

GREENING THE TOURISM SATELLITE ACCOUNT

Linking economic and environmental
dimensions on tourism



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Toward the Measurement of Sustainable Tourism






SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS

8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

Sustainable Tourism Approaches

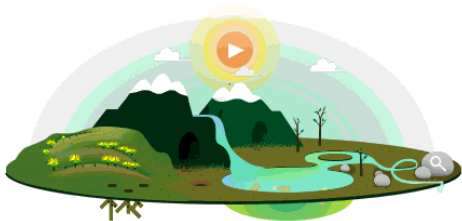
Sustainable Tourism. Three Approaches



1. **Nature tourism**
economy



3. **Environmental impact**
of **tourism activities**



2. **Environmental benefits** of
tourism



1. Nature tourism economy

Example: Natural Protected Area
Arrecifes de Cozumel National Park



Cozumel Island



**Economic Importance: Production from
Natural Protected Area (PNA)**

Calculation methodology



Establishment that provide services to visitors Arrecifes de Cozumel National Park



Establishment that provide services to visitors Arrecifes de Cozumel National Park

ARRECIFES DE COZUMEL NATIONAL PARK (BUFFER 5Km)

Census Gross Value Added

2014

Number of establishments	DESCRIPTION	US Million
1,349	TOTAL	48.9
2	Sightseeing transportation by water	0.7
2	Port and harbor management	1.4
12	Travel agencies	2.3
14	Hotels with other integrated services	6.8
29	Hotels without other integrated services	0.8
39	Bars and similar drinking places	1.4
96	A la carte or multi-course restaurants	4.6
1,155	Others services	30.9



**Additional values of Ecosystem Services from
Arrecifes de Cozumel National Park**

Relevant Data Arrecifes de Cozumel National Park

- **1.8 millions tourists** each year
- The economic value of **hectareas of mangrove** is **USD 4.5 millions** per year
- The economic value provide by the **coral reefs**, in terms of coastal protection and nutrient cycling is **USD 32.8 million** per year

Relevant Data Arrecifes de Cozumel National Park

- **12% less tourists** would visit Cozumel if degradation of coral reefs continues.
- **65%** of Cozumel's population is less vulnerable to flooding and storms as a result of the **presence of coastal-marine ecosystems** (reefs and mangroves)









2. Environmental benefits of tourism

Tourist Environmental Goods and Services Sector

It includes production of:

-  **Environmental specific services:** Wastewater and waste management, water and energy-saving, among others.
-  **Environmental sole-purpose products:** catalytic converters, septic tanks (including maintenance services)
-  **Adapted goods:**
 - "Cleaner": mercury-free batteries
 - "Resource-efficient" goods: recycled paper and solar panels
-  **Environmental technologies**
 - End-of-pipe technologies: plants within which to treat sewage
 - Integrated technologies: technical processes, methods or knowledge used in production processes that are less polluting and less resource-intensive

3. Environmental impact of tourism activities

Groundwater depletion

Groundwater depletion

Tourist activities

Transportation
Sightseeing
By water
Accommodation
Hotels and motels
Otros servicios de alojamiento
Time-share
Second homes
Local transportation
Urban and suburban
Real estate and rental and leasing
Real estate rental
Rental and leasing of tangible goods
Administrative and support services
Ambulatory health care services
Arts, entertainment and recreation services
Cultural services
Entertainment services
Restaurants, bars and night clubs
Restaurants
Night clubs
Bars
Other services
Repair and maintenance services

Use of water by visitors during their travels



Groundwater depletion

Recharge and extraction of groundwater
Millions of cubic meters

Year	Groundwater depletion		Tourism %
	National	Tourist activities	
2003	310	21	6.8
2004	309	21	6.8
2005	321	22	6.9
2006	273	18	6.6
2007	237	16	6.8
2008	228	16	7.0
2009	222	15	6.8
2010	232	16	6.9
2011	241	17	7.1
2012	268	19	7.1
2013	287	20	7.0
2014	264	18	6.8
2015	300	21	7.0

Preliminary data



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