

MINISTRY OF TOURISM

Measurement Framework For Sustainable Tourism in Jamaica

Presented by Jhanelle-Rae Bowie
Director, Tourism Economics & Facilitation
Ministry of Tourism

MEASUREMENT OF SUSTAINABLE TOURISM (MST), JAMAICA

Outline

- Tourism in Jamaica
- Sustainable Tourism Framework: Purpose
- Policy Demand
- Proposed Tourism Indicators
- MST Opportunities and Challenges
- Institutional Arrangements
- Stakeholders
- Update on Measurement of Sustainable Tourism (MST)
- Next Steps



2019 Tourism in Jamaica



Tourism share of GDP in the Jamaican economy accounted for 9.8%

Tourism expenditure was US\$3.7 billion: 60% of total exports

Total Arrivals for 2019 was 4.3 million visitors

Tourism accounted for 13% of Jamaica's total labour force

Tourism accounts for 20% of Jamaica's Investments

Sustainability Tourism Framework

PURPOSE

**To measure
tourism's role
in sustainable
development**

**To expand the
current statistics
beyond economics
to include
environmental and
sociocultural
issues**

**To integrate with
the policy
direction of the
UNWTO's MST
Framework**

**To improve data
collection in the
tourism sector**

**To develop,
implement and
monitor more
robust
sustainable
tourism policies**

Policy Demand

- There are currently no instruments to track the impact of an increase in tourism activities on the environment.
- Forecasts for arrivals do not consider the environmental impacts
- Data on environmental and social impacts is needed to inform policy decisions for the sector.



Proposed Tourism Indicators



Economic Dimension

- Employment
- Visitor expenditure
- Contribution to GDP
- Labour Productivity
- Length of Stay



Environment Dimension

- Water consumption
- Energy consumption
- Renewable sources of energy
- Solid waste
- Recycling initiatives
- Water quality
- Protected areas



Socio-cultural Dimension

- Inclusiveness
- Housing
- Social benefits e.g. pensions
- Decent work



Opportunities

- The MST is supported by the implementation of the Blue Ocean Strategy.
- Sustainable tourism integrated into other key policy areas (planning, environment, etc.)
- Ability to provide an accurate performance of the sector (economically, environmentally and socially)
- Improved institutional capacity for data collection, management and governance – particularly for tourism specific data

Challenges

- There is currently no measurement framework for environmental accounts.
- Lack of tourism specific data from stakeholders
- The increase in tourism activity could lead to sustainability issues if policies are not put in place and environmental impacts are not measured.

Institutional Arrangements



THE MINISTRY OF TOURISM

The Ministry of Tourism will lead in the coordination and provision of funding of the MST Framework.

THE STATISTICAL INSTITUTE OF JAMAICA

The Statistical Institute will be a major stakeholder in the framework as they are Jamaica's primary collector of data.

Stakeholders:

- **National Water Commission**
- **National Solid Waste Management Authority**
- **Jamaica Public Service**
- **National Environment Planning Agency**
- **Statistical Institute of Jamaica**
- **Planning Institute of Jamaica**
- **Jamaica Hotel and Tourist Association**
- **Public Bodies of the Ministry of Tourism**
 - **Jamaica Tourist Board(JTB)**
 - **Tourism Enhancement Fund(TEF)**
 - **Tourism Product Development Corporation (TPDCo)**



Update on MST

- Concept paper drafted on the development of a measurement framework for sustainable tourism.
-
- Research on the implementation of MST using UNWTO pilot studies, etc.
- The Ministry of Tourism held meetings with various stakeholders to ascertain the availability of data.
- Meetings held with the UNWTO to garner technical support and guidance on the implementation of the MST.

Next Steps :

Continue to engage with critical stakeholders such as STATIN. NWC, etc.

Establish a technical working group to provide oversight to the development of the indicators

Continue to engage UNWTO to provide technical assistance and develop a roadmap

Identify existing data gaps, develop a programme for data collection

Creation of an instrument/framework to track environmental impacts of Tourism



The Ministry of Tourism is
committed to partnering with the
UNWTO and pilot countries to
develop the Measurement of the
Sustainable Tourism Framework
for Jamaica

*Thank
you*

