Data planning, monitoring, & evaluation for cultural tourism

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Contents

1. Role of data in cultural tourism projects
2. Data collection in project pre-planning
3. Data scoping in project planning
4. Data collection and management
5. Conclusion
6. Sources and other resources

Summary of previous session

Thinking about goals for pilot study...

- What is our unique selling point(s)?
- What tourist segments do we want to attract? Why?
- What are potential benefits and losses to our local community?
- What key performance indicators could be set up?

Potential concerns of pilot studies

Why should we collect data?

What will we use the data for?

What data should we collect?

How do we collect this data?

How should we analyse it?

How do we measure progress?

How can we show the value of the pilot projects to ensure their continued success after INCULTUM?

Role of data in cultural tourism projects

Data planning as a part of project planning

What data should we collect?
How do we collect it?
How should we analyse it?
How do we measure progress?

What will we use the data for?

Stage	Actions
Pre-planning	Scope local tourism situation
Planning	Determine project goals, objectives, targets, actions, indicators
Monitoring	Continuous tracking and measurement of progress Compare against what was planned
Evaluation	Systematic review of performance Determine whether goals and objectives were met

Sources: IOM Monitoring and Evaluation Guidelines and Tourism Guidebook for Local Governmental Units

Stages of tourism planning

Stage	Steps	Ask yourself…
Pre-planning	Analyse the situation	What is the tourism situation at your pilot site / the wider region like now? How does the offering at your pilot site fit into the tourism offering in the wider region?
Planning	Formulate goals and objectives	What do you want to achieve for tourism in the future? When do you want to achieve this?
	Develop strategies	How will you get form the situation you are at now to where you want to be in the future?
	Identify policies, programs, projects and activities	What specific actions will you take to implement your strategies?
	Develop a monitoring and evaluation strategy	How will you measure progress?

Source: Tourism Guidebook for Local Governmental Units, Table 1

Stages of tourism planning

Stage	Steps	Ask yourself...
Monitoring	Continuously track and measure progress	Are the activities leading to the expected outputs? Are activities being implemented on schedule and within budget? What is causing delays or unexpected results? Is anything happened that should lead management to modify the implementation plan? How do stakeholders feel about the pilot?
Evaluation	Systematically review performance Determine if goals and objectives were met	Have the aims / objectives been achieved? How well were resources (time, money, staff) used? Are benefits associated with pilot project likely to last? Are the pilot project aims / objectives / actions responding to the needs of the local community? How well do the project actions fit the needs of the wider region, sector, country?

Source: IOM Monitoring and Evaluation Guidelines

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8HFQJ YMJ F]NX YT F[TNI INXY JWYQNTS FGTZY ST IFYF RI

:XJ UWTUJW FXUJHY WFYNT &[TNI RNXQJFINSL HTWWJQI

:XJ HQJFW QFGJQX 7JRT[J[NXZFQ HQZYYJW

:XJ HQJFW QFSLZFLJ)TS Y ZXJ) TW GQT\ FUFWY

8TWY IFYF KTW JFXNJW HTRU FWNXTS FHHJXXNGQJ

-NLMQNLMY \MFY NX NRUTWY FWYT KWJFI

8TZW *H& (MFWYX)TX FSI)TS YX

8HFQJ YMJ F]NX YT F[TNI INXYTWYNTS

9W^ YT F[TNI YWZSHFYNSL HZY TKK YMJ ^ F]NX FX YMNX

7)TS Y IT YMNX

3)T YMNX

8TZW*H& (MFWYX)TX FSI)TS YX

oBbm HBbBM; / i rBi? +? `ib

. i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

8HFQJ YMJ F]NX YT F[TNI INXYTWYNTS

.K ^TZ SJJI YT XMT\ IJYFNQX YMFY FWJ STY [NXNGQJ \NYM
8MT\X YMJ XRFQQ [FQZJX NS TSJ XJHYNTS GJQT\ YMJ GWJFP
&STYMJW XJHYNTS XMT\ YMJ QFWLJ [FQZJ FGT[J YMJ GWJFP
1NRNYFYNTS STY JFX^ YT HTRUFWJ QFWLJ [FQZJX FSI XF

8TZWHJ *H& (MFWYX)TX FSI)TS YX

oBbm HBbBM; / i rBi? +? `ib . i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

8HFQJ YMJ F]NX YT F[TNI INXYTWYNTS

.S XTRJ HNWHZRXYFSHJX XYFWYNSL YMJ ^ F]NX FY \NQ INKKJWJSHJX GJY\JJS QFWLJ [FQZJX

.K ^TZ IT STY XYFWY YMJ ^ F]NX FY YMNX XMTZQI GJ HQJ

8TZWHJX (MFWYX)TX FSS)TS(YX2FPNSL)FYF 2JFSNSLKZQ 8JWNJX

oBbm HBbBM; / i rBi? +? `ib . i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

8HFQJ YMJ F]NX YT F[TNI INXYTWYNTS

7JFQ \TWQI J]FRUQJX TK F]NX XHFQJX ZXJI YT INXYTWY IF

8TZWHZX ZXNSJXX .SXNIJW 9MJ <TWXY (MFWYX TK &QQ 9NRJ

oBbm HBbBM; / i rBi? +? `ib . i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

:XJ UWTUJW FXUJHY WFYNT

:XJ FS FXUJHY WFYNT YMFY RNSNRNXJX IWFRFYNH XQTUJ

7ZQJ TK YMZRG YMJ XQTUJ TK YMJ QNSJ HMFWY XMTZQI Q
UFYYJWSX FWJ STY [NXNGQJ FY YMNX FXUJHY WFYNT

FXUJHY WFYNTX IFYFXJY

8TZWHJ (MFWYX)TX FSI)TS YX

oBbm HBbBM; / i rBi? +? `ib . i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

:XJ HQJFW QFGJQX

.SHQZIJ F IJXHWNUYN[J YNYQJ

(QJFWQ^ QFGJQ] F]NX FSI^ F]NX \NYM F]NX SFRJX FSI XH

8TZWHJ 2HJNF 2FYYJWX 9MJ<TWXY (MFWY. [J8JJS&QQ)F^

oBbm HBbBM; / i rBi? +? `ib . i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

:XJ HQJFW QFSLZFLJ

9W^ YT ZXJ F HQJFW QFSLZFLJ NS ^TZW HMFWY YNYQJ FSI

&[TNI FHWTS^RX ZSQJXX YMJ^ FWJ \JQQ PST\S FGGWJ[NF KFRNQNFW \NYM

8TZWHJX (MFWYX)TX FSPTS^)SJYX 19* (T[JWFLJ G^ (TZSYW^

oBbm HBbBM; / i rBi? +? `ib . i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

8TWY IFYF KTW JFXNJW HTRUFWNXTS

.Y NX RTWJ NRUTWYFSY YT LN[J JRUMFXNX YT YMJ IFYF NY

8TWY YMJ HMFWY G^ YMJ IFYF FYYWNGZYJX WFYMJW YMF

8TZWHJX (MFWYX)TX FSS)TS(*YX2FPNSL)FYF 2JFSNSLKZQ 8JWNJX

oBbm HBbBM; / i rBi? +? `ib

. i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

-NLMQNLMY \MFY NX NRUTWYFSY

.Y NX UTXXNGQJ YT YJQQ F QTY TK XYTWNJX \NYM F XNSLQ

.K UTXXNGQJ MNLMQNLMY TSJ TW Y\T NRUTWYFSY QNSJX HTSYJ]Y NS YMJ GFHPLWTZSI

9MNX NX TP GZY IT YMNX \MJWJ UTXX

8TZWHX *+3 (MFWYX)TX FSI)TS YX

oBbm HBbBM; / i rBi? +? `ib . i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

-NLMQNLMY \MFY NX NRUTWYFSY

7JFQ \TWQI J]FRUQJ .X NY HQJFW YMFY YMNX HMFWY NX

8TZWHJ (MFWYX)TX FSI)TS YX

oBbm HBbBM;/i rBi?+? `ib

.i TH MMBM;-KQMBiQ`BM;- 2p Hm iBQM 7Q`+mHim` HiQm`BbK

'J HQJFW FGTZY ST IFYF RNXXNSL IFYF

*]UQFNS \M^ YMJ IFYF NX RNXXNSL NS F KTTYSTYJ FSI TW

:XJ YMJ KZQQ F]NX FSI IT STY XPNU YMJ RNXXNSL [FQZJX 4
XJWNJX

7)TS Y IT YMNX

3)T YMNX

8TZWHB (MFWYX)TX FSI)TS YX

. i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

'J HQJFW FGTZY ST IFYF RNXXNSL IFYF

<MJS UWT[NINSL WJXZQYX TK F XZW[J^ NY NX HTRRTS UW
\MT WJXUTSIJI YT F VZJXYNTS

2FPJ YMNX HQJFW NS YMJ YJ]Y G^ XF^NSL XTRJYMNSL QNI

7)TS Y IT YMNX

3)T YMNX

8TZW 11 (MFWYX)TX FSI)TS YX

&[TNI RNXQJFINSL HTWWJQFYNTSX

5QTYYNSL [FWNFGQJX \NYM INKKJWJSY XHFQJ TS YMJ XF

9MJ [NJ\JW RF^ IWF\ JWWTSJTZX HTSHQZXNTSX FGTZY YM

:XJ [FWNFGQJX \NYM YMJ XFRJ XHFQJ

:XJ Y\T ^ F]JX \NYM HFZYNTS

(ZW[JX FUUJFW YT RT[J YTLJYMJW
FWJ INKKJWJSY

3ZRGJW TK XUZJNM NIJX
UTUZQFYNTS

3ZRGJW TK ZSJRUQT^JI KTW
FX HJWHJSTYKFYNJ YTYFQ SZRG
ZSJRUQT^JI

8TZWHJ1& (MFWYX)TX FESI 3S(*Y2FPNSJ)FYF2JFSNSJKZQ 8JWNJX

&[TNI RNXQJFINSL HTWWJQFYNTSX

8TZWHJX (MFWYX)TX FSS)JS(YX2FPNSL)FYF2JFSNSLKZQ 8JWNJX

oBbm HBbBM;/i rBi?+?`ib .i TH MMBM;-KQMBiQ`BM;- 2p Hm iBQM 7Q`+mHim` HiQm`BbK

7JRT[J [NXZFQ HQZYYJW

9ZKYJ X UWNSHNUQJX

&GT[J FQQ JQXJ XMT\ YMJ IFYF

2F]NRNXJ YMJ IFYF NSP WFYNT IFYF NSKTWRFYNTS UFWY T

*WFXJ STS IFYF NSP STS JXXJSYNFQ [NXZFQ JQJRJSYX XZH
YMFY RF^ INXYWFHY YMJ [NJ\JW TW HMFWYOZSP

*WFXJ WJIZSIFSY IFYF NSP

7J[NXJ FSI JINY

2NSNRNXJ YMJ HTLSNYN[J QTFI

.K F XNSLQJ HMFWY HTSYFNSX XJ[JWFQ RJXXFLJX HTSXNIJW

8TZWHJX HJX (MFWYX)TX FSI JFRJXX JWSMFWI 5WNSHNUQJX TK)FYF;NXZFQN

7JRT[J [NXZFQ HQZYYJW

& ZXJKZQ [NIJT KWTR **& (MFWYX)TX FSI)TS YX

8TZWHJ **& (MFWYX)TX FSI)TS YX

oBbm HBbBM; / i rBi? +? `ib . i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

)TS Y ZXJ)TW GQT\ FUFWY JKKJHYX

&[TNI ZXNSL FS^ ZSSJHJXXFW^ LWFUMNH KJFYZWJX YMFY YT ZSIJWXYFSI

)FSI GQT\ FUFWY JKKJHYX INXYTWY YMJ IFYF RFPJ NY IN FSI HTSKZXJ WJFIJWX

8TZWHJX (MFWYX)TX FSI)TS(YX 2FPNSL)FYF 2JFSNSLKZQ 8JWNJX

oBbm HBbBM;/ i rBi? +? `ib . i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

)TS Y ZXJ)TW GQT\ FUFWY JKKJHYX

8TZWHJ& (MFWYX)TX FSZ)TS JYXX .SXNIJW 9MJ <TWXYFS 7FWFLXTKK&YQ 9MJ
(MFWY/ZSP.TK8YJ[J/TGX

QBQm HBBBM;+ ?BI? ?? iB . i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` HiQm`BbK

2FPJ NY FHHJXXNGQJ

(TSXNIJW \MJYMJW ^TZ SJJI YT RFPJ ^TZW ITHZRJSY FHHJ [NXZFQ NRUFNWRJSYX J L HTQTZWGQNSISJXX

>TZ RF^ SJJI YT HMFSLJ HTQTZWX HTSYWFXY KTSY KFRN XUFHNSL IJXHWNUYNTSX JYH

9MJ *ZWTUJFS 'QNSI :SNTS UWT[NIJ HTRUWJMJSXN[J LZN FHHJXXNGQJ KTW FQQ

8TZW HTSX (MFWYX)TX FSZ WTSUYXS 'QNSI :SNTS ZNIJQNSJX KTSZ WTZ HYNSL (QJFW 5

0bbm ibbBM; (! fBV? ! ? ib ; i ·FH MMBM; KQMBKQ BM; 2p ·HMF·BQM ?Q ·mHHm H KQm BbK

2FPJ NY FHHJXXNGQJ

3TWRFQ[NXNTS

)JZYJWFSTUNF

8TZWHJ

(MFWYX)TXFSI)TS YX

oBbm HBbBM;/ i rBi? +? `ib

.i TH MMBM;- KQMBiQ`BM;- 2p Hm iBQM 7Q` +mHim` H iQm`BbK

2 F P J N Y F H H J X X N G Q J

8 T Z W M F W Y F G Q J < M F Y Y T H T S X N I J W \ M J S H M T T X N S L H T Q T W X K T W I F Y F [N X Z F Q N - F Y N

O B b m H B B M ; / i r B i ? + ? ` T D ` ` `