

# **A Closer Look at Tourism: Sub-National Measurement and Analysis - Towards a Set of UNWTO Guidelines**

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This document presents the overall objective of the International Network on Regional Economics, Mobility and Tourism (INRouTe) initiative as well as the focus, proposed recommendations, operationalization, commitments and agenda towards one of INRouTe's core aims: the setup of a Regional Tourism Information System (R-TIS). An R-TIS is considered to be the first step to develop basic statistical information for regions and other subnational territorial aggregations. In this sense, it responds to UNWTO's aspiration to support National Tourism Administrations as they work towards an improved formulation of national policies that take into account the sub-national territories where tourism is relevant.

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