MEASURING THE SUSTAINABILITY OF TOURISM:
CLOSING THE GAP BETWEEN POLICY AND STATISTICS

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BACKGROUND

Economic share of tourism, 2019
- 4.2 % of world GDP.
- 8.6 % of Mexico’s GDP.

Effect of COVID-19, 2020
- 2.3 of World GDP (down 45%).
- 6.8% of Mexico’s GDP (down 21%).

Post-Covid Recovery, 2022
- 8.5% of Mexico’s GDP.
- 38.3 million international tourists, 6th place worldwide.
- 27.7 million international excursionists.
Mexico led one of the first worldwide pilot studies to Measure the Sustainability of Tourism.
MST: Pilot Study for Mexico
INFORMATION FROM THE MEXICAN PILOT FOR MONITORING INTERNATIONAL INITIATIVES

Monitoring of indicators

B.0.1 Population that obtains benefits from ecosystem services

B.0.2 Value of all final ecosystem services (Gross Product Ecosystem)

Sustainable Development Goals

Kunming-Montreal Global Biodiversity Framework

8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

12.b.1 Implementation of standard accounting tools to monitor the economic and environmental aspects of tourism sustainability
EXPERIENCE IN COMPILING SATELLITE ACCOUNTS

- Linking Environment and Tourism Satellite Accounts allows for a better understanding of the MST approach.
- Economic Censuses provide geo-referenced information on the value of the services provided by Natural Protected Areas.
Evolution of the Pilot Study in Mexico

1. Methodological approach

2. Pilot study

3. Incorporation of the MST in the Ecosystem Accounts

4. Use of the MST in public policies and international initiatives: SDG and Kunming-Montreal Global Biodiversity Framework

Next steps

Collegiate, inter-agency work in a Specialized Technical Committee of the National Statistical and Geographic Information System
INTERNATIONAL ACTIVITIES

Mexico’s experience will inform participation in MST expert group and editorial board

System of Environmental-Economic Accounting (SEEA)

Tourism Satellite Account: Recommended Methodological Framework 2008

Circular economy

Non-profit institutions and Culture Satellite Account

Guide on Valuing Unpaid Household Service Work

Environmental Protection Expenditures, Green Jobs

Implementation of Environmental Accounts for over 30 years, and of the Tourism Satellite Account for more than 24 years
THANK YOU