Third Meeting of the Working Group of Experts

14th-16th December 2022 - Madrid, Spain
Sustainable tourism in Saudi Arabia

Saudi Arabia has an ambition to become a "global Center for sustainable tourism"

His Royal Highness
Mohammed Bin Salman, Crown Prince of KSA

Tourism is Vital globally and it is central to the success and prosperity of the kingdom. I am proud of the role that Saudi Arabia is playing in leading the way to a more sustainable tourism sector.

his excellency
Ahmed Al Khateeb, Minister of Tourism in KSA
MST In Saudi Arabia - Journey

2015
World leaders with UN adopted SDG’s 2030

2016
UNWTO statistical committee with UN Statistics Division collaborate to built SF-MST

2017
Saudi Arabia pilot study 1 - Environmental Measures For Tourism Commercial Accommodation Services

2022
Project for Measuring Sustainable Tourism (MST) Framework 2022-2023

2020
Assessment of Measuring the Sustainability of Tourism (MST)

2018
Saudi Arabia pilot study 2 - Environmental Measures For Domestic Tourism Land Transportation (Co2)
Considering the recognized pressures of tourism on the natural environment, it is important to quantify and understand those pressures. The Ministry of Tourism puts efforts into adoption of analytical method based on the TSA approach in order to provide estimates on the environmental effects of tourism activity in the Kingdom of Saudi Arabia. This method enables Ministry of Tourism to partially examine some environmental consequences of tourism, e.g. energy & water consumption and CO2 attributed to tourism demand.
**Saudi Arabia Initiative on Measuring Environmental Pressures of Tourism**

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<th>Main question</th>
<th>How can a country estimate environmental effect of tourism based on the TSA, when it does not have environmental account?</th>
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<td>Key measures</td>
<td>Average water use (L/person/night). • Average fuel (diesel) use (L/person/night). • Average electricity use (kWh/person/night). • CO2 emissions attributed to tourism demand.</td>
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<td>Key indicators</td>
<td>Inbound &amp; Domestic Tourist Consumption of Fuel, Electricity and Water. • Domestic Tourist Consumption of Fuel in Land Transportation (CO2 emissions).</td>
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<td>Policy implications</td>
<td>Examining the potential environmental pressures and financial costs of attracting new tourists. • Adopting analytical alternative methods in case of the absence of SEEA. • A starting point for developing MST indicators (This initiatives had been started from MT)</td>
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Socio-economic, environmental impacts of COVID-19

COVID-19 Coronavirus

Dramatic decrease in the number of tourists and mobile workers in the cities due to the quarantine, improved the tourist destinations in:

- Saudi Arabia started considerable work undertaken to evaluate a range of non-traditional data sources and review these studies to see if some of these new data sources could be accessed for measuring the tourism picture.

Non-traditional data

MT used Mobile data and POS data from SAMA.
Current Situation of MST

Saudi Arabia
UNWTO did a mission with Ministry of Tourism in Saudi Arabia to assess ST-MST in line:
- Stakeholder analysis (both data producers and users of statistics)
- Analysis of the institutional arrangements in producing tourism statistics
- Data assessment to establish the extent of data availability, identify data gaps vis-à-vis data needs in the tourism industry based on national plans (Saudi Vision 2030)
- Identify existing statistical capacity and constraints both at the national and regional levels.

Establishing an initial baseline of sustainable tourism in the Kingdom is an initial step for unlocking related opportunities in the sector KSA has embraced sustainability as a top priority with tourism leading the way:
- Commitment to reach net zero emissions by 2060
- Sustainable Tourism Global Centre announced at COP26
- Saudi Red Sea Authority established and mandated to ensure environmental protection
- World-leading sustainability measures incorporated into the design of giga projects

Content, Measurement & Improving, will be cover the three dimensions of sustainable tourism and the indicators value will be feed to the sustainable tourism dashboard & presented in three levels:
- Indicator value
- Dimension value
- Sustainable tourism value
The Sustainable Tourism Global Center (STGC) appointing eight international experts in sustainability, as part of its efforts to lead and support changing tourism into an environment friendly industry.
The Sustainable Tourism Global Center (STGC)

- The Sustainable Tourism Global Center (STGC), was announced by His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister, is a multi-country and multilateral alliance, aimed at:
  - Accelerating the pace of transformation of the tourism sector into Net zero emissions
  - An effective contribution to supporting global efforts aimed at protecting nature and societies.
  - Also, The center will work to support travelers, government agencies and the private sector, by enabling the tourism sector to grow and create jobs.
- while achieving the climate goals stipulated in the Paris Agreement, including limiting the increase in global temperature to 1.5 degrees Celsius.
- The travel and tourism sector accounts for 8% of greenhouse gas emissions around the world. Therefore, the Kingdom seeks to achieve an urgent change in tourism practices, as it has placed the goal of the sector reaching net zero emissions at the top of its priorities.
Way forward
Way forward

The statistical framework will use data to calculate the value of each indicator. The predefined indicators will cover the three dimensions of sustainable tourism (3DIs) and the indicators value will be feed to the sustainable tourism dashboard & presented in three levels: (i) Indicator value, (ii) Dimension value, and (iii) sustainable tourism value.

**Phase One**

**A1 Technical Assistance**
- Statistical Framework for Sustainable Tourism (SFST)
  - Level 1, level 2 and level 3 indicators and targets
  - National and regional level
  - Sub-regional (muhafazat/cities)

**A2 Detailed Indicator Guides**
- For each Indicator
  - Data collection, analysis and reporting
  - Cascading them on a national, regional, and local level Geo-spatial/data driven tools.

**Phase Two**

**B1 Capacity Building and Knowledge transfer**
- Training Assessment
  - SF-MST Institutional development
  - Capacity Building program in Training for SF-MST
  - Capacity development for the MT on-the-job training.

**B2 Technical Support for Implementing SF-MST**
- Supporting the Baseline
  - Supporting Test-fits for regions, cities and provinces
  - Technical assistance to transition from “project mode” to “operation”
Ministry of Tourism Partnership

Ministry of Finance
Ministry of Human Resources and Social Development
Ministry of Environment, Water & Agriculture
Saudi Central Bank
Ministry of Energy

Enviroment
Economic
Social
Protect Enviroment
Diversify Economic
Social Development
THANK YOU