

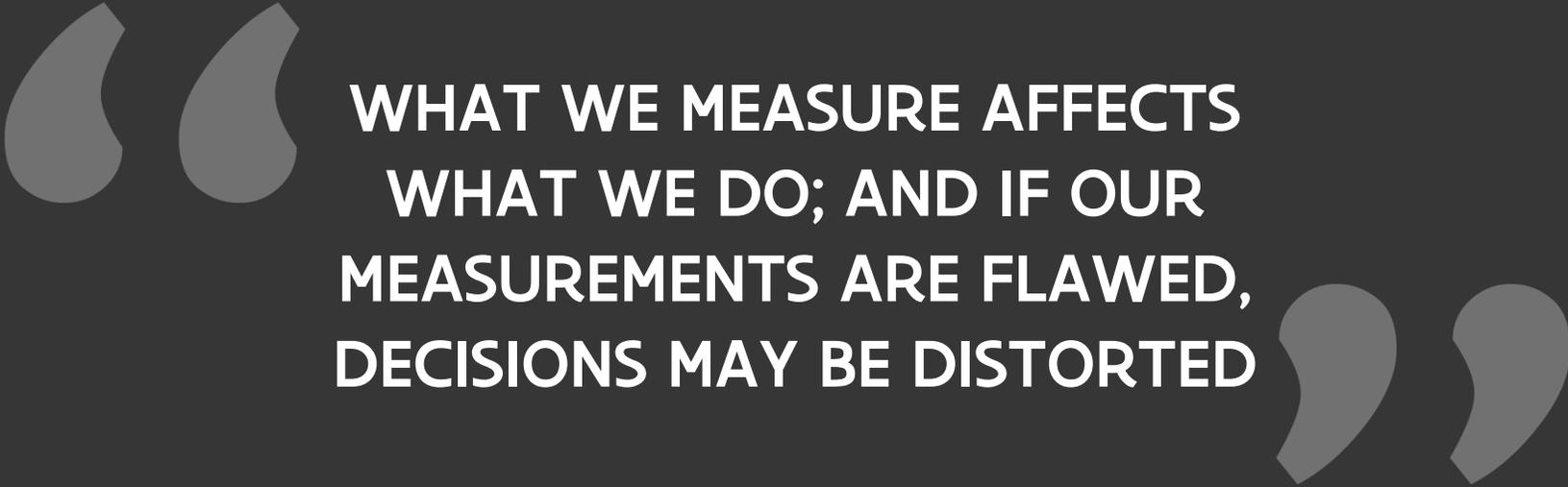
TRAVEL TO *tomorrow* ...

GROWING
FORWARD
TOGETHER

Measuring value/quality rather than volume in Flanders

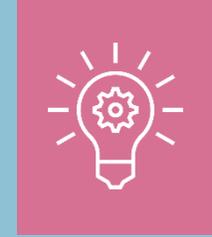
Webinar: Measuring Tourism's Impact and Success – Future of Tourism Coalition
Bart Neuts
22 April 2021





**WHAT WE MEASURE AFFECTS
WHAT WE DO; AND IF OUR
MEASUREMENTS ARE FLAWED,
DECISIONS MAY BE DISTORTED**

Stiglitz, Sen & Fitoussi (2010)

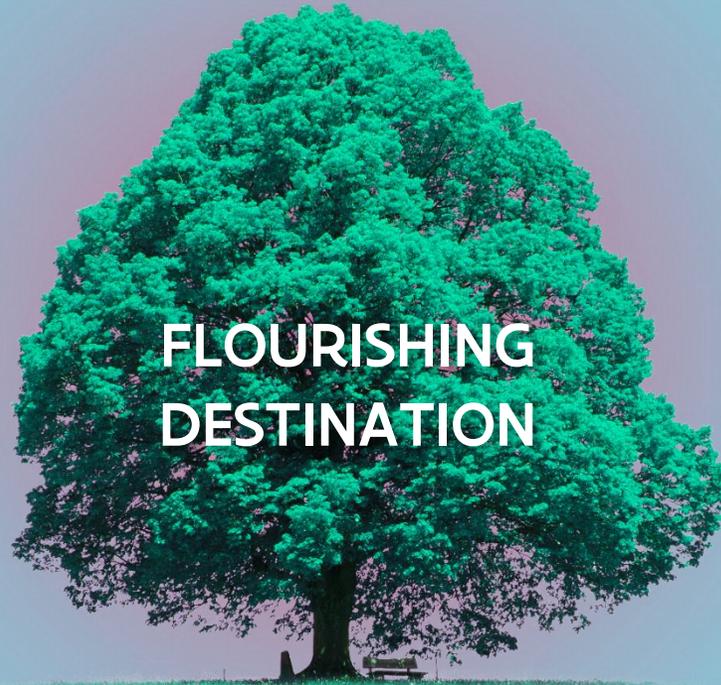


ROLE OF VISIT
FLANDERS AND
PARTNERS



TOURISM AS A
MEANS

Leads to ...



**FLOURISHING
DESTINATION**

Contributes to ...



GENERAL QUALITY OF
LIFE/HAPPINESS

NON-TOURIST
INFLUENCES



FLOURISHING
RESIDENTS

FLOURISHING
VISITORS

FLOURISHING
ENTREPRENEURS

FLOURISHING
PLACE

FLOURISHING RESIDENTS

Residents within the destination flourish if tourism contributes to:

- Facilities (cultural/public)
- Strengthening of local culture
- Connection with visitors
- Safety
- Employment
- Living environment

FLOURISHING VISITORS

Visitors experience a flourishing destination by:

- Connection with place
- Choice in supply
- Hospitality
- Service provision and information
- Quality of the destination

FLOURISHING ENTREPRENEURS

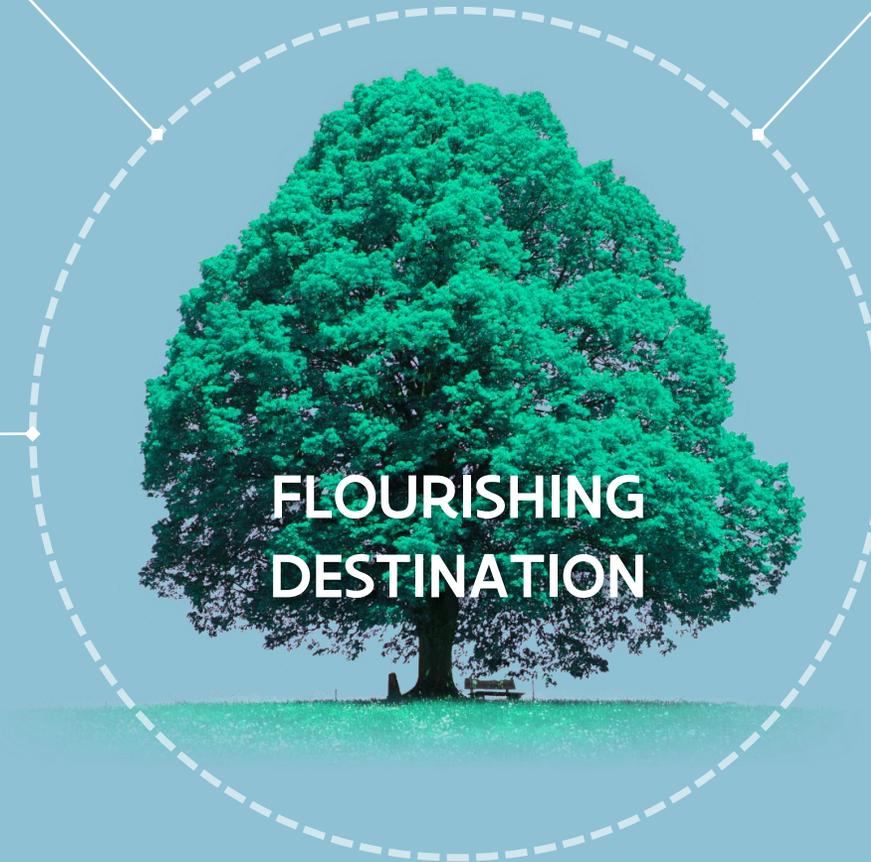
Tourist entrepreneurs are healthy and sustainable when accounting for:

- Energy use
- Emissions
- Employment and sector growth
- Corporate social responsibility
- Financial results

FLOURISHING PLACE

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



**FLOURISHING
DESTINATION**

FROM THEORY TO PRACTICE

Local level:



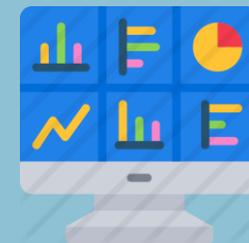
- Extensive model with 22 dimensions, 90 indicators
- Indicators often not available (and based on perceptions)
- Therefore: **toolbox** development



Level of Flanders:



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





Vlaanderen
is toerisme

KU LEUVEN

CONTACT

bart.neuts@toerismevlaanderen.be

bart.neuts@kuleuven.be

