



An extended approach for MST at the subnational scale
Lessons from a pilot study

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- Despite 25 years of research on tourism sustainability (Bramwell et al., 2017)
 - No international consensus on **methodology** for **measurement**
 - Poor results on measurement, with no **comparability**
- Welcome UNWTO measuring Sustainable Tourism (MST) initiative
 - Linking measurement to UN **statistical standards**
 - Linking tourism sustainability to 2030 development goals (**policy oriented**)
 - Recognition of the relevance of the **local approach**

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Complexity of measurement



3

Three approaches



Sustainability of tourism characteristic activities



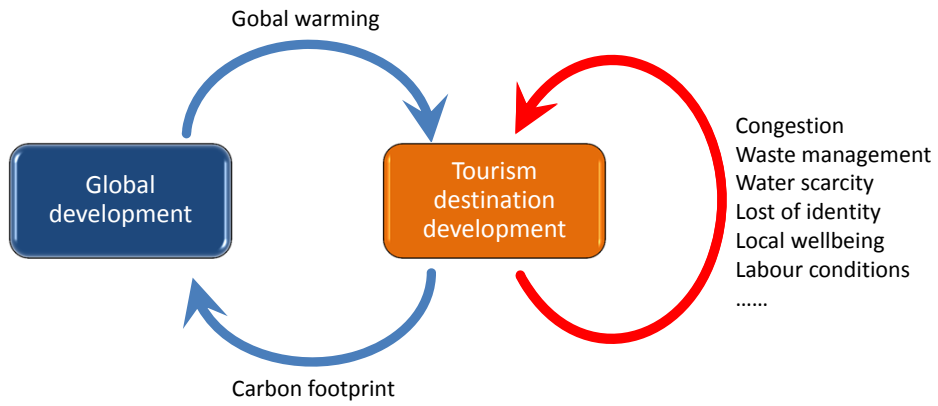
Sustainability of tourist behaviour



Sustainability of tourism destinations

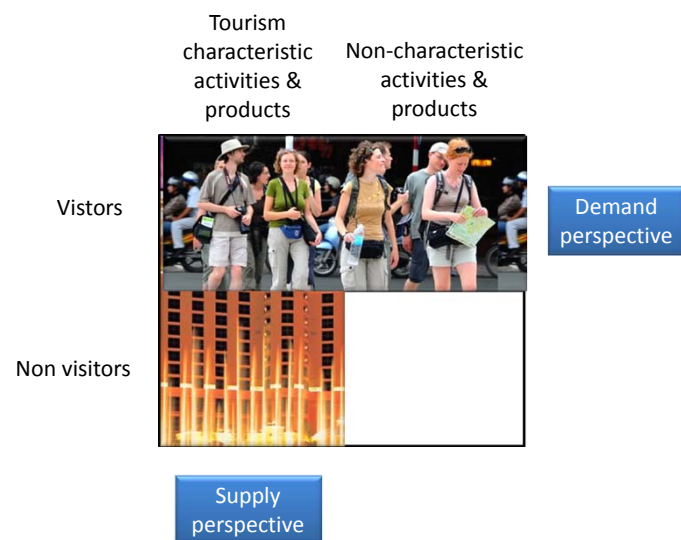
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Global vs. local issues



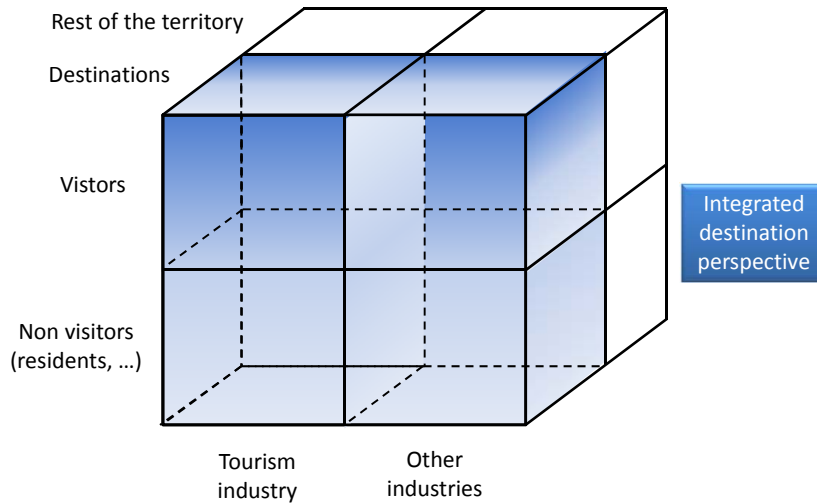
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International statistical standards regarding tourism measurement (IRTS, 2008 & TSA, 2008)

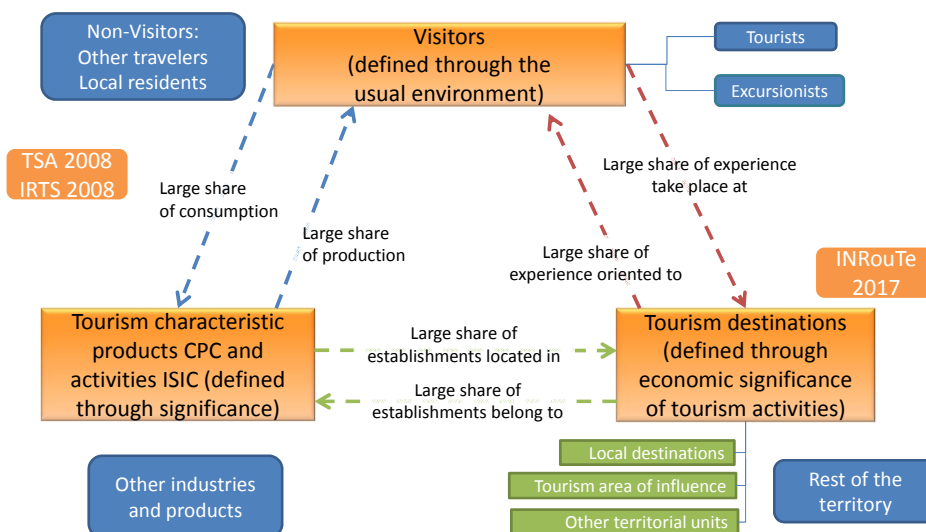


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The need for an extended framework

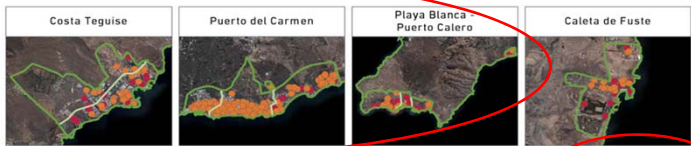


Extended approach for measuring tourism at a local scale

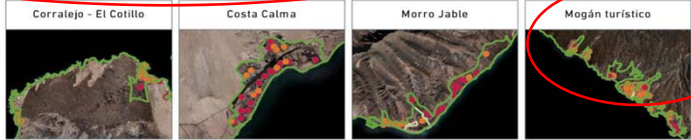


16 tourism zones divided into 47 micro-destinations

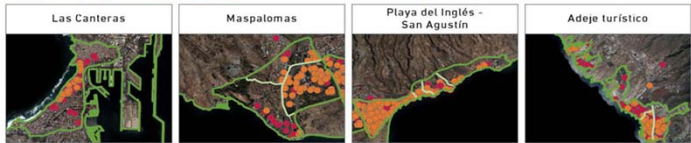
3 zones in Lanzarote
(coverage 92% of
tourist beds)



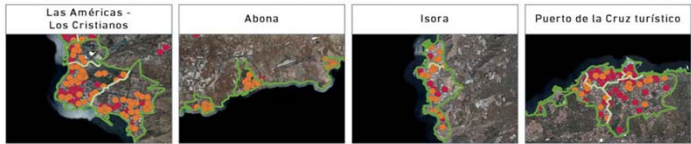
4 zones in Fuerteventura
(coverage 93,4% of
tourist beds)



4 zones in Gran Canaria
(coverage 96,1 of
tourist beds)



5 Zones in Tenerife
(83,2% coverage
of tourist beds)



Source: ISTAC

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Thank you very much!!!

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