

MEASURING REGIONAL TOURISM AND TOURISM'S ENVIRONMENTAL IMPACT IN THE NORDICS

Maria Wiberg

Swedish agency for Economic and Regional Growth



TOURISM DEFINITION

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

World Tourism Organisation (UNWTO)



REGIONAL TOURISM

Tourism statistics 2.0

- New data/analysis that we've been missing
- More precise estimates and granularity we didn't think was possible
- Short delivery time for data
- Lower cost in the long term
- Nordic harmonization on regional/municipal level
 - 30 percent higher tourist effects!

THE MODEL

95%

$$C_{tot} = (C_{Visa} + C_{Mastercard}) * \partial_{Nets} * \partial_{PTP} * \partial_{Cash} + C_{Travel\ agencies}$$

USUAL ENVIROMENT

VISA

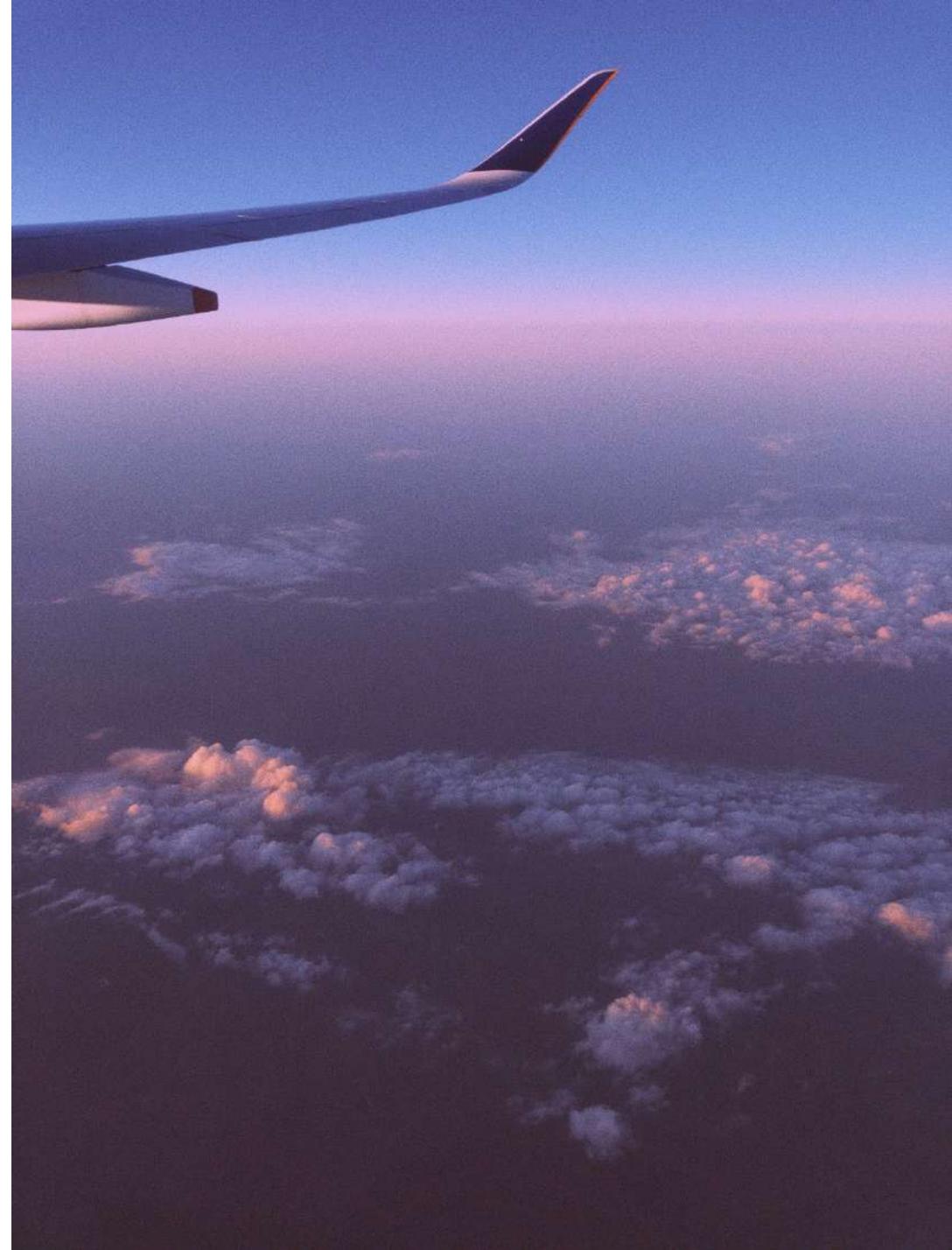


MASTERCARD



TOURISM'S ENVIRONMENTAL IMPACT

- We follow UN Tourism's guideline → first step: focus on direct effects
- *"However, beyond the measurement and attribution of direct environmental flows as discussed so far, there may be strong analytical and policy interest in understanding the environmental connection between visitor activity and the associated supply chains that provide goods and services to visitors."*
- UN Tourism: SF-MST
- → next steps: indirect effects and effects from international transportation. Denmark has compiled a pilot for the full set of recommendations

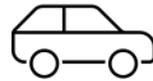




LINKING THE TSA AND THE SEEA



The direct GHG emissions generated by the production of goods and services consumed by tourists



Direct emissions from tourist activities (e.g., driving own car, individual heating in holidays homes).

The focus is solely on the GHG emissions within a country's production boundary.

UN Tourism has published a ratified guidelines on the subject and some countries have conducted pilot studies.



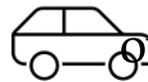
Greenland

LINKING THE TSA AND THE SEEA *WITH AN IO-MODEL*



The direct and *indirect* GHG emissions generated by the production of goods and services consumed by tourists.

This includes imported goods/services.



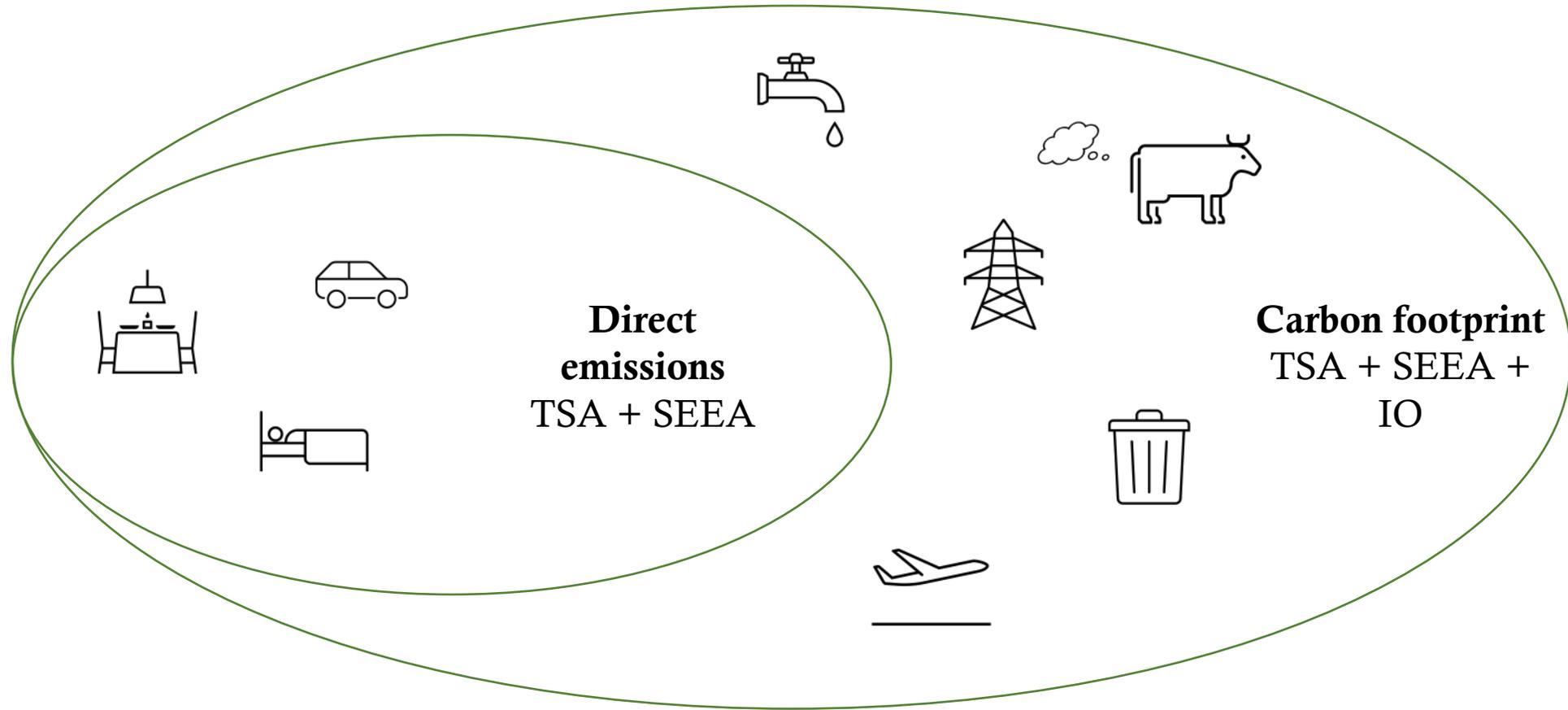
Direct emissions from tourist activities (e.g., driving own car).



GHG emissions from the international transportation of tourists.

Linking TSA and SEEA using IO provides a fuller picture of the climate footprint from tourism consumption. For the full picture international travel needs to be included.

LINKING THE TSA AND THE SEEA





THANK YOU

Maria Wiberg|

SWEDISH AGENCY FOR ECONOMIC AND REGIONAL GROWTH

maria.wiberg@tillvaxtverket.se