An extended approach for MST at the subnational scale
Lessons from a pilot study

Dr. Raúl Hernández-Martín

Head of the Chair in Tourism
University of La Laguna
Canary Islands

• Despite 25 years of research on tourism sustainability (Bramwell et al., 2017)
  • No international consensus on methodology for measurement
  • Poor results on measurement, with no comparability

• Welcome UNWTO measuring Sustainable Tourism (MST) initiative
  • Linking measurement to UN statistical standards
  • Linking tourism sustainability to 2030 development goals (policy oriented)
  • Recognition of the relevance of the local approach
Complexity of measurement

- Economic impacts
- Visitors
- Sociocultural impacts
- Local residents, employees,…
- Environmental impacts

Sustainable tourism

- Local singularities
- Indirect effects
- Weight of indicators
- Lack of indicators
- Non-characteristic
- Characteristic activities

Three approaches

- Sustainability of tourism characteristic activities
- Sustainability of tourist behaviour
- Sustainability of tourism destinations
Global vs. local issues

Global development

Tourism destination development

Global warming

Carbon footprint

Congestion
Waste management
Water scarcity
Lost of identity
Local wellbeing
Labour conditions

International statistical standards regarding tourism measurement (IRTS, 2008 & TSA, 2008)

Tourism characteristic activities & products
Non-characteristic activities & products

Visitors

Non visitors

Demand perspective

Supply perspective
The need for an extended framework

Extended approach for measuring tourism at a local scale
16 tourism zones divided into 47 micro-destinations

3 zones in Lanzarote (coverage 92% of tourist beds)

4 zones in Fuerteventura (coverage 93.4% of tourist beds)

4 zones in Gran Canaria (coverage 96.1% of tourist beds)

5 zones in Tenerife (83.2% coverage of tourist beds)

Source: ISTAC

Thank you very much!!!

Contact: Raúl Hernández-Martín (rahernan@ull.es)