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## Tourism Information and Research Centre (MAS)



مركز المعلومات والأبحاث السياحية  
Tourism Information & Research Center

### Vision

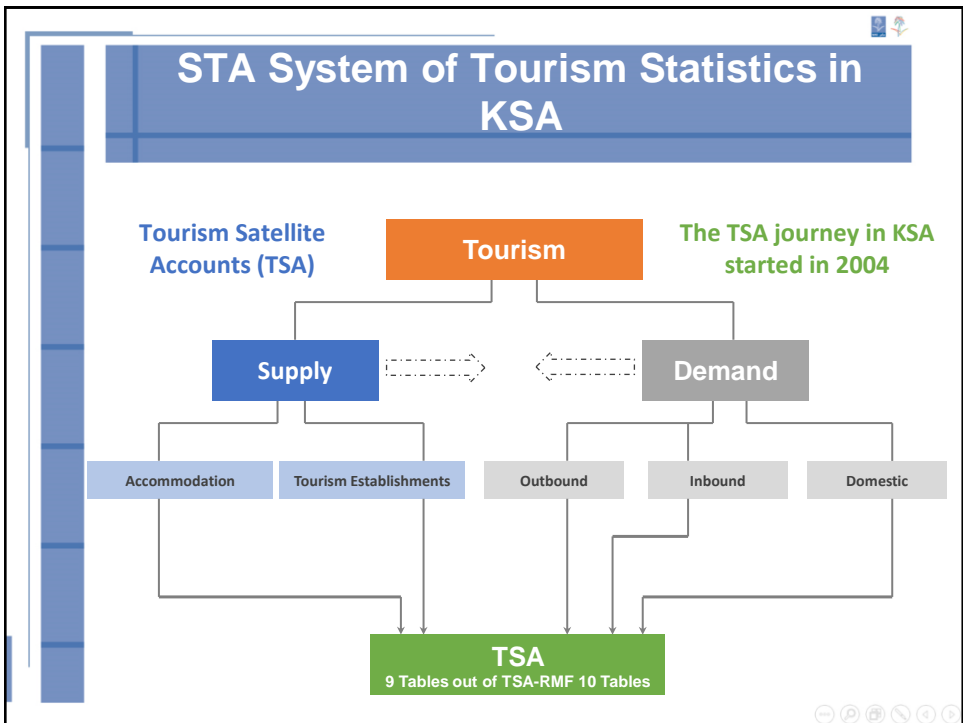
The leadership in providing accurate and timely information, and achieving excellence in research to support tourism decision-making.

### Mission

Collecting, managing and analyzing tourism data, information and statistics; conducting excellent research and tourism studies; and disseminate them to partners to contribute effectively to the development of sustainable tourism in the Kingdom of Saudi Arabia.

## Institutional Platform

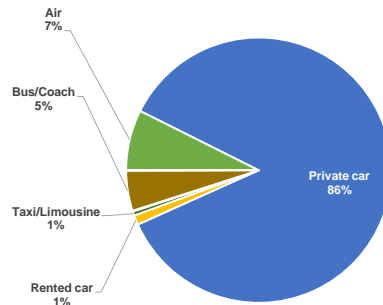
- Establishing a dedicated Tourism Information and Research Centre (MAS) for the first time in the region (2002) by SETH.
- Using MOU's Memorandum of Understanding with other government agencies to insure coordination and support.
- Set up MAS consultancy group, to insure coordination and alliance with key stakeholders (2006).



# Pilot Environmental Measures For Domestic Tourism Land Transportation

## 2 Domestic Tourism Land Transportation

### Domestic Tourism: Mode of Transport



Area:  
2,149,690 sq km

Regions:  
13 provinces



# Pilot Environmental Measures For Domestic Tourism Land Transportation

## 2 Domestic Tourism Land Transportation

### ❖ Data Sources

- Domestic Tourism Surveys
- GaStat
- Secondary Data (Ministry of Transport, SAUDI STANDARDS, METROLOGY AND QUALITY ORGANIZATION)

### ❖ Methodology

- Determining Approximate Distances Between Provinces in KSA ;
- Calculating Number of Travel Parties by land (Tourist Trips + Day Trips) from the DOTS Survey;
- Defining the Conversion Factor for Converting Distance (km) to Fuel quantities (liter);

### ❖ Estimating Domestic Tourism Consumption of Fuel in Land Transportation

## Pilot Environmental Measures For Domestic Tourism Land Transportation

### Approximate Distances Between Provinces in KSA (Direct Routes- Capitals) ( In Kilometers)

	Riyadh	Qassim	Makkah	Madinah	Eastern	Assir	Jazan	Najran	Baha	Tabuk	Hail	Jouf	Northern
Riyadh	-	338	880	869	389	1,051	1,245	979	1,040	1,310	641	1,207	1,048
Qassim	338	-	867	531	756	1,409	1,418	1,336	1,077	974	305	1,113	954
Makkah	880	867	-	427	1,292	661	699	945	336	1,117	888	1,347	1,506
Madinah	869	531	427	-	1,287	1,068	1,135	1,336	775	690	461	929	1,088
Eastern	389	756	1,292	1,287	-	1,446	1,639	1,373	1,452	1,681	1,053	1,207	1,048
Assir	1,051	1,409	661	1,068	1,446	-	192	279	331	1,797	1,529	1,959	2,156
Jazan	1,245	1,418	699	1,135	1,639	192	-	473	500	1,825	1,596	2,064	2,223
Najran	979	1,336	945	1,336	1,373	279	473	-	610	2,076	1,641	2,205	2,046
Baha	1,040	1,077	336	775	1,452	331	500	610	-	1,466	1,211	1,704	1,863
Tabuk	1,310	974	1,117	690	1,681	1,797	1,825	2,076	1,466	-	669	475	633
Hail	641	305	888	461	1,053	1,529	1,596	1,641	1,211	669	-	908	1,067
Jouf	1,207	1,113	1,347	929	1,207	1,959	2,064	2,205	1,704	475	908	-	159
Northern	1,048	954	1,506	1,088	1,048	2,156	2,223	2,046	1,863	633	1,067	159	-

## Pilot Environmental Measures For Domestic Tourism Land Transportation

### Number of Travel Parties by land 2016 (Tourist Trips + Day Trips)

Origin Destination	Riyadh	Qassim	Makkah	Madinah	Eastern	Assir	Jazan	Najran	Baha	Tabuk	Hail	Jouf	Northern
Riyadh	-	249,684	275,952	31,879	297,099	422,459	72,570	75,520	6,171	71,970	27,307	70,381	28,618
Qassim	1,523,293	-	1,080,093	1,003,574	446,744	1,321,862	393,345	249,812	161,496	277,370	18,919	37,466	27,077
Makkah	142,773	69,949	-	514,669	229,896	47,757	25,120	19,395	18,948	102,860	21,368	24,055	13,987
Madinah	147,767	33,067	37,018	-	23,657	2,701	-	16,183	-	14,655	77,023	46,511	24,091
Eastern	713,893	91,468	106,604	18,708	-	112,583	39,076	21,577	1,651	17,014	6,612	41,343	33,229
Assir	140,282	20,760	342,189	22,033	37,057	-	135,568	131,680	19,563	205,698	3,306	3,101	2,102
Jazan	14,428	12,665	60,471	34,381	7,503	8,103	-	3,596	1,302	137,689	9,919	53,151	26,277
Najran	38,861	93,553	16,345	13,252	11,203	2,701	-	-	-	9,159	253,241	34,391	15,360
Baha	12,023	15,123	4,328	-	33,137	5,402	-	3,596	-	18,319	2,204	48,422	18,836
Tabuk	54,996	2,462	119,712	1,969	8,145	532,688	26,814	38,563	434	-	1,102	-	-
Hail	65,354	3,520	21,553	-	12,842	113,503	4,585	2,601	-	1,832	-	-	1,051
Jouf	17,918	5,632	235,672	15,221	19,821	33,332	2,791	3,596	-	26,173	2,204	-	1,051
Northern	892	8,795	3,572	-	4,309	-	-	-	-	1,832	5,510	87,201	-

# Pilot Environmental Measures For Domestic Tourism Land Transportation

## Estimating Domestic Tourism Consumption of Fuel in Land Transportation

**Fuel economy** is the amount of fuel it takes to travel a certain distance.

Passenger Car Label Fuel Economy Limits	
Grade	Fuel Economy
Excellent	14.7 km/l
Very Good	14.2 km/l
Good	13.6 km/l
Average	13.0 km/l
Poor	12.5 km/l
Average	13.6 km/l

Source: SAUDI STANDARDS, METROLOGY AND QUALITY ORGANIZATION

### Domestic Tourism Consumption of Fuel in Land Transportation in KSA, 2016

Item	Domestic Tourism Consumption
Fuel	1,005 million liter



# Pilot Environmental Measures For Domestic Tourism Land Transportation

## Estimating CO2 Emissions

Conversion Factors for CO2 Emissions	
Grade	CO <sub>2</sub> Emissions
1 ton fuel (diesel) combusted (generate)	3.32057 ton CO <sub>2</sub>

Source: Ragab and Meis (2016).

### Estimated CO<sub>2</sub> Emissions in the Commercial Accommodation Services and Domestic Tourism Land Transport in KSA, 2016

Items	Domestic Tourism Land Transport
Fuel	2,859,400 ton CO <sub>2</sub>

Fuel ton = 1,167 Liter



## Conclusion and Recommendations

- Countries that have A TSA are already covering around 50% of the Key statistical domains of the MST (e.g. data on Visitor movements, Tourism activity and expenditure, Tourism characteristic industries, Tourism employment);
- The pervious showed KSA experience examines partially some environmental impacts of tourism, however it does not provide a “Statistical Framework” for the MST;
- A very important question needs to be addressed is:  
“How can a country provide environmental measurers for tourism based on the TSA when it does not have environmental accounts (SEEA)?”

## Conclusion and Recommendations

- A pilot study is required to answer the previous question;
- More efforts are needed to encourage the National Statistical Authorities to develop the SEEA and linking it to TSA;
- Multi-stakeholder partnerships are to be developed for facing the new data challenges for the MST.

# Thank You



المملكة العربية السعودية  
الهيئة العامة للسياحة والتراث الوطني  
ص.ب: الرياض: ٠٨٦٦٦  
هاتف: ٨٨٠٨٨٥٥ ١١ ٩٦٦ | مركز ماس: ٤٤٤٤  
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