

UNWTO
Measuring the Sustainability of Tourism (MST):
4th Meeting of the Expert Group
Andalucía Lab, Marbella, Spain
19-20 September 2023

Topic 8. Towards a core set of MST indicators

**Measuring tourism sustainability for policy:
Development of MST methodological framework in Croatia**

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The commitment to monitor and support the sustainable tourism

High-Level Political Forum on Sustainable Development 2023 Official side event: Economic, social and environmental sustainability in tourism

The Ministry of Tourism and Sport of the Republic of Croatia in collaboration with the UNWTO with the support of the Ministry of Tourism of India, Chair of the G20 Tourism Committee Presidency

To showcase how partnerships across multilateral, public, private, and academic sectors are actively contributing to fulfilling tourism's potential in achieving the Sustainable Development Goals (SDGs)



14th July 2023, UN Headquarters in NYC

The commitment to monitor and support the sustainable tourism

High-Level Political Forum on Sustainable Development 2023
Official side event: Economic, social and environmental sustainability in tourism

„...Tourism Act (2024) will create a legislative framework for data collection measuring the effects of tourism and managing tourism based on meaningful data....

...local population and government will be provided with tools to mitigate negative impact of tourism on the environment including possibilities of charging a special environmental fee...

... the Act will also include framework for investments and incentives based on sustainability criteria...”



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The commitment to monitor and support the sustainable tourism

✓ Policy working for data!

High-Level Political Forum on Sustainable Development 2023
Official side event: Economic, social and environmental sustainability in tourism

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MST implementation - institutional arrangements

Under the *National Recovery and Resilience Plan 2021-2026*, reform C 1.6 Development of sustainable, innovative and resilient tourism (NextGeneration EU)

OECD technical support

Implemented by the Ministry of Tourism and Sports in cooperation with the **Institute for Tourism**

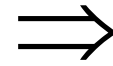
Main partners:

- National Statistical Office
- National Bank
- Numerous other data providers (ministries, Energy Institute....)

Institute for Tourism

- **Public research institute** founded in 1959
- **Multidisciplinary** team of 20 researchers
- Publishing the **second oldest scientific tourism journal** in the World – *Tourism*
- Conducting series of **TOMAS visitor surveys from 1987** (tourism consumption, satisfaction, sustainability issues...)
- **Compiling TSA** from 2007 (NSO from 2019)
- **CROSTO (INSTO) observatory from 2016**, establishing network of tourism observatories at the destination level
- Conducting **surveys on local residents' satisfaction** with tourism activity
- Tourism industries analysis
- Tourism environmental impact studies
- Carrying capacity (LAC)
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MST approach



Indicators at national/regional level

TSA + 4 environmental accounts (water, energy, GHG emissions, solid waste) + additional module for social indicators

- Economic macroaggregates
- Environmental macroaggregates
- Economic and environmental macroaggregates

National and NUTS2(NUTS3) regions

IRTS 2008, TSA:RMF 2008, SEEA, Linking the TSA and the SEEA: A technical note, Regional Tourism Satellite Account (UNWTO, 2013)

International comparability ✓

Relevance for the policy ?

(Case: Share of greenhouse gas emissions directly generated by tourism in total greenhouse gas emissions generated)

Challenges from the perspective of the accounting for greenhouse gas emissions

- **Feasibility study** (August 2023) pointed out some issues/limitations of the existing framework
- Role of **households** as production entities **in environmental-economic accounts** (no subdivision of households' tourism-related emissions into the part related to commercial accommodation, non-commercial accommodation in vacation homes, and residential living)
- **Fuel for private cars and boats** – not recognized in SEEA (within household)
- For countries where **inbound tourism** generates most of the activity, the **imbalance between tourism expenditures**, which include all expenditures of inbound visitors (including fuel expenditures), and **GHG emissions**, which exclude the tourism generated GHG of incoming (foreign-owned) collective and individual means of transport

Proposed solutions from the perspective of the accounting for greenhouse gas emissions

SEEA adaptations:	Supply table													Use table		
	Generation of GHG emissions											Accumulation	Flows from the environment	Total supply of emissions	Flows to the environment	Total use of emissions
	Tourism industries			All other industries	Households		Bridging items									
	Collective accommodation	•••	Total tourism industries		Non-tourism and tourism (commercial and non-commercial) use	Private cars and boats	Private cars and boats of non-residents	International air transport	International bus transport	International ship/boat transport	International cruises					
Type of substance																
Carbon dioxide															X	
Emissions released to the environment																

Proposed solutions from the perspective of the accounting for greenhouse gas emissions

TSA adaptations:

Accommodation services for visitors

1.a – Accommodation services for visitors other than 1.b

Collective accommodation (hotels and similar, camps...)

Accommodation in households

1.b – Accommodation services associated with all types of vacation home ownership

Introduction of **fuel as country specific tourism product**

Need for data: Research agenda on environmental impacts generated by tourism – pilot surveys

- Hotels, camps and restaurants sector
 - Providers of commercial accommodation services in households
 - Accommodation in secondary homes
 - Travel agencies and tour operators
 - Passenger transport (transport providers)
 - Nautical tourism (yachting and small ship cruises)
 - Visits to protected natural areas and cultural heritage
 - Same-day tourism trips
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- Attitudes of the local population towards tourism and the impact of tourism on the quality of life (local/destination level)
 - TOMAS visitor surveys in 2022 adopted to the MST data needs (introducing regional aspect)

Main survey topics:

- GHG emission
- Energy use
- Water use
- Waste water production
- Solid waste production

Indicators on the local/destination level

- Essential for the policy implementation
- MST Proposals for a set of indicators: 15 statistical domains, „many of which are well established”
- INSTO - existing network of destinations already monitoring sustainability
- Compilation guide needed (at least for those not well established)
- Standardization / comparability
- Survey based indicators – national/regional surveys or local surveys?

Way forward

- MST at national (2024/2025) and regional level (2026)
- Systematic data collection on tourism sustainability at local/destination level (setting harmonized methodology and set of indicators) – included into the legislative framework
- Land use indicators
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Thank you!

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