

A photograph of three children running on a cobblestone path. In the foreground, a young boy in a white shirt and khaki pants is running towards the camera with a joyful expression. Behind him, two girls are also running. The background shows colorful wooden buildings and a stone wall.

Measurement that **Matters**

Jeremy Sampson, CEO, **the Travel Foundation**

Seasonality

Economic leakage

Low margins

Overcrowding, Overconsumption,

Overdependence

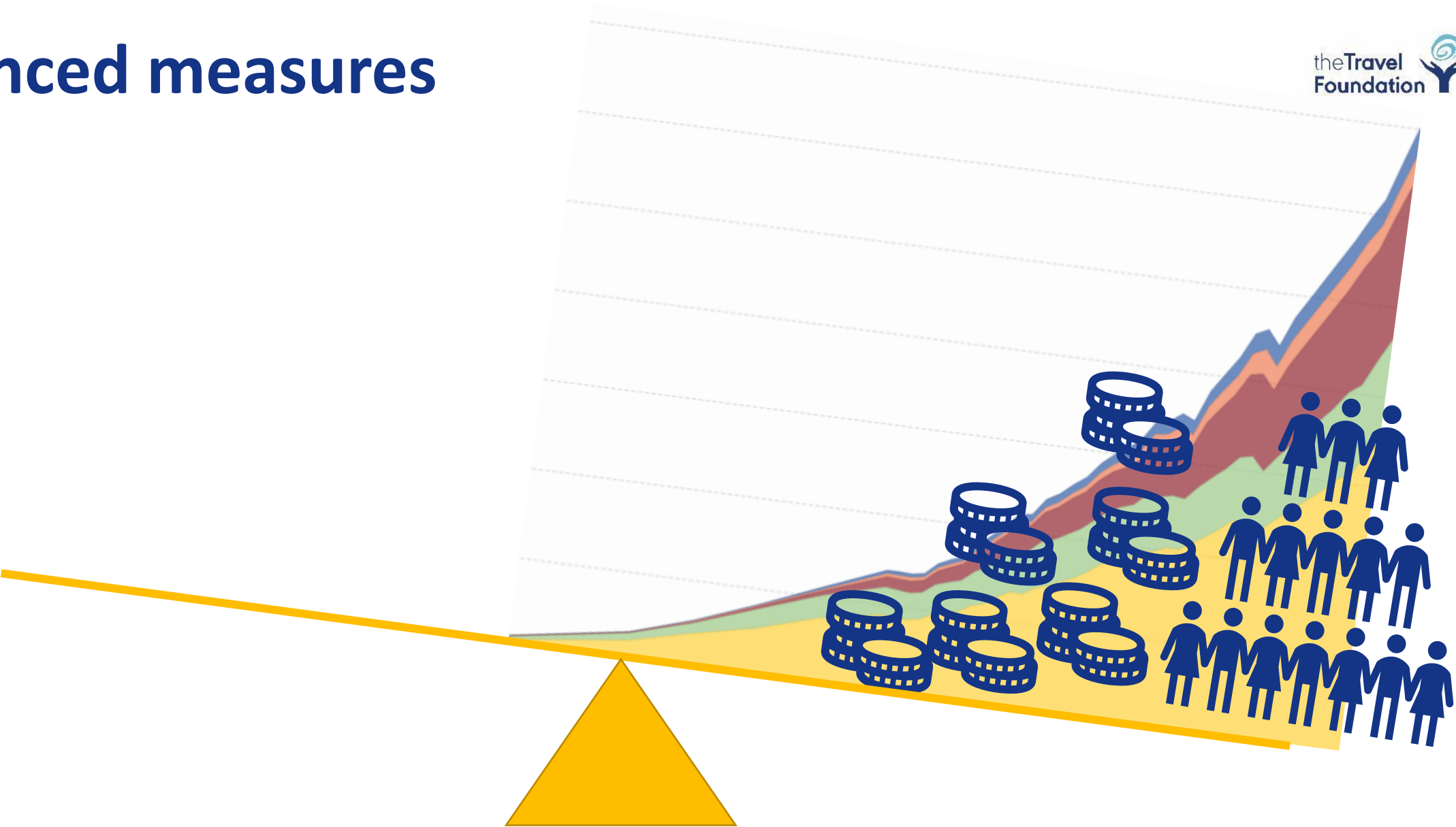
Fragile environments

Exclusion and inequity

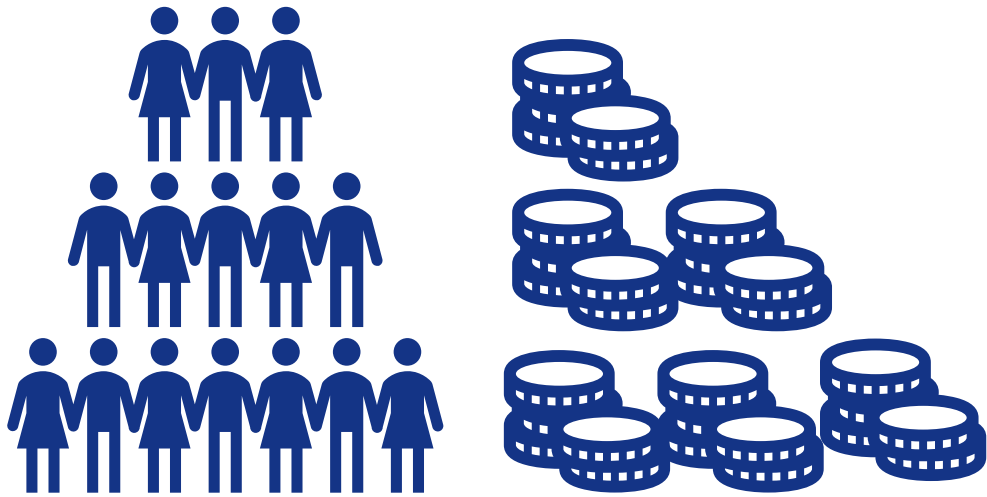
Future crises

Climate emergency

Balanced measures



Balanced measures

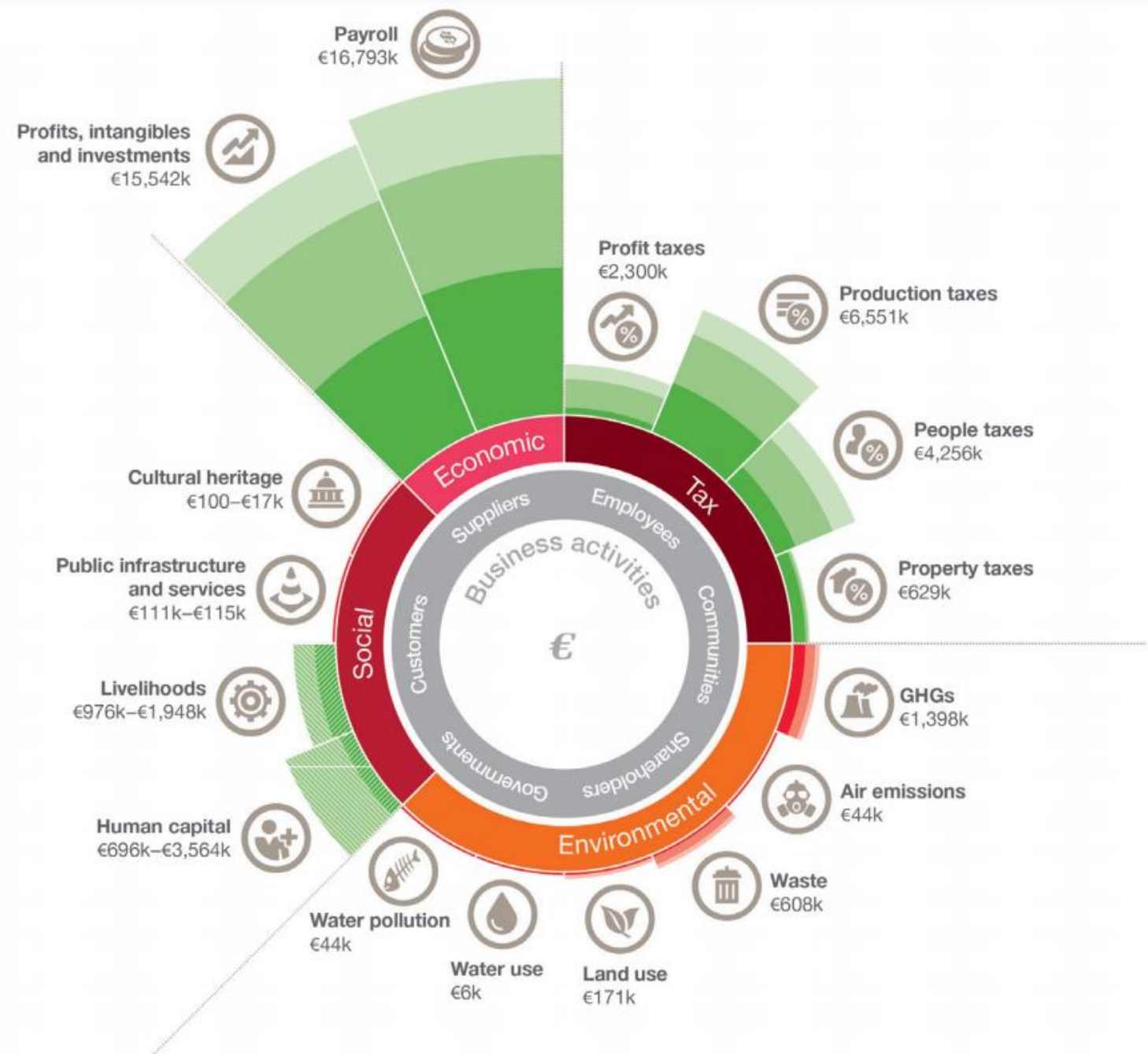


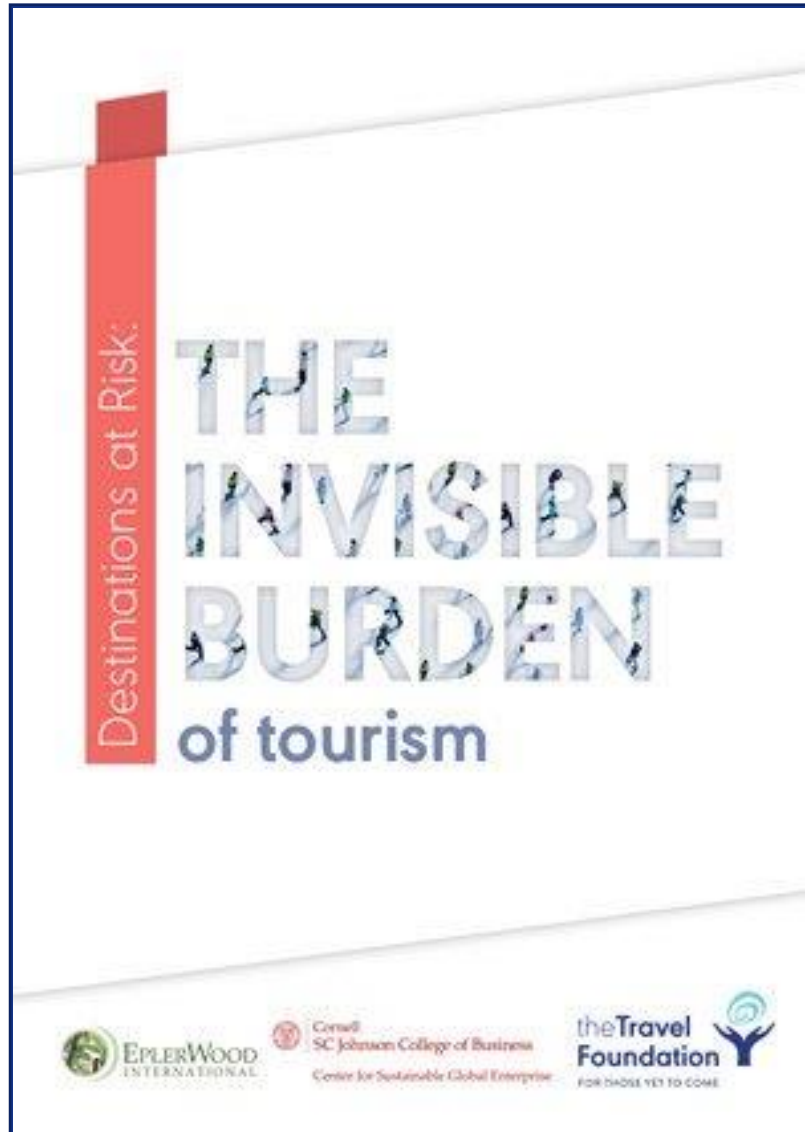
- Communities
- Natural and built assets
- Equity, diversity and inclusion
- Risk
- Climate and ecological crisis



**BUT AT
WHAT
COST?**

Net impact



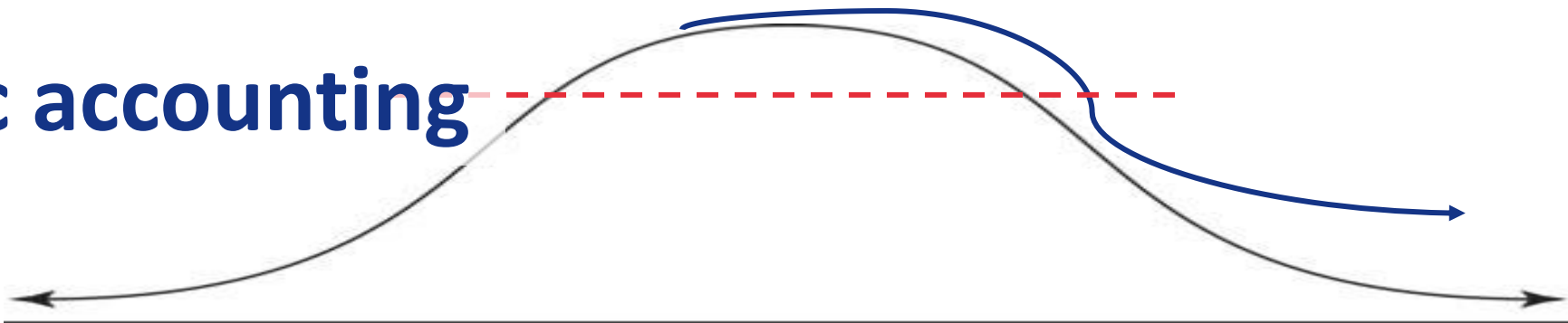


The **unaccounted costs** associated with the additional demand of visitors. E.g.

- additional infrastructure required to transport, feed, accommodate, provide energy and water, and manage the waste of tourists and those employed in the sector.
- protecting/maintaining shared environmental & cultural assets

www.invisibleburden.org

Holistic accounting



Energy & GHG

- Cost of infrastructure upgrades (including green technology) 
- Cost of managing peak demand 
- Increased reliance on non renewables 

Solid waste

- Cost of infrastructure upgrades (including green technology) 
- Uncollected waste, unsanitary waste dumps and pollution (harm to human health and ecosystems) 

Water

- Cost of infrastructure upgrades (including green technology) 
- Cost of desalination 
- Overexploitation (leaving residents without potable water resources) 

Sewage

- Cost of infrastructure upgrades (including green technology) 
- Untreated sewage (harm to human health and ecosystems) 

Social capital

- Higher cost of living 
- Amenities for residents displaced by tourism 
- Undermined community values 

Natural capital

- Costs to maintain biodiversity, green corridors and protected areas 
- Loss of biodiversity and ecosystem services 

Asset management



Impact and risk mapping



IMPACT questions	Already an issue Yes / No + description	Likely to be a threat (more research needed) Yes / No + description	Opportunities exist to enhance benefits Yes / No + description	Sufficient data already exists? Yes / No + description	Priority level for further action High / Medium / Low	Potential management strategy

Identifying impacts (questions)	Measuring impacts (indicators)	Managing impacts (strategies)
To what extent does the tourism offer meet tourist demand? - To what extent are tourists satisfied with different elements of the tourism product?	Tourist satisfaction surveys (exit surveys) % of repeat visitors # of tourist complaints / reported crimes / injuries / accidents / sickness	Ongoing research into tourism demand and trends Product development, diversification and upgrading to enhance quality and competitiveness of the destination
To what extent are residents satisfied with the impact of tourism on their culture and wellbeing?	Resident satisfaction surveys (including perceptions of tourist intrusion of local private/social/sacred spaces) Evidence of restrictions in local resident access to assets such as housing, healthcare, transport, natural assets, and fishing rights.	Community participation in decision-making regarding tourism developments Ensure residents have equitable access to tourism-



Resident sentiment



Optimising added value tourism



Optimising added value tourism

Hotels generate more revenue and jobs (2.1 people per bed space compared to 0.78 for apartments) but Apartments/houses are more likely to be micro enterprises (76%) compared to hotels (35%)

Tourists in 5* hotels spent the most (EUR60 /day) but 1-2* apartments spend more on local bars, restaurants and shops

The higher the star rating, the greater the consumption of water and energy

Why do
we want
tourism?

New governance and business models



Sector Wide Good Practice Stories

Julián Guerrero-
Orozco



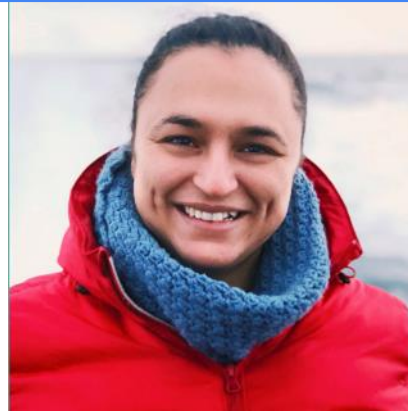
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Not sure where to begin?

Contact the FoTC to discuss your destination's unique needs

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Join us for
our next webinar

Local and Sustainable Supply Chains

Thursday, May 6
15:00-17:00 BST

futureoftourism.org/news-events





Thank you
for joining us!

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