

Measuring Tourism Impacts and Success Webinar



Measuring Sustainability: why, what, how






Presented by Albert Salman, Founder of
Green Destinations







MEASURING DESTINATION SUSTAINABILITY



-  Indicators, indexes, KPIs
-  Global Ratings vs. Monitoring
-  Certification
-  Assessments

QUALITYCOAST: SUSTAINABLE TOURISM DESTINATION STANDARD (2006)



-  Coastal & Marine Union EUCC
-  Coastal and island tourism in Europe
-  20+ sustainable destination criteria
-  60+ indicators

QUALITYCOAST: SUSTAINABLE TOURISM DESTINATION AWARDS (2007)



Destination awards for sustainable
tourism performance



Model for GD's sustainable
destination certification



GSTR: INDICATORS TO INFORM INDEXES AND RATINGS (2010)



-  Global Sustainable Tourism Review (GSTR)
-  Reference indicators, local + country
-  200+ indicators
-  2000+ destinations (100+ countries)
-  Database-generated indexes and scores



GROWING CRISIS AWARENESS



Air pollution



Deforestation & bushfires



Overtourism



Biodiversity crisis



Diversity, Equity & Inclusion



Waste, plastic pollution crisis



Climate crisis



Global Inequality



Covid crisis

ECONOMIC FACTORS TO MEASURE AND MANAGE



SUCCESS FACTORS

- Income to local businesses
- Foreign infrastructure investment
- Tourism investment
- Well-paid, permanent, local jobs

IMPACTS AND RISKS

- Take-over by global chain outlets
- Take-over by global booking platforms
- Foreign ownership, new colonialism
- Economic leakage
- Taxpayers' (des)investment
- Low-paid unskilled jobs
- Growing inequality
- Loss of food production
- Disruptive seasonality

SOCIAL FACTORS TO MEASURE AND MANAGE



SUCCESS FACTORS

- Diversity, Equity, Inclusion
- Resident satisfaction
- Local quality of life
- Local, domestic tourism
- Healthcare improvement
- Support to culture & tradition

IMPACTS AND RISKS

- Discrimination, exclusion
- Exploitation, modern slavery
- Displacement of locals
- Overtourism (urban)
- Tourists bringing Covid
- Flouting distancing rules
- Pressure to local life & culture
- Nuisance & disruption

ENVIRONMENTAL FACTORS TO MEASURE AND MANAGE








SUCCESS FACTORS

- % Renewable energy
- Emission reduction
- Local & domestic tourism
- Soft mobility
- Conservation projects

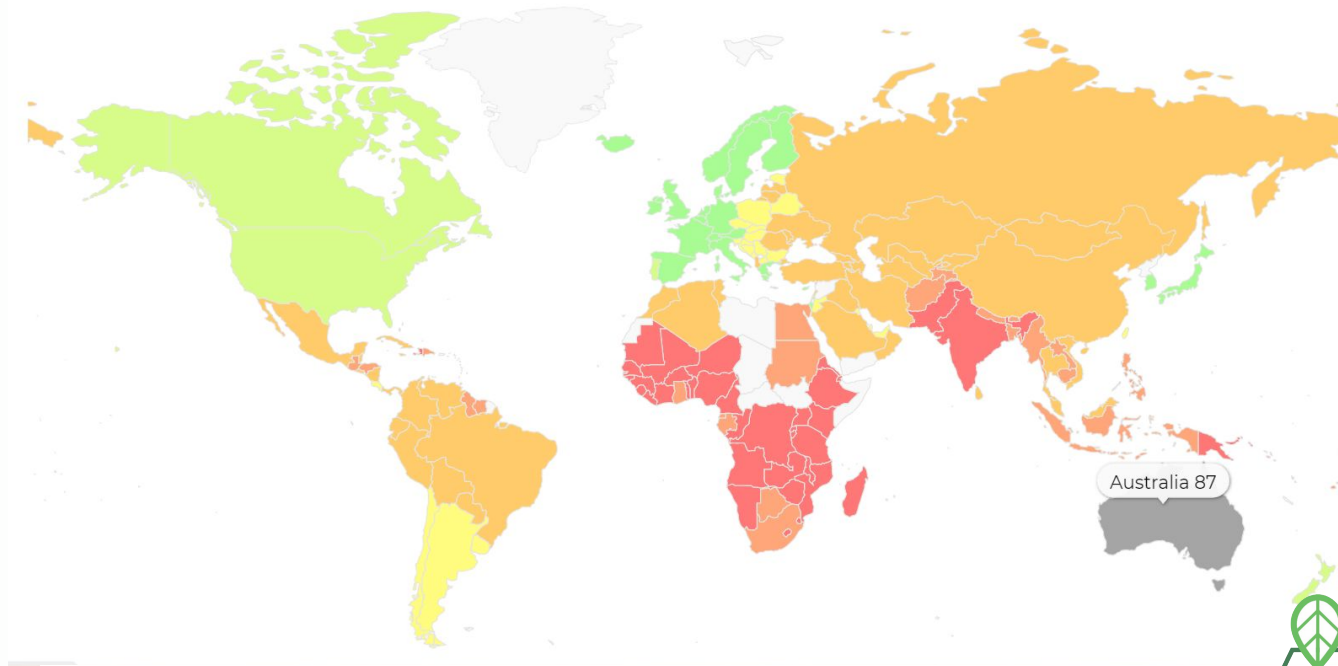
IMPACTS AND RISKS

- Climate emergency
- Carbon offsetting
- Long-haul air travel
- Flooding
- Heat stress, fires
- Pollution
- Deforestation, poaching
- Nature & landscape degradation
- Waste, food waste
- Plastic litter, incl. PPEs
- Noise

PRIORITY TOPICS FOR KPIS (RELATED TO A GLOBAL CRISIS)

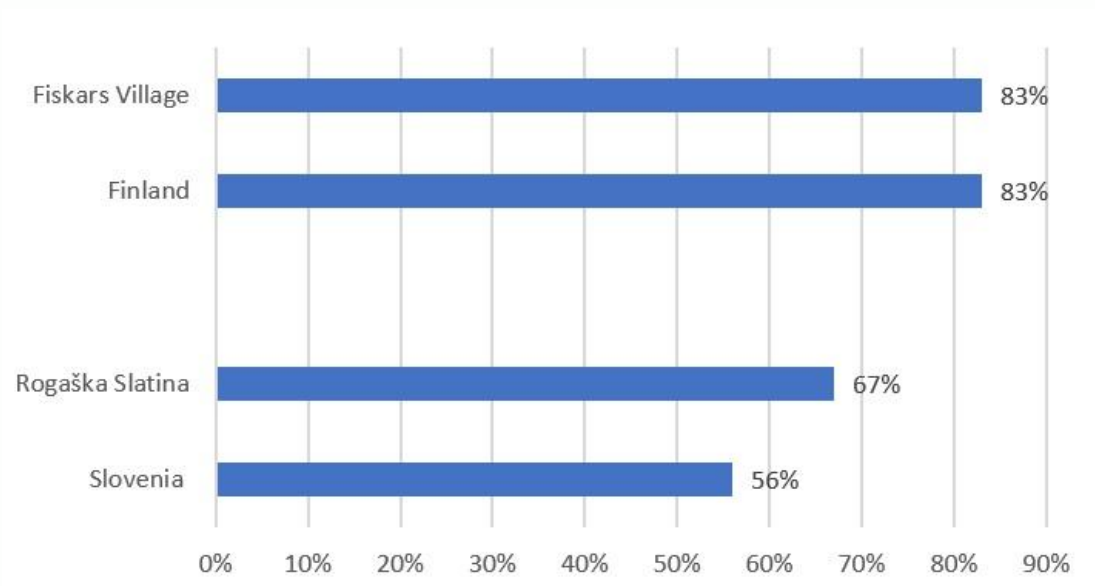
-  Economic / inequality: leakage
-  Social: Diversity, Equity, Inclusion in staff
-  Environmental: Waste / plastic use
-  Climate emergency: Renewable energy use
-  Biodiversity: Natural forest growth

GLOBAL MAP: SANITATION & DRINKING WATER



The Sanitation & Drinking Water Index measures how well countries protect human health from environmental risks on two indicators: unsafe drinking water and unsafe sanitation.

WASTEWATER TREATMENT



SUSTAINABLE TOP 100



AUSTRALIA		JAPAN		ROMANIA	
Douglas Shire	BB	Kamaishi	BB	Bison Land	BB
Lord Howe Island	BB	Kyoto city	BB	RWANDA	
Townsville	BB	Miura Peninsula	BB	Volcanoes National Park	BB
BRAZIL		Niseko Town	BB	SEYCHELLES	
Canguçu	BB	Okinawa prefecture	BB	North Island	BB
Forquilha	BB	Shirakawa village	BB	SLOVAKIA	
Casper	BB	MALTA		Bratislava Region	BB
Pernamirim	BB	Gozo	BB	SLOVENIA	
Rio Negrinho	BB	MONTENEGRO		Bled	BB
Rolante	BB	Tivat	BB	Brela	BB
Schroeder	BB	NAMIBIA		Dolina Soče	BB
São Miguel de Costoso	BB	Khoadi //Hoes Conservancy	BB	Kočevsko	BB
Tibau do Sul – Praia da Pipa	BB				
CANADA					

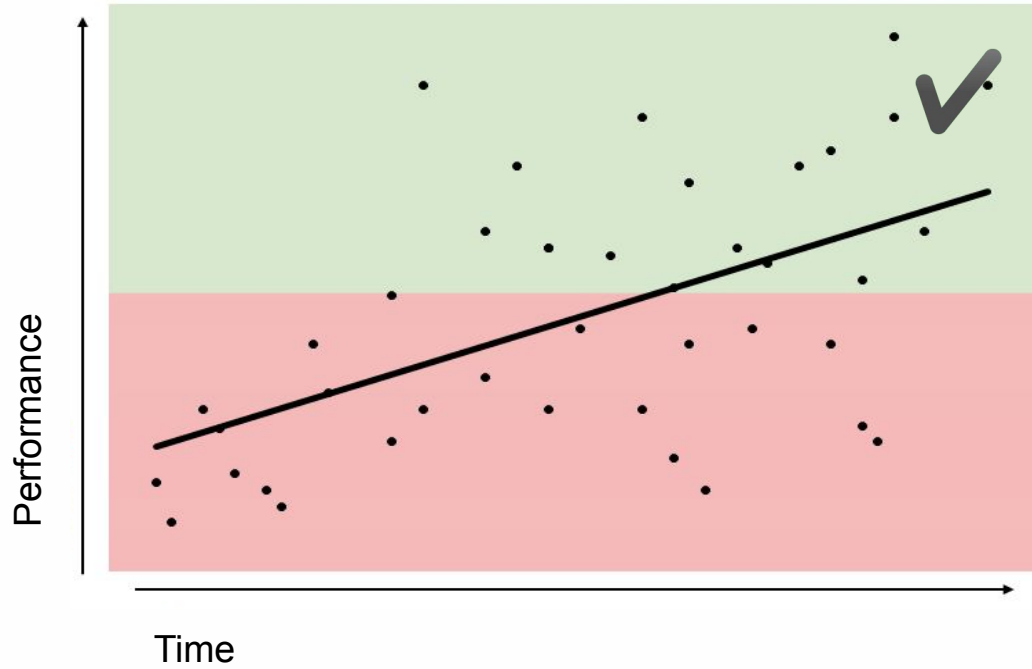




INDICATORS AND INDEXES

- 🌱 Less suitable to compare destinations
- 🌱 Required to monitor performance over time

Data, Trends & Context



CERTIFICATION SCHEME



Criteria	Your Info	Certifier + Auditor	Actions
Criterion 1	Info		Measure ...
Criterion 2	Info		Monitor ...
Criterion 3	Info		Survey residents
Criterion 4	---		Do visitor survey

BENEFITS OF DESTINATION CERTIFICATION



Set of criteria is globally recognised



No flawed international comparison



2 or 3-year cycle, time for improvement



Less time



You can ignore irrelevant criteria



Less cost



Assessment is independently audited



Award levels for partial performance



Assessment takes account of country context




Top 100 competition and Story Awards @ITB Berlin



CENTER FOR RESPONSIBLE TRAVEL - MEASURING TOOLS



-  Place-based Indicator Development
-  Cruise Tourism Impact Measurement
-  Tourism Model Assessments
-  Impact Tourism Assessment & Implementation




SUSTAINABLE TRAVEL INTERNATIONAL - MEASURING TOOLS






- 🌀 Rapid Sustainable Destination Diagnostics (RDD) & Action Agenda
- 🌀 Destination Carrying Capacity Study
- 🌀 Tourism Experiential Carrying Capacity Survey
- 🌀 Resident Perception Survey
- 🌀 Sustainability Management Systems (SMS)

NR. 1 INTERACTIVE DESTINATION ASSESSMENT




Based upon GSTC-Recognised GD Standard:

-  Rapid Destination Assessment
-  Online Destination Assessment
-  Onsite Destination Assessment

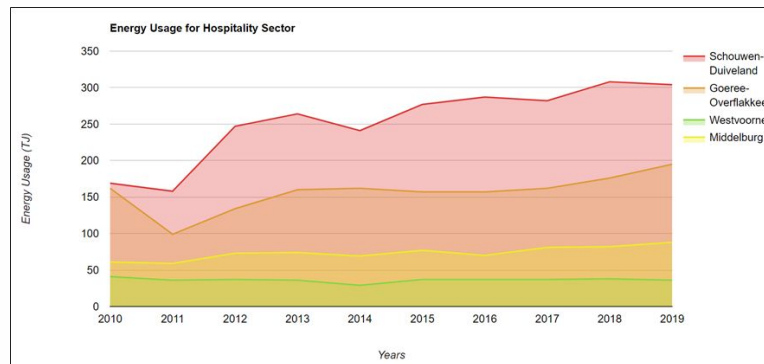
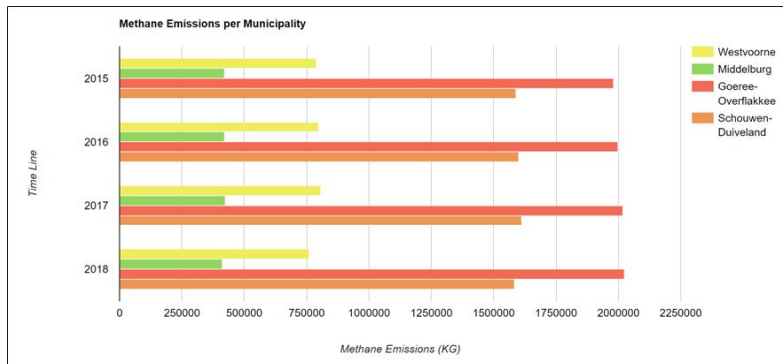
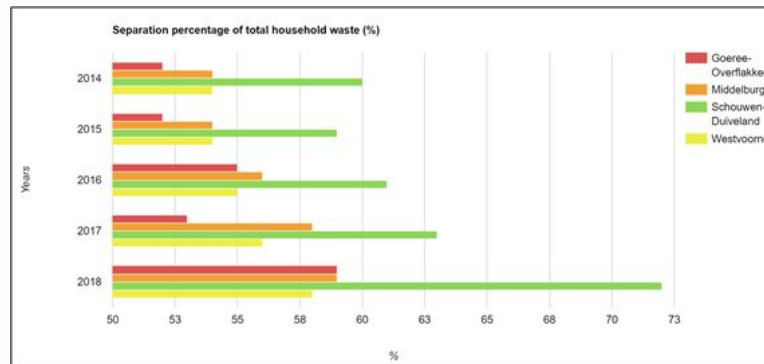
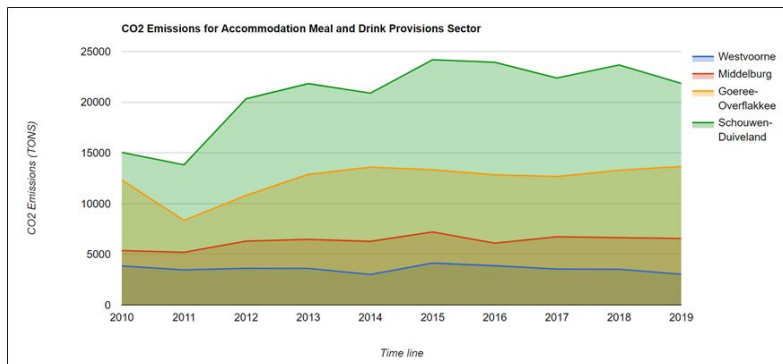
NR. 2 BUSINESS SECTOR SCANS ON SUSTAINABILITY AND COVID

-  Action led by Destination
-  Businesses asked to report in online survey
-  Checks of the Good Travel Seal 
-  Result: level of business involvement

NR. 3. DESTINATION BENCHMARKING REPORT

-  Informs destination managers on opportunities
-  and on what to tell residents and visitors
-  on sustainability in the destination

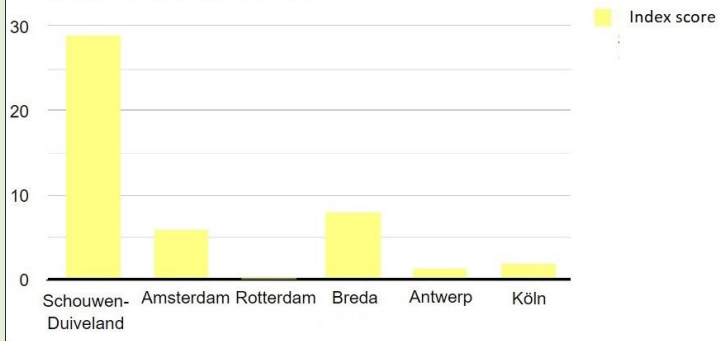
SUSTAINABILITY DASHBOARD FOR DESTINATION MANAGERS



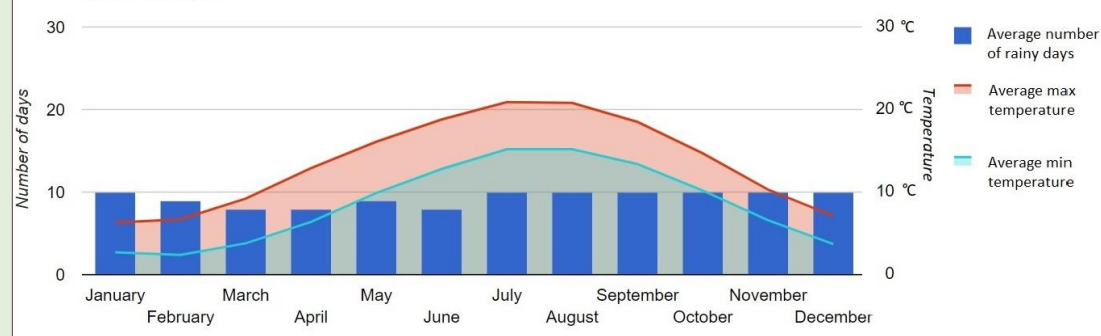
DESTINATION DASHBOARD FOR RESIDENTS AND VISITORS



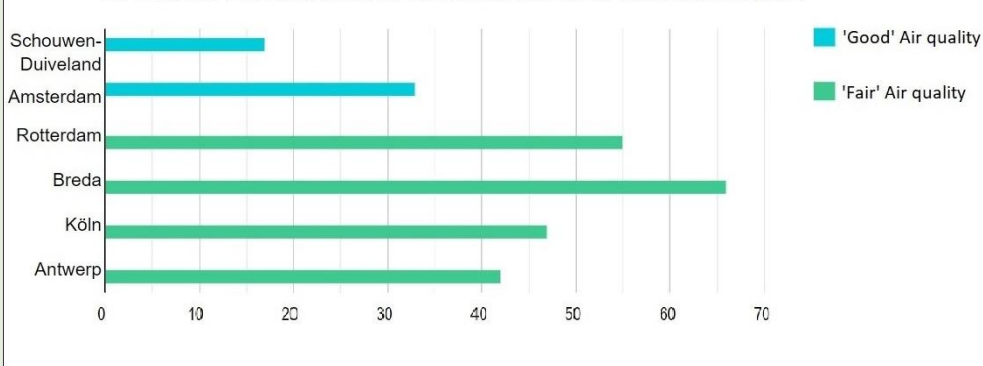
Quietness Suitability Index 2019



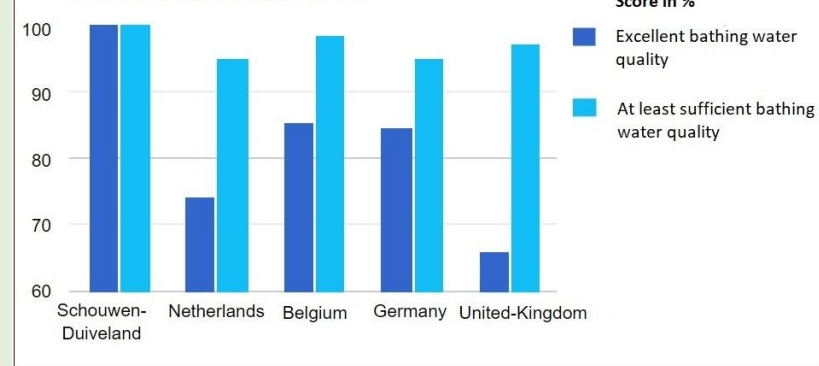
Climate Zierikzee



Air Pollution - Annual Mean (2019) Nitrogen Dioxide (NO2) concentration (ug/m3)



State of bathing water quality 2021



DESTINATION CERTIFICATION SCORECARD



DESTINATION COMPARISON FOR TRAVELLERS



	 Sustainability	 Health & Safety	 Accessibility	 Nature Choice	 Art & Culture	 Beach & Swim	 Hiking	 Cycling
AMELAND								
BERG EN DAL								
GOEREE- OVERFLAKKEE								
HOEK VAN HOLLAND								
KATWIJK								
NIJMEGEN								
NOORDWIJK								
SCHOUWEN- DUIVELAND								
WESTVOORNE								



BUSINESS CERTIFICATION SCORECARD



Performance Score Card of VIP DIVING

CONVENTIONS

Sufficient

Partially sufficient

Insufficient

Not applicable

01 PURCHASING & SALES

- ☐ Willing to offer local & regional products, eco-friendly or Fairtrade options.
- ☐ Produces, sells or promotes locally produced souvenirs.
- ☐ Extensively uses furniture, signboard, art etc. crafted locally or in the wider region (50 km)
- ☐ Communicates which F&B options are local, Fairtrade, vegetarian, vegan or organic.
- ☐ Offers local F&B options where possible.
- ☐ Offers several Fairtrade, vegetarian, vegan or organic F&B options / products.
- ☐ Avoids offering meat products (unless ordered).
- ☐ Even if no vegetarian on the menu, will offer vegetarian upon request.

02 SOCIAL WELL-BEING & LOCAL EMPLOYMENT

- ☐ Contributing to the local leisure economy, no violation of relevant legislation.
- ☐ Mainly employs residents to support employment in the local community
- ☐ The owner is a local resident actively participating in the business.
- ☐ Guests hosted by resident
- ☐ Engages in corporate social responsibility (volunteering, sponsoring local events, donating)
- ☐ Offers internships to local students

03 PREVENTION OF EXPLOITATION

- ☐ Prevents human exploitation or forced child labour, no violation of relevant legislation.
- ☐ Focuses on ways to prevent physical/mental strain for employees.
- ☐ Offers year-round and contracted employment.
- ☐ Offers on-the-job training or participates in work-and-learn programs

04 HEALTH & SAFETY

- ☐ Never causing safety or health hazards or unnecessary noise.
- ☐ Location and immediate surroundings are safe (security guards, surveillance).
- ☐ Measures to prevent disease and to promote health.
- ☐ Minimisation of unnecessary noise for guests and local community.
- ☐ All legal measures in place against virus transmission.
- ☐ Eco-friendly control of harmful insects.
- ☐ Water-quality of swimming pool is regularly checked, no harmful substances are used.

05 ACCESSIBILITY

- ☐ Facilitating disabled people's access to the location where possible.
- ☐ Fully accessible for people with special needs (e.g. wheel-chairs, disabilities).
- ☐ Ensuring residents' access to public beaches or other communal areas.
- ☐ Location is well accessible by public transportation.
- ☐ Publicly communicates accessibility regarding public transportation and special needs.

06 ENERGY & CLIMATE

- ☐ Prevents unnecessary waste of energy.
- ☐ 100% user of green energy.
- ☐ Applies energy-efficient measures (lighting on/off).
- ☐ Mainly applies energy-efficient devices (LED, A++).
- ☐ No unnecessary use of heating or airconditioning.
- ☐ Producer of green energy (solar, wind, bio) or applies solar water heaters.

07 WASTE

- ☐ Wherever possible, offers re-usable alternatives instead of single-use disposables.
- ☐ Waste reduction measures in place locally.
- ☐ Appropriate waste separation in place.
- ☐ Maximum reduction of single-use plastic items.
- ☐ Actively prevents foodwaste.
- ☐ Actively participates in recycling actions.
- ☐ Actively participates in underwater and beach cleanups on a regular basis.
- ☐ Responsible oil storage, recycle, re-use, and disposal of engine oil.

08 WATER

- ☐ Prevents water pollution, not using much more water than necessary.
- ☐ Connected to sewage water treatment system (or safe septic tank option).
- ☐ Reduction of water use of toilets and showers.
- ☐ Use of ecolabel cleaning products, soap and shower gel.
- ☐ Towels and linen are changed twice a week, unless agreed differently with guests.
- ☐ Promotes drinking of (safe) tap water, not bottled water.
- ☐ Use of rain water and grey/waste water.

09 PREVENTION OF POLLUTION AND NUISANCE

- ☐ Prevents unnecessary litter, light, air or soil pollution.
- ☐ Prevents air pollution.
- ☐ Prevents and controls littering.
- ☐ Minimisation of nuisance to guests and local community incl. smell and light.

10 NATURE, SCENERY & GREEN ZONES

- ☐ Not damaging surrounding nature and landscape; not planting invasive alien species; not violating relevant legislation.
- ☐ Provides information about local nature and wildlife experience.
- ☐ Promotes the use of organic sunscreen that are free from microplastics/reef-damaging chemicals.
- ☐ Has a garden with focus on native species.
- ☐ Actively prevents the collection or sales of corals or other marine wildlife.
- ☐ Adopts and promotes responsible snorkelling and diving guidelines.
- ☐ Participates in coral reef and marine wildlife monitoring activities on a regular basis.
- ☐ Staff and guests are well-informed regarding the code of conduct.
- ☐ No anchoring on corals and actively uses of mooring buoys and drift anchors for boats.
- ☐ Ensures that the diver to dive master ratio safeguards proper and responsible supervision of underwater diver behaviour.
- ☐ Ensures underwater photographers are properly streamlined and maintains neutral buoyancy, prohibits touching and chasing of wildlife and manipulating the environment, and encourages minimal lighting and flash photography.
- ☐ Prohibits fish feeding and restrains from any form of wildlife feeding.

11 CULTURAL HERITAGE

- ☐ Over the past 5 years, applicant has not seriously damaged local heritage in favor of modern business development, or violated relevant legislation
- ☐ Protects or maintains authentic or heritage features in or around its building.
- ☐ Provides information about local culture and traditions (do's and don'ts).
- ☐ Promotes or offers authentic cultural hours, restaurants or experiences

12 PUBLIC REPORTING OF SUSTAINABILITY












- ☐ Applicant publicly reports on its sustainability.
- ☐ This certification report will be publicly available via internet or openly available to clients.



Powered by the Good Travel Seal





BUSINESS COMPARISON FOR TRAVELLERS



	 Sustainability	 Health & Safety	 Accessibility	 Nature Choice	 Art & Culture	 Beach & Swim	 Dive & Snorkle	 Outdoor Activity
HOTELS								
B&B KAS CHUCHUBI								
DELPHINS BEACH RESORTS								
DIVI FLAMINGO BEACH RESORT								
HARBOUR VILLAGE BEACH CLUB								
RED PALM VILLAGE								
VILLA CARINA APARTMENTS								
DIVE CENTERS								
DIVE FRIENDS BONAIRE								
VIP DIVING								
OTHERS								
SUNBELT REALTY								



PROJECTIONS OF CLIMATE EMERGENCY RISKS

-  Marine flood risk
-  Heat stress risk
-  Bushfire risk
-  Rainfall and Snow

SEA LEVEL RISE IMPACT MAP 2.5 M






Coastline Guyana



Coastline Bangkok (Thailand)






LIVING BIOMASS MONITORING

-  Comparing changes over the years
-  Increase means carbon sequestration
-  Decrease means net emissions



OTHER ASSESSMENTS USING SPATIAL DATA

-  Land cover (% forest, % nature)
-  Land subsidence
-  Air pollution
-  Deforestation risk
-  Land degradation
-  Biodiversity loss

THANK YOU

WWW.GREENDESTINATIONS.ORG

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