



■ Background

Tourism is an economic phenomenon concerning the movement of people to places outside their usual environment for either personal or business/professional purposes. As such, tourism has implications for the economy, for the natural and built environment, for the local population at the destination and for the visitors themselves.

Due to these multiple impacts, the World Tourism Organization (UNWTO) encourages a **holistic approach** in the formulation and implementation of national and local tourism policies.

INRouTe adopts UNWTO's positioning of the United Nations international recommendations approved in 2008* as the foundation for the **measurement of tourism activity and its economic dimension** at the national, but also at the regional and local, levels. This is particularly the case for the regional adaptation of the Tourism Satellite Account and other pertinent instruments that benefit the economic analysis of tourism.

Tourism should thus be understood as a phenomenon that is territory-contingent, with flows and activities occurring unevenly across countries, regions, municipalities or any other territorial entity. The close **link between tourism and territory** exists not only because the natural or built territory is often the main tourism attraction (an exotic beach, a vibrant city), but also because the territory, and movements across it, largely condition tourism trips, the nature of the supply that caters to visitor consumption and, consequently, the relationship to potential welfare.

* For more information on the *International Recommendations for Tourism Statistics 2008* and the *Tourism Satellite Account: Recommended Methodological Framework 2008*, please visit <http://statistics.unwto.org>

■ Founding Partners



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■ Institutional Associate Partners



... and many more experts as **individual Associate Partners**.

INRouTe
International Network on Regional Economics, Mobility and Tourism
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International Network on Regional Economics, Mobility and Tourism

In support of the
World Tourism Organization





■ About INRouTe

The International Network on Regional Economics, Mobility and Tourism (INRouTe) is a non-profit association that operates in support of UNWTO and was founded by two of its Affiliate Members: the Cooperative Research Centre in Tourism – CICtourGUNE and the statistical consulting firm ARALDI.

INRouTe brings together expert technicians, scholars, practitioners and industry professionals to share information and participate in activities that endorse the development of tourism's **measurement and analysis** at the **sub-national level**. In this way, INRouTe aims to provide guidance to entities involved with regional and local tourism destinations in their design of more informed and effective **policy**.

The network consists of Associate Partners, individuals and institutions regarded as experts or pools of expertise, and a Scientific Committee, made up of selected Associate Partners, which functions as the research consulting body. Coordinated by a Chair, INRouTe produces **research** activities as well as **support activities** for relevant entities.



For more information, please visit our website at www.inroutenetwork.org

■ Strategic Objectives

INRouTe's principal aim is to **provide guidance** to entities involved with regional and local tourism destinations in order to develop policy-oriented measurement and analysis of tourism according to the conceptual framework for statistical purposes established in 2008 by the United Nations. In this way, INRouTe seeks to contribute to more informed and effective policy.

With this goal in mind, INRouTe brings together international experts as Associate Partners to share information and engage in a range of activities relating to, and thus building on, the following regional-level Research Areas; each composed of several Research Topics:

Flows of visitors: cross-border and interregional flows, statistical use of administrative records, data from the use of new technologies, measurement and analysis tool, forecast modelling and other accounting tools.

Tourism and territory: indicator systems (related to territory and to sustainability), Geographic Information Systems, specific software, and the relation between tourism statistics and the environment.

Economic contributions: Tourism Satellite Account (TSA), modelling tools (Input-Output, Social Accounting Matrix, Computational General Equilibrium models, and econometric models), and employment in tourism industries.

Additional common Research Topics include: the definition of observation and analytical units, procedures for monitoring and evaluation, the design of indicator systems, and other related topics that may be appropriate.

■ For Whom?

The activities carried out by INRouTe draw from and are directed at all those entities involved with regional and local tourism destinations, including: regional and local (public) institutes and agencies, universities, research centres, industry associations, trade bodies, and specialized firms.

Particularly, INRouTe aspires to become an instrument for:

- Entities involved with regional/local tourism destinations:
Access to a range of **support services**—education; capacity building; project definition, execution and evaluation; and co-organization of expert meetings.
- Its Associate Partners (APs):

An **online platform** facilitates access to relevant information (contacts, events, current developments, calls for tenders, etc.), promotes communication with colleagues, and presents opportunities for participation in INRouTe research and the above support services.

■ Become Involved

Partnership is extended to select individuals and institutions that join the network as individual or institutional **Associate Partners**, respectively. We welcome individuals and institutions that complement the research topics of INRouTe and have a strong interest in contributing to its objectives.

In addition, INRouTe supports the series of **International Conferences** on the Measurement and Economic Analysis of Regional Tourism (MOVE 2011: www.inroutenetwork.org/conference/2011).