Measuring the Sustainability of Tourism

Clara van der Pol
Chief a.i.
Statistics Department
cvanderpol@unwto.org
Statistics

Mobilizing the power of data to make better decisions to serve the public good
Value of statistics

Fit for use

Institutional
- Independence
- Impartiality
- Transparency
- Confidentiality
- Commitment to quality

Process
- Methodological soundness
- Cost effectiveness
- Appropriate statistical procedures
- Managing respondent burden

Outputs
- Relevant
- Accurate
- Timely
- Accessible
- Comparable

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Statistical Framework for Measuring the Sustainability of Tourism

Adapted from W. J. Radermacher
Measuring the Sustainability of Tourism

Statistical Framework for Measuring the Sustainability of Tourism

Basic statistics

Accounts

Indicators

Knowledge

Decisions

(raw) data
Statistical Framework for MST

- Environmental
  - Water
  - Energy
  - Waste
  - Emissions
  - Land, protected areas
  - Ecosystems
  - Biodiversity

- Social
  - Employment, Decent work
  - Health
  - Education, skills
  - Income, wealth
  - Institutions, governance
  - Culture
  - Heritage
  - Perception/Attitudes

- Economic
  - GDP
  - Industries
  - Establishments
  - Employment demand
  - Visitor expenditure
  - Investment

- Global
- National
- Subnational
Some examples of MST pilots

- **Philippines**: Domestic tourism 3x more water & energy than inbound tourism
- **Germany**: Gender pay gap 22% lower, proportion of employees with low wages 2x that of whole economy
- **Netherlands**: 4% value added, 7% taxes (biggest polluters paid least)
- **Austria**: €2,2291 tourism income/capita, 78/100 acceptance
- **Mexico**: Socio-economic benefits from archaeological sites & protected areas
- **Canary Islands**: 47 micro-destinations cover 90% overnight stays - 1.6% of territory
- **Costa Rica**: 1.4% of GDP is from nature-based tourism, of which half is from only 5 destinations
- **Uganda**: Expenditure on wildlife watching in 12 protected areas x3 in 2011-2019
- **Egypt**: accommodation Inbound>Domestic (energy), Domestic>Inbound (water)
- **KwaZulu-Natal (SA)**: value of nature-based tourism: R12.9 billion Top contributors: savanna & grassland
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“Experiences from Pilot Studies In Measuring The Sustainability of Tourism”
Role of UNWTO

...to collect, to analyse, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system

(United Nations General Assembly Resolution A/RES/58/232)
Relevance

European Parliament Resolution on a strategy for sustainable tourism

Manila Call for Action on Measuring Sustainable Tourism

G.20 Leaders Declaration - Alula Framework

Pacific Sustainable Tourism Policy Framework & Pacific Statistical Strategy based on MST (SPTO, New Zealand and partners)

UN Statistical Commission, High Level Discussion on Measuring the Sustainability of Tourism

UNWTO General Assembly and Executive Council