

# INDUSTRY WEEKLY DIGEST

School of Hospitality & Tourism Management

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## THE INSTO GLOBAL ANNUAL EVENT

The UNWTO International Network of Sustainable Tourism Observatories (**INSTO**) held its annual **event** last week (11 November 2021) to discuss issues around effective governance and the use of participatory processes in the establishment and running of their observatories. **Dr Gloria Crabolu** contributed to the event by providing insights from her PhD.

In this digest, she explains more about the event and her contribution.

Have a great weekend!



## CREATING CHANGE WITH SUSTAINABLE TOURISM MONITORING SCHEMES

### DR GLORIA CRABOLU

INSTO was established in 2004 by the UNWTO to provide a common monitoring system that could support policy decisions aimed at a continuous sustainability improvement of tourism destinations. Today, it counts 30 observatories across the world, that meet every year to discuss issues of common concern. This year, the focus was centred on the use of participatory approaches, as a way to embrace the complexities of tourism governance. INSTO members shared their experiences, and Dr Gloria Crabolu was invited to share some insights from her research.

Often, monitoring systems are developed based on a linear assumption of how policy works: data is collected, problems are identified, solutions are ideated, policies are implemented, and sustainability is improved. Unfortunately, these systems do not account for the human element involved in the process. Destinations are left with a process that predominantly focuses on data generation, and ignores the powerful influence of human interaction, such as the management of group dynamics, the creation of consent in multi-interest stakeholders and the harnessing of collective intelligence. This is why recent research, in which Gloria was involved, has found that very few destinations engaged in evidence-informed decisions from the use of these schemes.



FOR MORE INFORMATION ABOUT THE  
EVENT, VISIT THE [WEBSITE](#)

FOR MORE INFORMATION ABOUT THE  
INSTO NETWORK, VISIT THE [WEBSITE](#)

The UNWTO acknowledges the issue, stating in the INSTO event that the process of informing policy decisions with sustainability evidence is highly complex. For this reason, they have recently included the use of participatory approaches in their INSTO framework, as a crucial element that is needed to embrace such complexity. To help facilitate this process, Gloria is working on developing a playbook with practical activities to guide destinations in the process of implementing monitoring schemes. The playbook will include interactive techniques used to organise co-creative workshops ranging from initiating a collaborative process with multi-sector stakeholders to co-designing innovative indicator-informed policies.