Measuring value/quality rather than volume in Flanders

Webinar: Measuring Tourism’s Impact and Success – Future of Tourism Coalition
Bart Neuts
22 April 2021
WHAT WE MEASURE AFFECTS WHAT WE DO; AND IF OUR MEASUREMENTS ARE FLAWED, DECISIONS MAY BE DISTORTED

Stiglitz, Sen & Fitoussi (2010)
FLOURISHING DESTINATION

Leads to...

TOURISM AS A MEANS

Contributes to...

GENERAL QUALITY OF LIFE/HAPPINESS

ROLE OF VISIT FLANDERS AND PARTNERS

NON-TOURIST INFLUENCES

FLOURISHING RESIDENTS

FLOURISHING VISITORS

FLOURISHING ENTREPRENEURS

FLOURISHING PLACE
Residents within the destination flourish if tourism contributes to:
- Facilities (cultural/public)
- Strengthening of local culture
- Connection with visitors
- Safety
- Employment
- Living environment

Tourist entrepreneurs are healthy and sustainable when accounting for:
- Energy use
- Emissions
- Employment and sector growth
- Corporate social responsibility
- Financial results

Visitors experience a flourishing destination by:
- Connection with place
- Choice in supply
- Hospitality
- Service provision and information
- Quality of the destination

The sustainability of the destination is protected by accounting for:
- Spread of tourism (in time and space)
- Emissions
- Macro-economic effects
- Contribution of tourism to the protection of culture and nature
FROM THEORY TO PRACTICE

Local level:
- Extensive model with 22 dimensions, 90 indicators
- Indicators often not available (and based on perceptions)
- Therefore: **toolbox** development

Level of Flanders:
- Simplified model with currently available indicators
- A summarizing view on the evolution in a macro-destination
- Therefore: **barometer** development
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