

## **If You Can't Measure It - You Can't Manage It.**

In a soon to be published book "Green Growth & Travelism - Concept, Policy & Practice for Sustainable Tourism" co-authors of this article assert that *"The 20-year old data bases painstakingly developed by UNWTO, WTTC and OECD for measuring the sector are inadequate for the green growth transformation ahead. Traditional metrics are limited in scope....an essential prerequisite is to begin measuring impacts and reducing them as a fundamental component of growth strategies. Linking sustainability satellite accounting and tourism satellite accounting is a key to developing coherent metrics."*

Our paper will elaborate on why this is important to evolving, coalescing green growth and sustainable development frameworks - particularly why the Travel & Tourism sector has to be part of the lead action. It will underscore the fact that evolving structures will have to respond to changing value chain and stakeholder interests and be reflected in the policy framing, decision making and implementation processes.

We will trace the scale and nature of the liberalizing, globalizing, hyperconnected trade and economic significance of Travel & Tourism, as well as escalating environment, poverty, population and resource imperatives. We will highlight disruptive crosscutting impacts of climate change and particular consequences for the sector, as well as the growing requirement for management of change - particularly against national carbon commitments, destination carrying capacity, human development indicators, local lifestyle qualities, gross national happiness and the like

We will show that data around the economic framework is well established at international, national and local levels: there are time hardened definitions, standards and procedures for measurement and record keeping: and these are well defined in input/output tables, national accounting systems, UN & OECD statistical programs, public policy dialogue and education programs.

This is less the case for measuring sustainability, where standards and implementation programs are less universally recognized and embedded but where UN inspired sustainability, poverty and climate programs are dramatically accelerating the process.

We will explain why for relatively new service based sectors, like travel, tourism, environment etc. satellite accounting is a viable common denominator and examine how work has evolved in these areas and where it has stalled.

Finally we will set out the reasons for initiating and extending the integration, as well as a suggested approach. In this context, we will underscore the need for "cross silo" collaborative action, with meaningful public, private and civil society engagement.

(392 Words)