



■ Background

Tourism is an economic phenomenon related to the movement of people to places outside their usual environment for 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 on the visitors themselves.

Due to these multiple impacts, there is a need for a **holistic approach** to tourism in order to formulate and implement national and local tourism policies. This approach is supported by the World Tourism Organization (UNWTO).

INRouTe coincides with UNWTO in that any **measurement of tourism activity**, including that at the regional / local levels, should be based on the UN international recommendations approved in 2008*, and that the economic analysis of tourism stands to gain from the regional adaptation of the UNWTO Tourism Satellite Account (TSA) and other pertinent instruments.

In order to address these issues, tourism should be understood as a phenomenon occurring unevenly across a 'territory', be it a country, region, municipality 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 www.unwto.org/statistics.

■ Founding Partners



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■ Associate Partners



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

International Network on Regional Economics, Mobility and Tourism
www.inroutenetwork.org

INRouTe Technical Secretariat
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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 provides support to the World Tourism Organization (UNWTO) and was founded by two of its Spanish Affiliate Members: the Cooperative Research Centre in Tourism, CiCtourGUNE, and the statistical consulting firm ARALDI.

As a knowledge-driven network, INRouTe brings together **expert** technicians, scholars, practitioners and industry professionals as Associate Partners (APs) to share information, practices and experiences that endorse the development of conceptual underpinnings, measurement and analyses for tourism at the sub-national level.

Through this network INRouTe aims to provide guidance to entities involved with regional/local tourism destinations for developing the **measurement and (economic) analysis** of tourism necessary for more informed and effective **policy design**.



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 the analysis of tourism activity and of the tourism sector itself. In this way, INRouTe seeks to contribute to more informed and effective tourism policy.

With this goal in mind, INRouTe brings together international experts as **Associate Partners** (APs) to share information and engage in a range of activities relating to, and thus building on, the research topics of INRouTe's focus. Within this focus, 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 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 design of the above support services.

■ Focus

INRouTe focuses 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.

Guidance on these topics will support **entities involved with regional/local tourism destinations** and contribute to more informed and effective tourism policy.

Additional common Research Topics include: the definition of observation and analytical units, procedures for monitoring and evaluation, and the design of indicator systems.

■ Become an Associate Partner

We welcome new Partners that complement the focus of INRouTe and have a strong interest in contributing to its objectives. Partnership is extended to select individuals and institutions from:

- regional and local bodies/ government units/agencies
- universities and research centres
- industry associations
- trade bodies
- specialized firms