developed by the Andalusian Tourism Analysis and Statistics System (SAETA) are incorporated. These are obtained through the information provided by official sources or by means of the development of own operations that gather the necessary information, whenever this is not provided by an official organism.

By analyzing the indicators, it will be possible to know to what extent the destination is evolving in relation to the challenges of the Plan, thus allowing tourism policies to be adapted in the medium and long term.

The system of indicators measures the profitability of tourism, the labor market in the sector, the quality of the services provided to the tourist demand, the temporal and territorial distribution of tourists and the technological adaptation of the tourist offer.

Recommendations for sustainable tourism in Andalusia

As mentioned above, a series of indicators have been developed and are shown below, except for the environmental sustainability indicators:

- Number of tourists: Real average cumulative rate of the number of tourists.
- Tourism receipts: Average cumulative real rate of tourism receipts.
- Average daily expenditure: Difference in expenditure per person per day.
- Share of tourism in GDP: Percentage share of tourism receipts in GDP.
- Number of people employed in the tourism sector: Rate of change in the number of people employed.
- Male participation rate: Percentage share of male employment in total employment.
- Female participation rate: Percentage of female employment as a percentage of total employment.
- Seasonality of employment: Distribution of employment by quarter.
- Temporary employment rate in the tourism sector: Percentage of employed persons with temporary contracts over total employed persons.

- Weight of employed persons with post-compulsory secondary education in the tourism sector: Percentage of employed persons with post-compulsory secondary education over total employed persons.
- Weight of employed persons with full-time employment over total number of employed persons: Percentage of employed persons with full-time employment over total number of employed persons.
- Evolution of youth employment in the tourism industry: Variation rate of youth employment in the sector.
- Andalusia tourism satisfaction indicator: Percentage satisfied or very satisfied with the Andalusian destination.
- Social environment satisfaction indicator: Percentage of satisfied or very satisfied with the social environment.
- Cultural environment satisfaction indicator: Percentage satisfied or very satisfied with the cultural environment.
- Natural environment satisfaction indicator: Percentage satisfied or very satisfied with the natural environment.
- Tourism accommodation satisfaction indicator: Percentage of satisfied or very satisfied with accommodation
- Indicator of tourist satisfaction with transportation: Percentage satisfied or very satisfied with transportation.
- Tourism satisfaction indicator for other services: Percentage satisfied or very satisfied with other services.
- Gastronomy tourism satisfaction indicator: Percentage of satisfied or very satisfied with gastronomy.
- Indicator of tourist satisfaction with mobility: Percentage of satisfied or very satisfied with mobility.
- Percentage of hotel rooms booked online: Percentage of hotel rooms booked online out of the total number of rooms booked.
- Satisfaction with technological equipment in hotels: Percentage of satisfied or very satisfied with the technological equipment in hotels
- Satisfaction with the process of booking tourist services: Percentage of satisfied or very satisfied with the process of booking a tourist service.
- Access to catalogs or price lists: Variation rate of people with access to catalogs or price lists.
- Percentage of businesses with Internet connection: Percentage of businesses with Internet connection
- Web site availability: Percentage of businesses with web site availability
- Online ordering or booking: Percentage of online orders or bookings
- Use of Big Data as a source of information: Variation rate of people using Big Data as a source of information
- Weight of the mid-low season in tourism in Andalusia: Percentage difference in the weight of the mid-low season.
- Temporal concentration of arrivals in regulated accommodation: Gini Index
- Territorial distribution by provinces: Percentage of tourists in each Andalusian province.
- Distribution of tourists by territorial area (interior, coast, capitals): Percentage of tourists in the interior, coast and provincial capitals.
- Human pressure on the resident population: Percentage difference between the tourist population and the resident population.

- Human pressure on the resident population in the third quarter: Percentage difference of the tourist population over the resident population in the third quarter.

Conclusions

The META 2027 Plan is integrated at the national level together with the Spanish Sustainable Tourism Strategy 2030, the national tourism agenda to face the challenges of the sector in the medium and long term.

On the other hand, at the European level, the Plan's orientations are aligned with the European Union's Strategic Framework 2021-2027 and with other tourism-focused community initiatives developed by the European Commission, such as the Recovery Plan for Europe and the European Green Recovery Alliance.

At the international level, the META 2027 Plan is framed within the United Nations (UN) 2030 Agenda for Sustainable Development, an action plan for people, planet and prosperity, which also aims to strengthen universal peace and access to justice.