



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Sixth UNWTO International Conference on Tourism Statistics MEASURING SUSTAINABLE TOURISM

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Relevant Measurement of Travel & Tourism Impacts in a Climate Focused World

Session 1. Understanding Needs and Putting Data to Use

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Topic addressed:

Measuring Sustainable Tourism for Stakeholders

This paper builds on a submission to the 2014 OECD Nara Statistics Workshop by Malan, Vorster, and the author. It elaborates on concepts outlined in 2 co-authored books on Green Growth & Travelism.

It argues that the 20-year-old databases painstakingly developed by UNWTO, WTTC and OECD for measuring the sector are inadequate for the green-growth transformation ahead.

It contends that we must begin to transparently measure impacts and reduce them as a fundamental component of growth strategies. Linking sustainability and tourism satellite accounting is a start to developing coherent metrics, which ultimately must extend to the local community level."

It elaborates on concepts of Travelism (representing the full Travel and Tourism ecosystem) and of Impact-Travel (which incorporates interalia coherent measurement of good and bad impacts).

The paper especially highlights the disruptive, cross-cutting impacts of climate change, and growing requirements for intensifying national carbon commitments, as new factors that will affect measurement for policy makers and operators.

It also reflects on relationships with areas such as destination carrying capacity, human development indicators, local lifestyle qualities etc.

It underscores the need for 'cross-silo' collaborative action, with meaningful public, private and civil society engagement, to develop modern measurement systems

Keywords:

Travelism, Impact-Travel, Climate Change