TOWARDS A MEASUREMENT FRAMEWORK FOR SUSTAINABLE TOURISM IN JAMAICA

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BACKGROUND AND CONTEXT

Towards a Measurement Framework for Sustainable Tourism
IMPORTANCE OF TOURISM

Tourism is one of the most important economic and service sectors in Jamaica.

- Tourism directly accounts for over 9.8% of Jamaica’s GDP
- Tourism also has significant impacts on the natural and built environment
- Tourism contributes to social development and economic well being of local communities
- Tourism is cross cutting and stimulates productivity in other sectors
- The development and implementation of tourism policies and strategies require effective monitoring through data collection
- The Ministry of Tourism is doing this though the development of a measurement framework that prioritizes sustainable tourism indicators
RATIONALE AND PURPOSE
WHY ARE WE DOING THIS?

• To measure tourism’s role in sustainable development
• To extend the current statistical frameworks beyond economics to include environmental and sociocultural issues
• To integrate with the policy direction of the UNWTO’s MST Framework
• To improve the collection of data in the tourism sector at all levels and across all sectors
• To develop, implement, and monitor better and more robust tourism policies that is hinged on sustainability factors
• To align with the SDGs
MAIN POLICY ISSUES BEING ADDRESSED

• Environmental Impacts of Tourism (ecosystem disruption, water quality, waste management, energy consumption, etc.)

• Tourism dependence on the environment (beaches, healthy reefs, clean water, forests, etc.)

• Perception and response of the tourist sector in relation to the environment (environmental taxes, etc.)

• Social impacts of tourism (employment, pension benefits, housing, etc.)

• Tourism’s dependence on the local social infrastructure (roads, hospitals, sewage systems, etc.)
BENEFITS TO JAMAICA

• 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
SUSTAINABLE TOURISM INDICATORS

- Indicators are critical for measuring the status and/or the severity of the policy issues
- They also identify and measure risks and the results of actions
- Tourism indicators measure the changes and impacts caused by tourism as well as those that affect tourism.
## SUSTAINABLE TOURISM INDICATORS

Possible indicators to be focused on…

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<th>Economic Dimension</th>
<th>Environmental Dimension</th>
<th>Socio-Cultural Dimension</th>
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<td>Employment</td>
<td>Water Consumption</td>
<td>Inclusiveness</td>
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<td>Visitor Expenditure</td>
<td>Energy Consumption</td>
<td>Housing</td>
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<td>Contribution to GDP</td>
<td>Renewable Sources of Energy</td>
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<td>Visitor Arrivals</td>
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OUR APPROACH

- Examine existing methodologies, frameworks and recommendations on sustainable tourism indicators
  - UNWTO
  - CTO
  - ACS
  - OECD
  - EUROSTAT

- All existing frameworks have things in common
  - All look at economic, environmental, and social/cultural indicators at varying scales and approaches

- Identify existing gaps in data availability as well as capacity to collect and manage data

- Partner with key stakeholder to implement
The Ministry intends to engage all critical stakeholders who play a role in the process.


Establish a Technical Working Group or Steering Committee to provide oversight and direction to the process.

Engage with the UNWTO to provide assistance with capacity building and direction.
CONCLUSION

• There is a strong need to adequately define the parameters and indicators for measuring sustainable tourism
• This process is hinged on the broader UNWTO’s MST Framework
• This is just a first step towards an integrated approach to measuring sustainable tourism
• There will always be a need for more and better data
• There has to be wide stakeholder involvement and political buy in across all sectors
THANK YOU

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