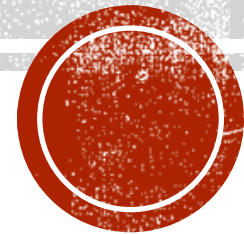


NEW METRICS FOR THE BALANCED MEASUREMENT OF SOCIETAL WELL- BEING: TOWARDS INTEGRATING TOURISM AND SUSTAINABILITY SATELLITE ACCOUNTS

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Anemé Malan, Shaun Vorster and Geoffrey Lipman



INTRODUCTION

- **Evidence-based decision making needs:-** Coherent, consistent & good-quality data
- **Appropriate metrics essential:-** guide policies, drive change & deepen our understanding of the progress of society
- **Tipple bottom (plus) approach for sustainable development:-**
 - Economic (profit) – focus of the last two decades; data availability and measurement well established e.g. SNA and TSA
 - Social (people) – extension of the core SNA through *inter alia* a SAM
 - Environmental (planet) - extension of the core SNA through *inter alia* environmental satellite accounts
- **NEED FOR:-**
 - Better data and integrated measurement:
 - linking **travelism** (aviation and tourism datasets) and **environmental accounting** as well as factoring the emerging **‘gross national happiness’= MORE INCLUSIVE BALANCE SHEET OF SOCIETAL WELL-BEING**

CENTRAL CONCEPTS

TRAVELISM

- Integrated nature of the travel & tourism value chain
- Defined, governed, operated & measured separately
- Experienced collectively

GREEN GROWTH

- Multi-decade transformation of planetary socio-economic development
- To a low carbon, inclusionary, biodiversity-sensitive lifestyle
- Sustainable response to interconnected challenges of volatility, poverty alleviation, climate change and social disparity compounded by tomorrow's population explosion and resource depletion scenarios

TRIPLE-BOTTOM-LINE-PLUS

Balancing of

- Economic, social and environmental imperatives

SUPERIMPOSED BY

- Cross-cutting, disruptive dynamics of climate change and low-carbon response strategies

SUSTAINABLE TOURISM:

Tourism that takes full account of its :- current and future economic, social and environmental impacts

MORE INCLUSIVE BALANCE SHEET OF SOCIETAL WELL-BEING

NEED

ECONOMIC (PROFIT)

Tourism Satellite Account

Introduced: Pre 1990
Intern standards: Yes
Advantages: Measure direct impact
Challenges: Static
Total impact



SOCIAL (PEOPLE)

Social Accounting matrix

Introduced: Late 1960's
Intern standards: Yes
Advantages: Link profit and people
CGE
Challenges: Focus on tourism
Link with planet



ENVIRONMENT (PLANET)

Environmental Accounting

Introduced: Formal link early 1970's
Intern standards: Yes
Advantages: Link profit and planet
Challenges: Focus on tourism
Link with people
PLUS: Cross-cutting, dynamics of climate change and low-carbon response strategies

CONCLUSION: MODERNISING AND MAINSTREAMING THE TSA

Evolution of the TSA

- Positive story of increasing collaboration
- Substantive developments
- Institutional and Governance interaction

Ongoing journey
Reform motivated by

NEED
FOR

Increasing recognition of:

- the need for green growth

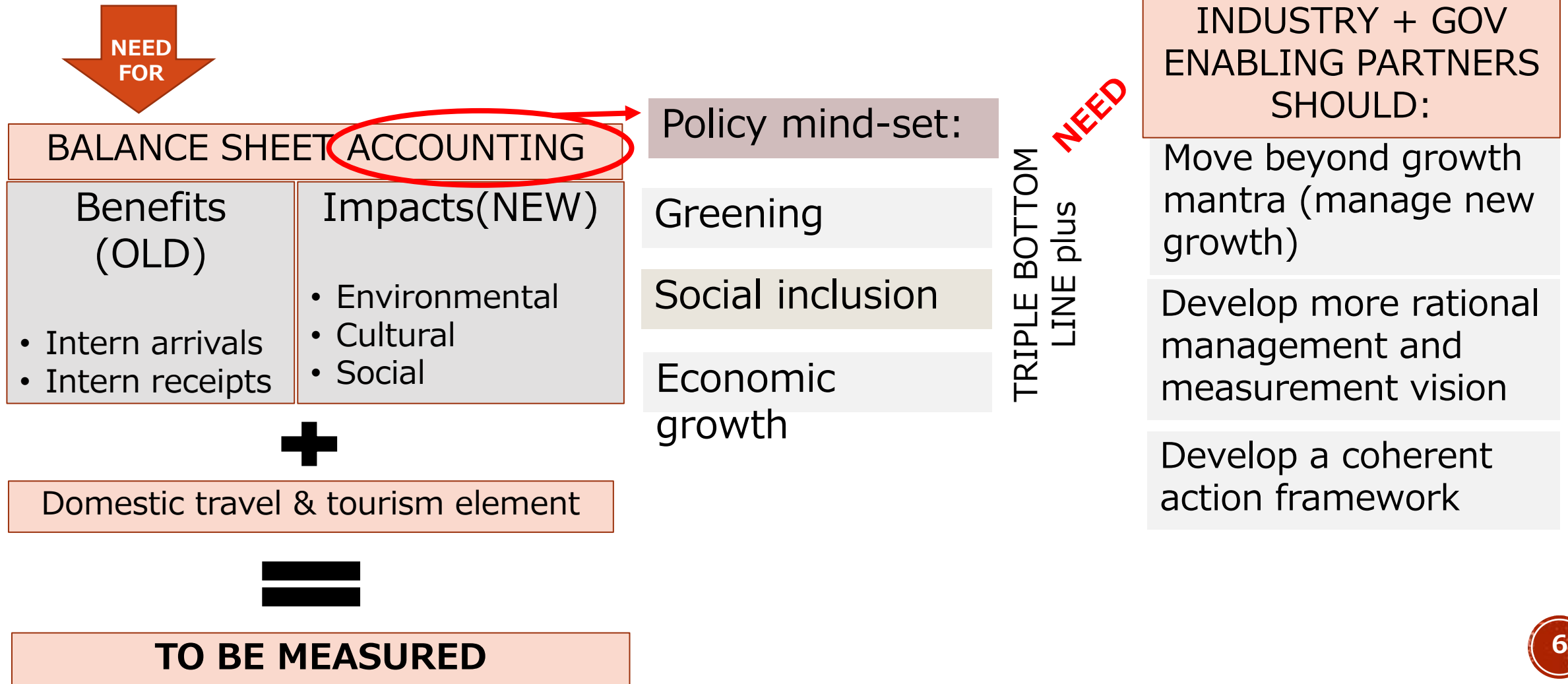
Threats posed by:

- environmental degradation
- overconsumption of the earth's resource base

Universal recognition of :

- impending disruptive impact of extreme climate change
- the carbon reduction target-setting initiatives of the UNFCCC and ICAO (aviation)

CONCLUSION: MODERNISING AND MAINSTREAMING THE TSA (CONT.)



CONCLUSION: MODERNISING AND MAINSTREAMING THE TSA (CONT.)

MEASURE

IF IT CANNOT BE **MEASURED** IT CANNOT BE **MANAGED**

NEED
TO

MANAGE:

- impacts against e.g. human development, cultural heritage
- rather than creating growth how do we measure growth

BUT

Old metrics no longer make the grade in isolation – **RENEWAL IS NEEDED**

HOWEVER: THE GLASS IS HALF FULL, NOT HALF EMPTY

KEY CONCLUSIONS:

- It is now imperative to measure and acknowledge Tourism (Travelism) impacts in the same way as benefits have been measured and identified over the past two decades
- Linking Tourism and Environment Satellite Accounting mechanisms is a key factor
- OECD should take a formal position to engage with UNWTO, WTTC, UNEP and other stakeholders from public, private & civil society sectors to advance this matter urgently

THANK YOU