



# Measuring the Sustainability of Tourism

Symposium on Country Experiences  
14 December 2022

# Statistics

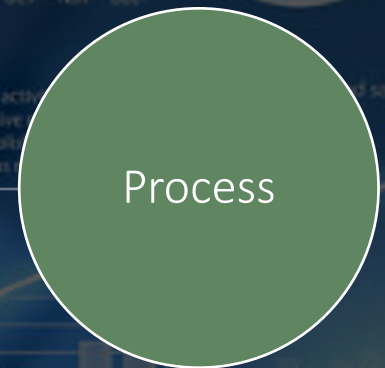
A photograph of a suspension bridge, likely the Manhattan Bridge, with people running and walking on the deck. The word "Statistics" is overlaid in large white text on the left side. The background shows a city skyline and a cloudy sky.

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

# Value of statistics



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



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



- Relevant
- Accurate
- Timely
- Accessible
- Comparable

An aerial photograph of a lush, green landscape with rolling hills and a winding road. The sun is low in the sky, creating a warm, golden glow. A large, semi-transparent circular graphic is overlaid on the left side of the image, containing text.

# Tourism

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*... 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

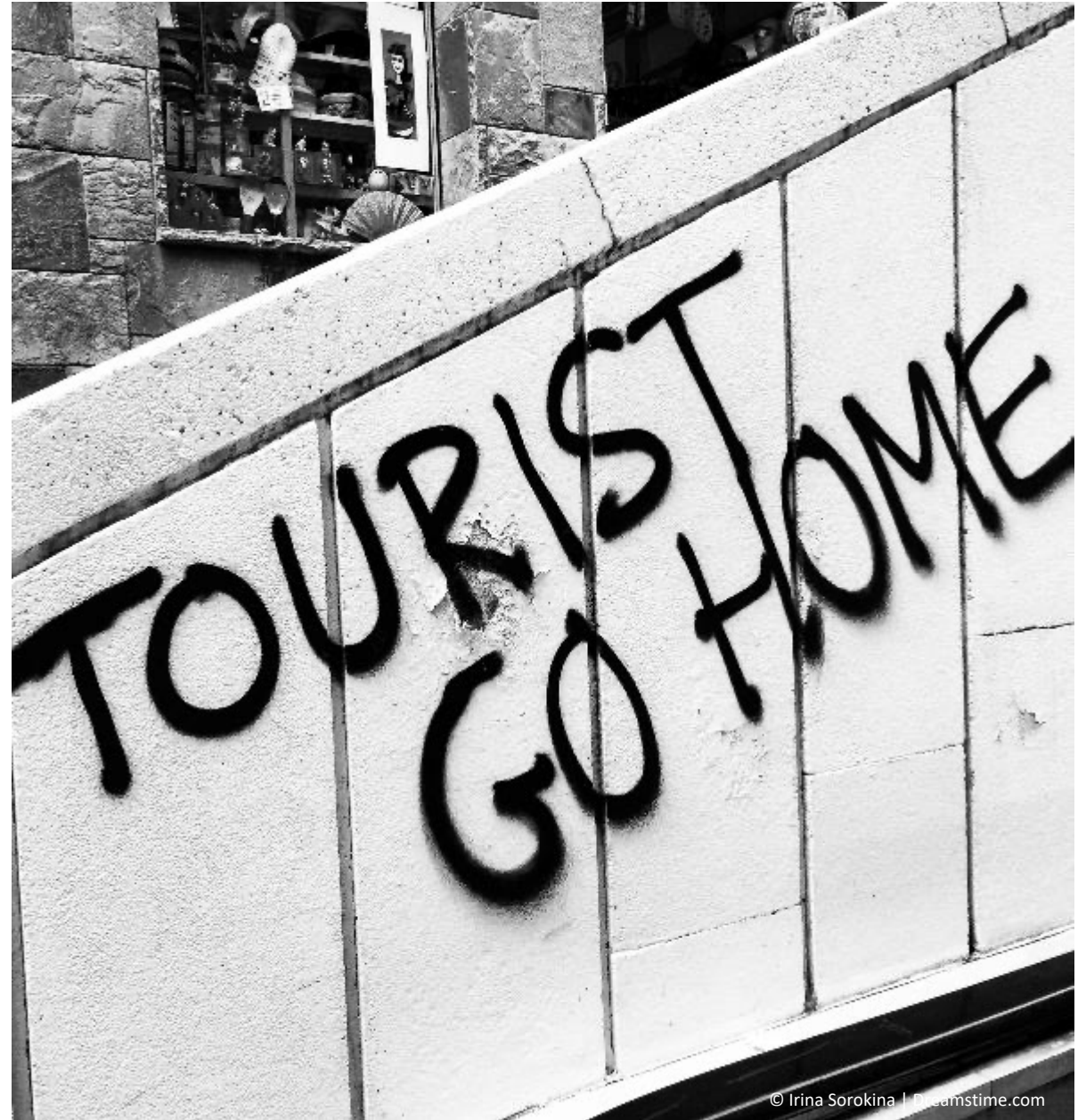
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- *Makes optimal use of environmental resources, maintaining essential ecological processes*
- *Respects the socio-cultural authenticity of host communities, conserves their living cultural heritage*
- *Ensures viable, long-term economic operations,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



**PARIS AGREEMENT**  
ON CLIMATE CHANGE

▶▶ 1.  
Limit temperature  
rise to 1.5C

A close-up of a thermometer with a white dial and a black scale. The needle is pointing to a value on the scale. The thermometer is set against a green background with white wavy lines representing a temperature fluctuation graph.



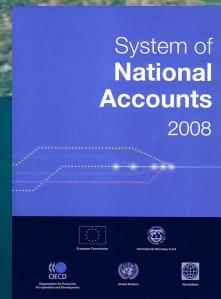
# Role of UNWTO in measurement

*...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*

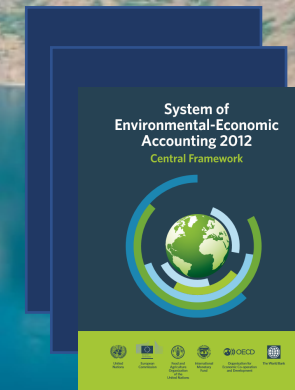
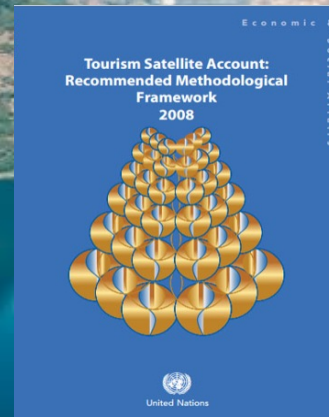
(United Nations General Assembly Resolution A/RES/58/232)

# International Measurement Frameworks

## Basic tourism statistics



## Economic contribution



## Sustainability



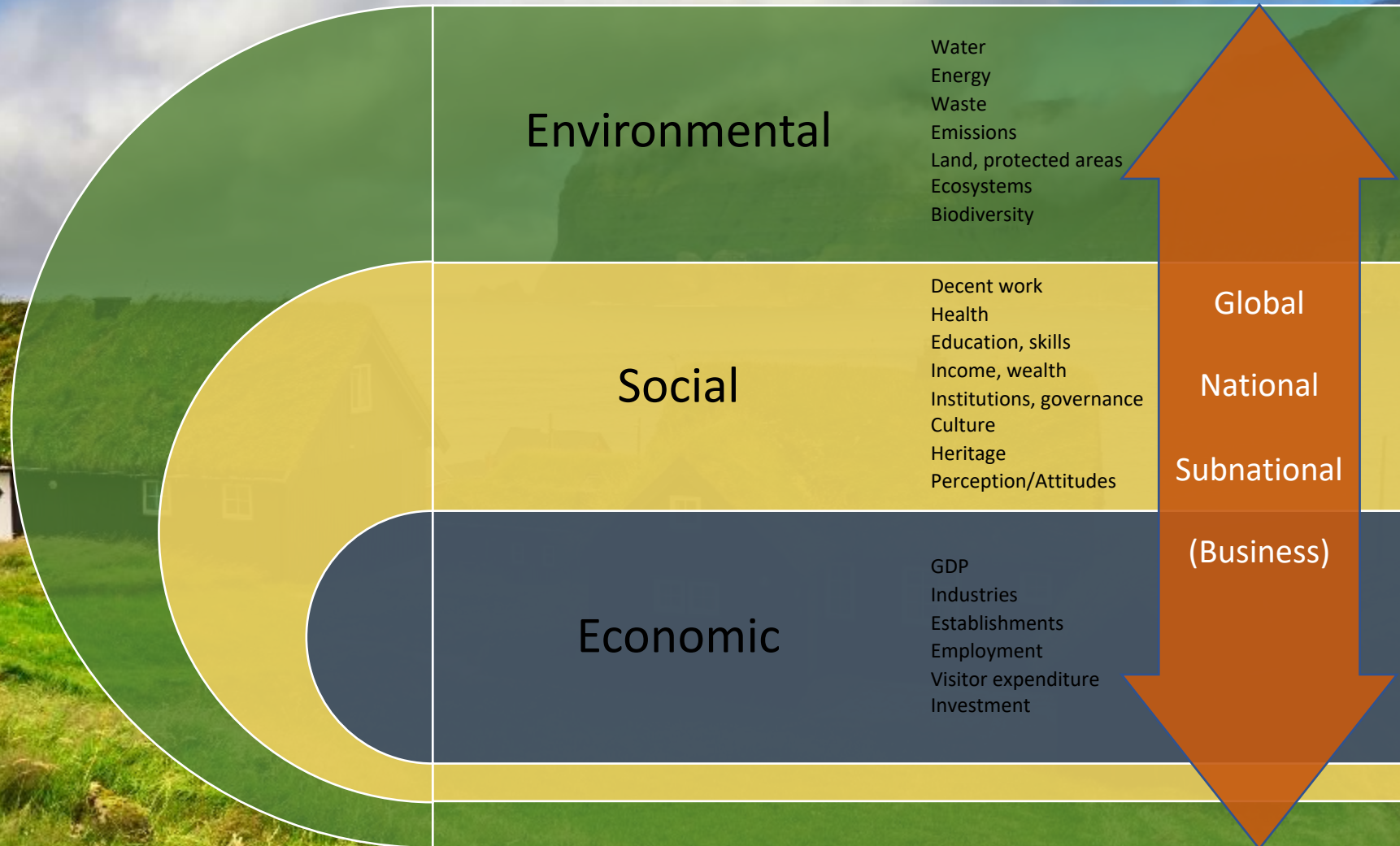
Visitors and their characteristics  
Tourism expenditure  
Tourism industries

Tourism Direct GDP  
Tourism GVA  
Tourism employment

Environmental: emissions, water, energy, waste, land  
Social: decent work, health, education, culture, heritage  
Economic: industries, establishments, employment



# Statistical Framework for MST



# MST around the world

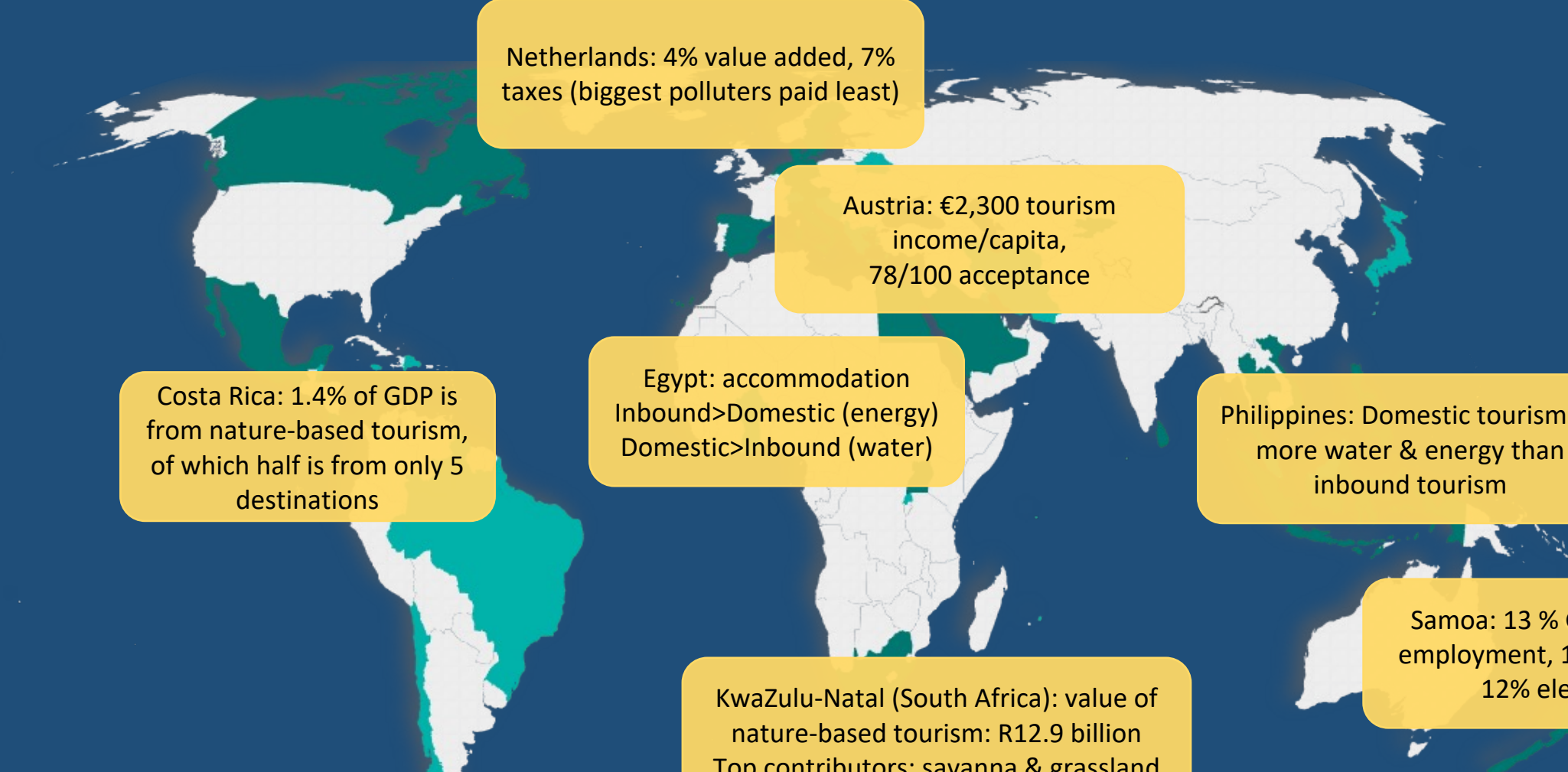


# Role of the MST Pilots



- 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



Netherlands: 4% value added, 7% taxes (biggest polluters paid least)

Austria: €2,300 tourism income/capita, 78/100 acceptance

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)

Philippines: Domestic tourism 3x more water & energy than inbound tourism

KwaZulu-Natal (South Africa): value of nature-based tourism: R12.9 billion  
Top contributors: savanna & grassland

Samoa: 13 % GDP and 22% employment, 10% water and 12% electricity



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





**MEASURING THE  
SUSTAINABILITY OF  
TOURISM**  
LEARNING FROM PILOTS

## 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

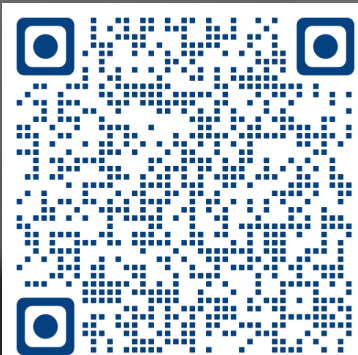
Austria: monitors its Tourism Master Plan with MST-based indicators

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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