Measuring the Sustainability of Tourism

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Statistics

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

- 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

Fit for use
Tourism

... is a social, cultural and economic phenomenon related to the movement of people outside their usual place of residence

... has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves
Sustainable Tourism

- Makes optimal use of environmental resources, maintaining essential ecological processes
- Respects the socio-cultural authenticity of host communities, conserves their living cultural heritage
- Ensures viable, long-term economic operations, providing socio-economic benefits to stakeholders
Role of UNWTO in measurement

...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)
International Measurement Frameworks

Basic tourism statistics
- Visitors and their characteristics
- Tourism expenditure
- Tourism industries

Economic contribution
- Tourism Direct GDP
- Tourism GVA
- Tourism employment

Sustainability
- Environmental: emissions, water, energy, waste, land
- Social: decent work, health, education, culture, heritage
- Economic: industries, establishments, employment
Statistical Framework for MST

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

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

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

Levels:
- Global
- National
- Subnational (Business)
MST around the world

*World Bank Official Boundaries. The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the UNWTO.
Role of the MST Pilots

- Test the framework for
  - policy relevance
  - feasibility

- Feed the framework under development with lessons “from the ground” to
  - Fine-tune the technical developments
  - Resolve key measurement issues

- Contribute to stakeholder engagement and consensus building
Some examples of MST pilots findings

- **Costa Rica**: 1.4% of GDP is from nature-based tourism, of which half is from only 5 destinations.
- **Egypt**: accommodation
  - Inbound > Domestic (energy)
  - Domestic > Inbound (water)
- **KwaZulu-Natal (South Africa)**: value of nature-based tourism: R12.9 billion
  - Top contributors: savanna & grassland
- **Netherlands**: 4% value added, 7% taxes (biggest polluters paid least)
- **Austria**: €2,300 tourism income/capita, 78/100 acceptance
- **Philippines**: Domestic tourism 3x more water & energy than inbound tourism
- **Samoa**: 13% GDP and 22% employment, 10% water and 12% electricity

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Austria: A pilot study that culminated in a Masterplan in Tourism
Fiji: A roadmap to measuring the sustainability of tourism
Germany: A new “Tourism-Sustainability Satellite Account”
Italy: Measuring the impact of tourism-related air emissions
Mexico: Identifying areas of influence for measuring the sustainability of tourism
Philippines: Estimating water and energy consumption in tourism
Samoa: An extended Tourism Satellite Account (TSA) pilot exercise
Saudi Arabia: Estimating the environmental effects of tourism
Sweden: A method for estimating GHG emissions in tourism
Thailand: A regional pilot that resulted in a National TSA-SEEA System of Accounts
Vietnam: Land-based pollution in the Quang Ninh province
Seven new pilots

Costa Rica: Estimating the economic contribution of nature-based tourism

Indonesia: Environmental impacts of tourism in marine areas

New Zealand: Measuring the contribution of tourism to greenhouse gas emissions

South Africa: An experimental method to value nature-based tourism

Spain, Canary Islands: Setting the focus on the micro-destination scale

Uganda: Integrating biodiversity and tourism accounts

Arab countries: A proposed roadmap for MST

Five existing pilots with further developments

Austria: monitors its Tourism Master Plan with MST-based indicators

Fiji: Advancing the implementation of the roadmap on MST

Italy: Tourism and road transport emissions

Mexico: Scaling up the status of MST pilot to a national project

Sweden: An experimental method to measure environmental pressures from tourism consumption
Measuring the Sustainability of Tourism

Thank you

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