FIJI: A ROADMAP TO MEASURING THE SUSTAINABILITY OF TOURISM

In order to expand the traditional measurements of tourism, such as expenditure and tourism yield, a feasibility study was conducted in Fiji to evaluate the expansion to indicators and tables that take into account the sustainability of tourism in its three dimensions. This is crucial in support of the development of a sustainable and inclusive tourism sector via the marketing of the Fijian brand, investment in infrastructure and support of medium and small enterprises.

THE PROCESS TO BUILD A SYSTEM FOR MEASURING THE SUSTAINABILITY OF TOURISM

FOCUS FIRST
On available data related to water and energy use in tourism industries
Later, develop sub-annual measurements to assess seasonality
Later, expand to other flows such as GHG emissions and solid waste

FOCUS SECONDLY
On available land data identifying key tourism features (beaches, reefs, sites, etc)
Develop relevant measures: water quality, biodiversity, beach condition
Ensure repeated measurement to monitor changes over time

ASSESS INFORMATION AVAILABLE:
Start from basic tables for which data is already available
First focus on one economic activity (e.g., accommodation) to test use of business registers
Use business registers and geographic information to disaggregate data at the subnational level
POLICY AIMS/CONTEXT OF THE PILOT

The main goal of the pilot is to design a roadmap to integrate Tourism Satellite Accounts with the SEEA Accounts (Water, Energy and Solid Waste Accounts) to determine the impact of tourism on the environment and also the sustainability level of Tourism Activity in the Fijian economy.

PILOT FOCUSED ON:

- Economic dimension
- Social dimension, incl. culture & institutions
- Environmental dimension

PILOT FOCUSED ON THIS SPATIAL LEVEL:

- National
- Subnational region
- Municipality or location

KEY DATA GENERATED
KEY FINDINGS

1. Using the tables above as a starting point, “first cut” MST data tables should be compiled using currently available information, including from the TSA and the business register. This work should encompass the compilation of time series of information, including at sub-annual level to assess seasonality.

2. Building on the first cut tables and using information from the business register, the location of tourism business and the associated characteristics should be developed to provide a richer picture of tourism activity in Fiji. In the short term, a focus on one tourism industry – e.g. accommodation – would be useful to test the potential to use the business register information. If successful, more permanent solutions to the geocoding of establishments on the business register could be developed. More broadly, efforts should be made to integrate a location perspective into other economic and social data – a particular focus here would be developing methods for estimating tourism output and associated variables by location.

3. To assess the environmental dimensions on sustainable tourism, the first focus should be on the collation of data on water use and electricity use by tourism industries. Where possible, potentially using connections to the business register, these measures should be developed for the various tourism areas. Where possible time series of these data should be compiled, including at sub-annual level to assess seasonality. Over time, these data should be integrated with information on water and energy for other industries and for both supply and use perspectives, i.e. in the framework of SEEA water and energy accounts. Other environmental flows to be developed should be estimates for solid waste and GHG emissions.

4. The second perspective on environmental data is land data. Here work should focus on mapping different land and marine areas according to different land cover and land use classes. This information should then be overlaid with information on key tourism features including reefs, beaches, national parks, heritage sites, golf course and hotels. Measurement of changes over time should be considered in the development of these data.

5. Using land maps as a starting point, measures of environmental condition or health can be developed for priority tourism areas using indicators of, for example, water quality, beach condition and biodiversity. Again, measurement of changes over time should be considered in the development of these data. Ultimately, the flows of ecosystem services from these areas would also be measured, in many cases using information from existing data sources, for example on number of visitors to national parks or beaches.
ORGANIZATION

Year(s) the pilot study was carried out in: 2016
Lead institution(s): Fiji Bureau of Statistics
Other institution(s) involved: UNWTO, UNESCAP and IDEEA
Focal point: Fiji Bureau of Statistics

LINKS TO MORE INFORMATION