Moving beyond economic indicators

Ronald Sanabria

GSTC Summit. Maun, Botswana. Dec. 2018
Hotel has 3 rooms.

April has 3 guests staying for 15 days.

Room Occupancy of 50%

Room Occupancy -VS- Bed Occupancy

Each room has 2 beds per room

3 rooms × 2 beds per room = 6 total beds

April has 30 days.

Bed Occupancy of 25%

April has 3 guests staying for 15 days

Bed Occupancy of 25%
Mexico Celebrates Position as Global Tourism Star

In 2017, Mexico surpassed Germany, the United Kingdom and Turkey to become the sixth-most visited destination in the world. International visitor spending during that same period reached $21.3 billion, also a record for the nation.

“We are very proud of having reached, for the first time in our history, the sixth-most-visited country in the world,” said Mexico Tourism Secretar Enrique de la Madrid speaking to an audience of travel agents during a Travel Corporation webinar.

The numbers are growing at a dizzying rate. From 2013 through 2017, Mexico saw its tourist arrivals increase by 32.6 percent. In 2017, the country welcomed a total of 32.5 million international tourists, 17.6 percent more than the previous year.

Hip, Hip, Hooray! 40 million Florida customers!

Celebrating 40 Million Florida Customers

EVENTS, FLORIDA

WORLD'S TOP TOURISM ARRIVALS 2017

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>87 million</td>
<td>+5%</td>
</tr>
<tr>
<td>Spain</td>
<td>82 million</td>
<td>-9%</td>
</tr>
<tr>
<td>USA1</td>
<td>76 million</td>
<td>-4%</td>
</tr>
<tr>
<td>China</td>
<td>61 million</td>
<td>+2.5%</td>
</tr>
<tr>
<td>Italy</td>
<td>58 million</td>
<td>+11%</td>
</tr>
</tbody>
</table>

1 Annual data for the United States refers to 2016, while the growth rate refers to the first 6 months of 2017 only as data for full year is not yet available.

Source: © UNWTO Tourism Highlights 2018 - World Tourism Organization (UNWTO), August 2018
Which scenario do you prefer?

90% Occupancy

50% Occupancy
Which scenario do you prefer?
Which scenario do you prefer?
Which scenario do you prefer?
Top world destinations are overrun. Take our suggestions for roads not taken.

Source: washingtonpost.com
THE TOURISM WE WANT

The Kasane Call to Action on Sustainable Consumption and Production

Source: One Planet – Sustainable Tourism Programme
THE TOURISM WE WANT
The Kasane Call to Action
on Sustainable Consumption and Production

OUR CALL TO ACTION
enhance the sustainable development impacts of the tourism sector by 2030, by developing, promoting and scaling up sustainable consumption and production practices that boost efficient use of natural resources while producing less waste and addressing the challenges of climate change and biodiversity.

LEAD
the creation of necessary conditions for SCP in tourism

INNOVATE
to accelerate the adoption of SCP practices in tourism

FINANCE
a shift towards SCP in tourism

EMPOWER
stakeholders to scale-up SCP practices in tourism

TO HELP
ACHIEVE:

WE COMMIT TO ‘LIFE’

LEAD
INNOVATE
FINANCE
EMPOWER

AS GUARDIANS OF:

NATURE
CLIMATE
WATER
NO-WASTE
COMMUNITIES

WHO IS IT FOR?

Governmental agencies
Financial institutions & donors
Private sector
Communicators and media
International organizations
Non-governmental, grassroots & other civil society organizations
Academic institutions
Travellers
THE TOURISM WE WANT

• 154 recommended actions for different stakeholders
• 43 recommended actions for travelers

“Using credible scientific methods, data, and tools encompassing economic, environmental and social approaches for sustainable development in tourism planning, which can help stakeholders understand their environmental and socio-cultural impacts.”
## Social Progress Index (SPI)

<table>
<thead>
<tr>
<th>Category</th>
<th>Question</th>
<th>Source: socialprogress.org</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic Human Needs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutrition &amp; Basic Medical Care</td>
<td>Do people have enough food to eat and are they receiving basic medical care?</td>
<td></td>
</tr>
<tr>
<td>Water &amp; Sanitation</td>
<td>Can people drink water and keep themselves clean without getting sick?</td>
<td></td>
</tr>
<tr>
<td>Shelter</td>
<td>Do people have adequate housing with basic utilities?</td>
<td></td>
</tr>
<tr>
<td>Personal Safety</td>
<td>Do people feel safe?</td>
<td></td>
</tr>
<tr>
<td><strong>Foundations of Wellbeing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to Basic Knowledge</td>
<td>Do people have access to an educational foundation?</td>
<td></td>
</tr>
<tr>
<td>Access to Information &amp; Communications</td>
<td>Can people freely access ideas and information from anywhere in the world?</td>
<td></td>
</tr>
<tr>
<td>Health &amp; Wellness</td>
<td>Do people live long and healthy lives?</td>
<td></td>
</tr>
<tr>
<td>Environmental Quality</td>
<td>Is this society using its resources so they will be available to future generations?</td>
<td></td>
</tr>
<tr>
<td><strong>Opportunity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Rights</td>
<td>Are people’s rights as individuals protected?</td>
<td></td>
</tr>
<tr>
<td>Personal Freedom &amp; Choice</td>
<td>Are people free to make their own life choices?</td>
<td></td>
</tr>
<tr>
<td>Inclusiveness</td>
<td>Is no one excluded from the opportunity to be a contributing member of society?</td>
<td></td>
</tr>
<tr>
<td>Access to Advanced Education</td>
<td>Do people have the opportunity to access the world’s most advanced knowledge?</td>
<td></td>
</tr>
</tbody>
</table>
Costa Rica becomes the first country to measure the Social Progress Index in Tourist Centers
SPIs for Tourism Development Centers

Source: ICT. Dirección de Planeamiento y Desarrollo
Spatial distribution of rooms

Source: ICT. Dirección de Planeamiento y Desarrollo
Comparison of the social progress indices in the canton and the tourist center

Source: ICT. Dirección de Planeamiento y Desarrollo
JOIN US!

For further information, please contact the coordination desk at:
oneplanetstp@unwto.org

Ronald Sanabria
rsanabria@racsa.co.cr

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http://goo.gl/juiw49

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oneplanetstp@unwto.org

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