

Why so many tools to measure Eco/Sustainable Tourism?

Overlap, Anomalies and Opportunities

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Acknowledgement of Country

The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which we meet.

We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.

We recognise their valuable contributions to Australian and global society

Developing & Managing Eco/Sustainable Tourism

Holistic

- Multidimensional

Comprehensive management

- Complex measurement
- Indicator sets



Origins of Eco/Sustainable Tourism and Measurement

- 1990: The Ecotourism Society *soon to be TIES* (USA)
- 1991: Ecotourism Association of the Indo Pacific Region *soon to be EA* (Aus)
- 1992: TIES produced Ecotourism Guidelines
- 1993: EA produced Ecotourism Code of Practice / UNWTO produced Indicators for the Sustainable Management of Tourism
- 1996: EA launched National Ecotourism Accreditation Program

Why have so many indicator sets been developed to measure Eco/Sustainable Tourism?



EARTHCHECK



Why have so many indicator sets been developed to measure Eco/Sustainable Tourism?

Scope

- National, Regional, Destination, Operator

Location

- Global, Europe, N. America, Oceania, Africa

Organisation

- Intergovernmental, Industry Council, Consultants, Researchers

Site-specific vs. Comparison

Significant support for local values to determine sustainability

Recent movement to develop measurement to facilitate comparison

Result = more measurement tools



Study sample of 17 Eco/Sustainable Tourism indicator sets

ST Indicator Set	Year	No. of Indicators	Application	Origin	ST Indicator Set	Year	No. of Indicators	Application	Origin
Twining-Ward & Butler	2002	20	Destination	Samoa	EC: European Tourism Indicator System	2016	43	Destination	Europe
UNWTO: Indicators of Sustainable Development for Tourism Destinations	2004	730	Destination	Global	GSTC: Industry Criteria for Hotels & Accommodations	2016	167	Accommodation	Global
Choi & Sirakaya	2006	124	Destination	USA	GSTC: Industry Criteria for Tour Operators	2016	182	Operator	Global
Travelife	2007	72	Accommodation	Europe	WEF: Travel & Tourism Competitiveness Index	2017	90	National	Global
Roberts & Tribe	2008	54	Operator	Barbados	Asmelash & Kumar	2019	53	Destination	Ethiopia
Schianetz & Kavanaugh	2008	18	Operator	Australia	GSTC: Destination Criteria	2019	174	Destination	Global
Fernandez & Rivero	2009	14	Destination	Spain	Ecotourism Australia	2020	53	Operator	Australia
Blancas et al.	2010	32	Destination	Spain					
Tanguay et al.	2013	20	Destination	Canada					
Torres-Delgado & Palomeque	2014	26	Destination	Spain					

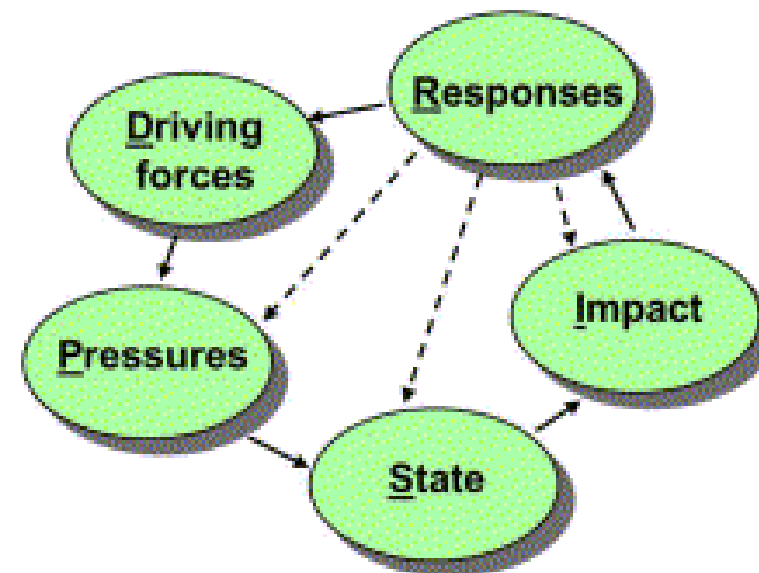
Frameworks for Comparison

Dimensions of Sustainability



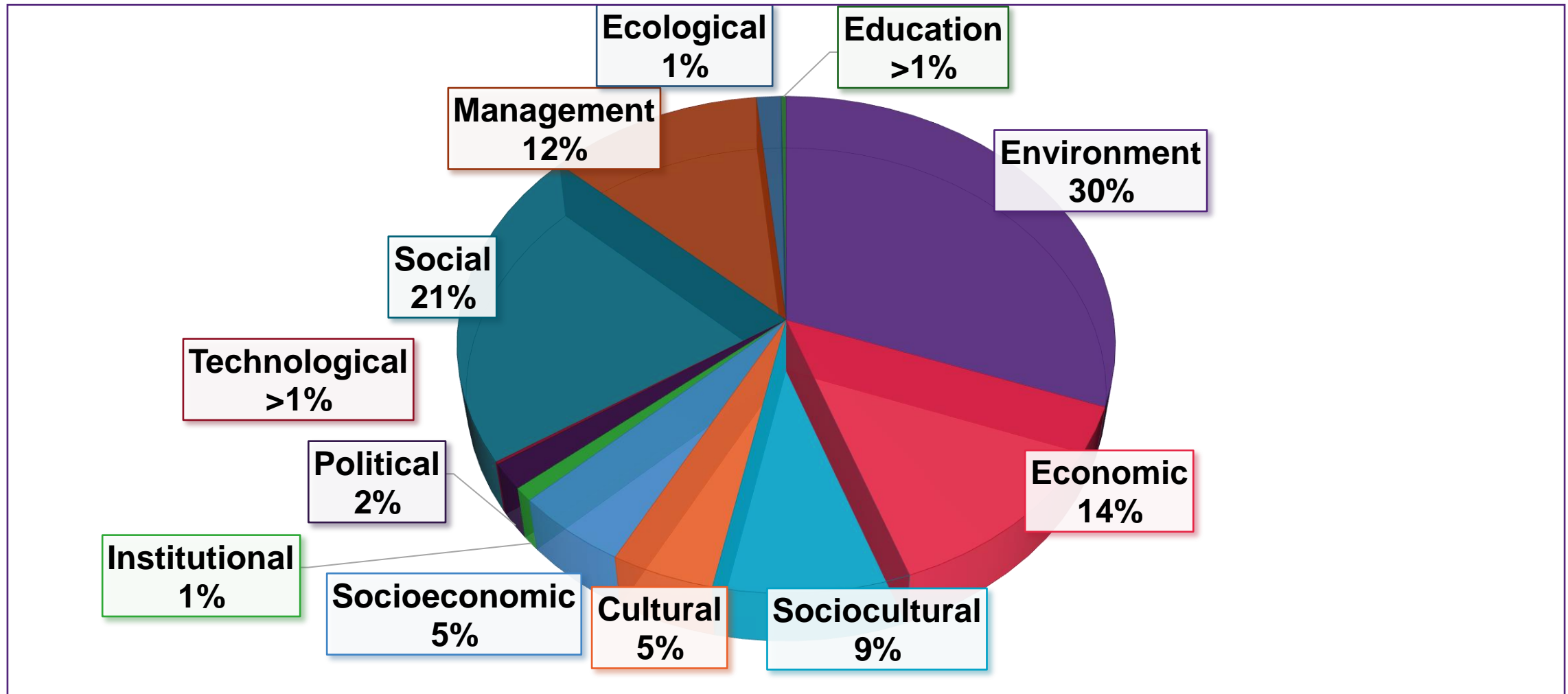
Driver-Pressure-State-Impact-Response

Causal Chain Framework

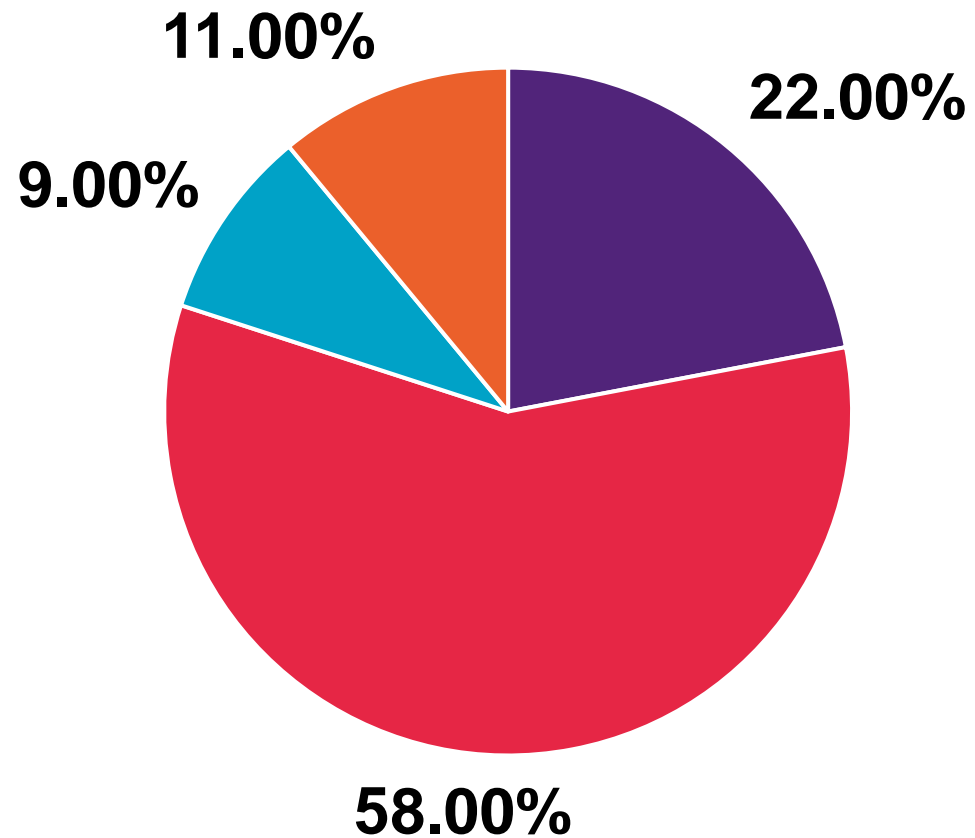


From Schjonning et al., 2015

Dimensions of Sustainability for all sets

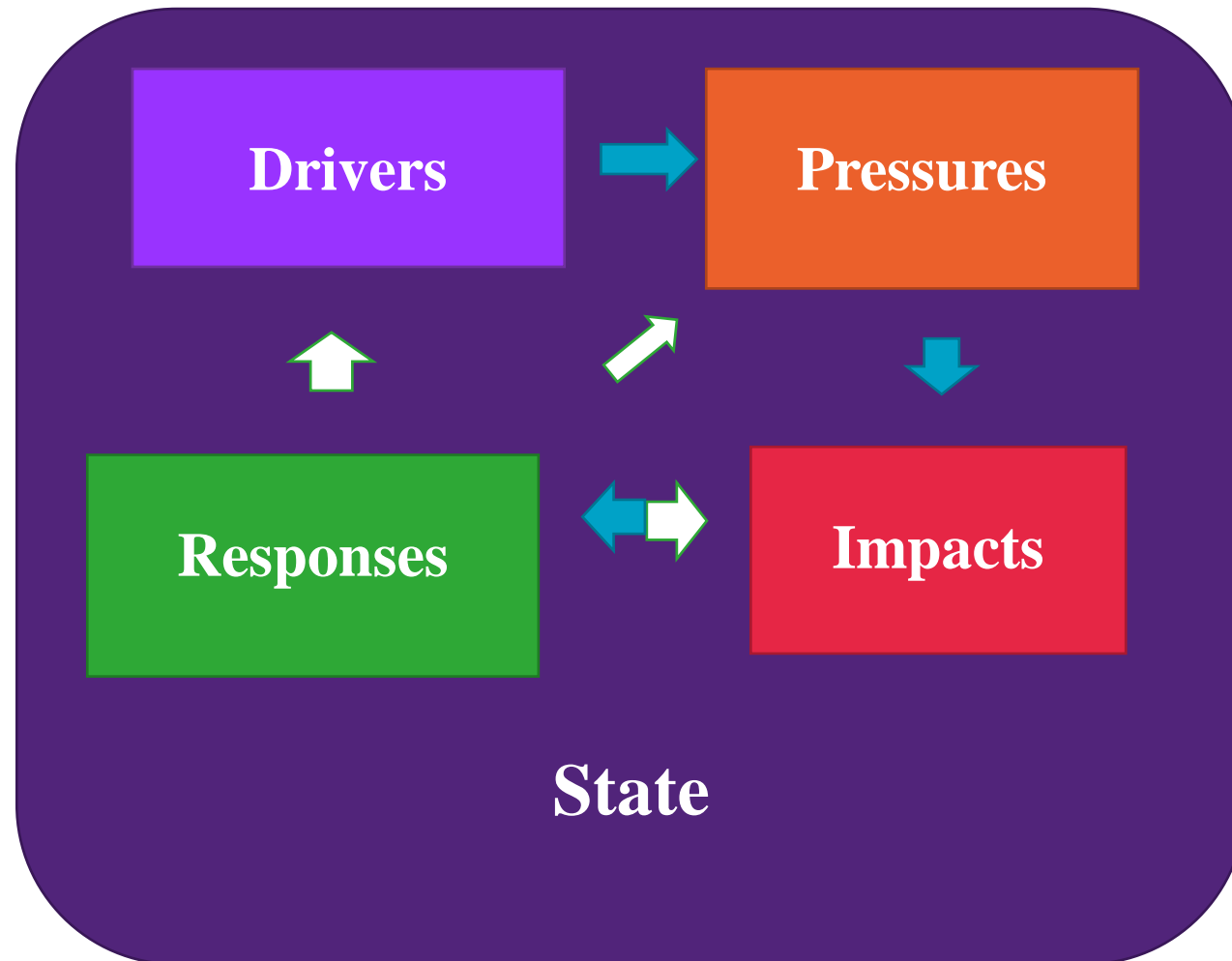


What about Ecotourism Australia?

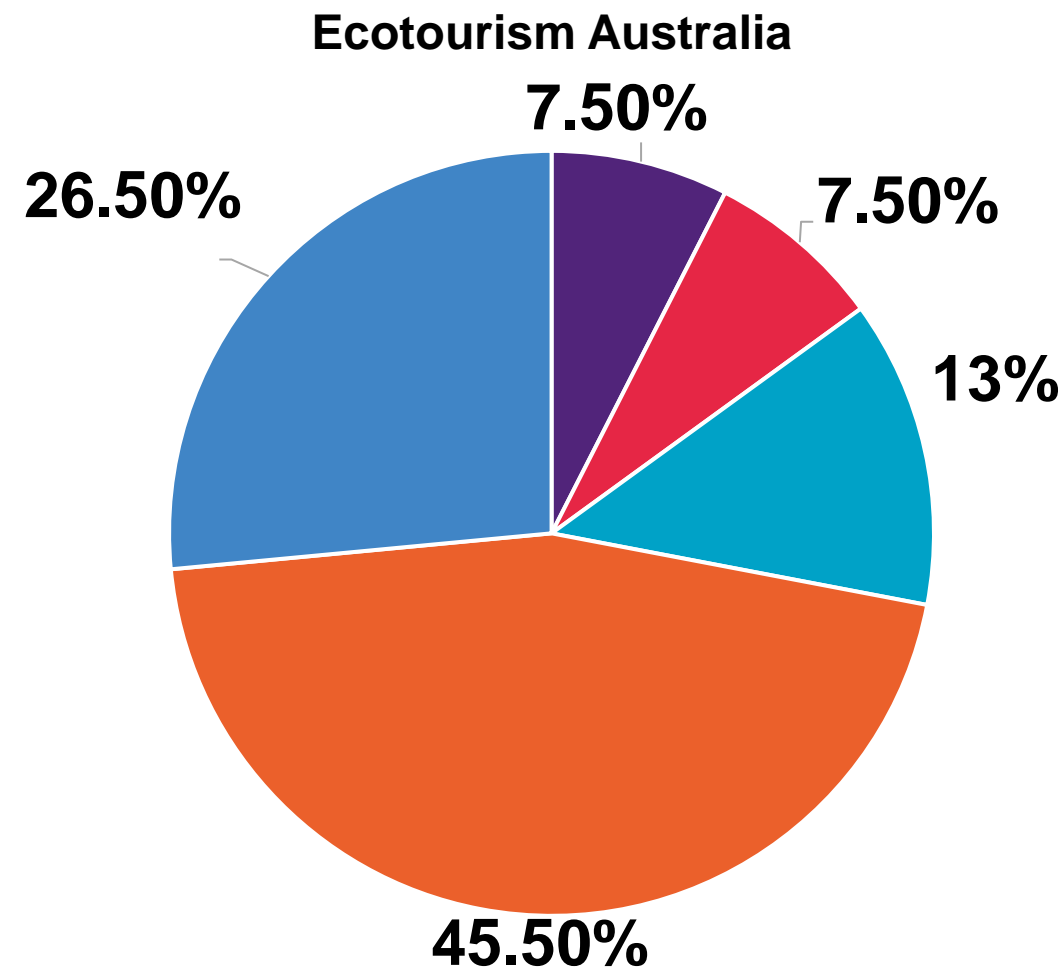
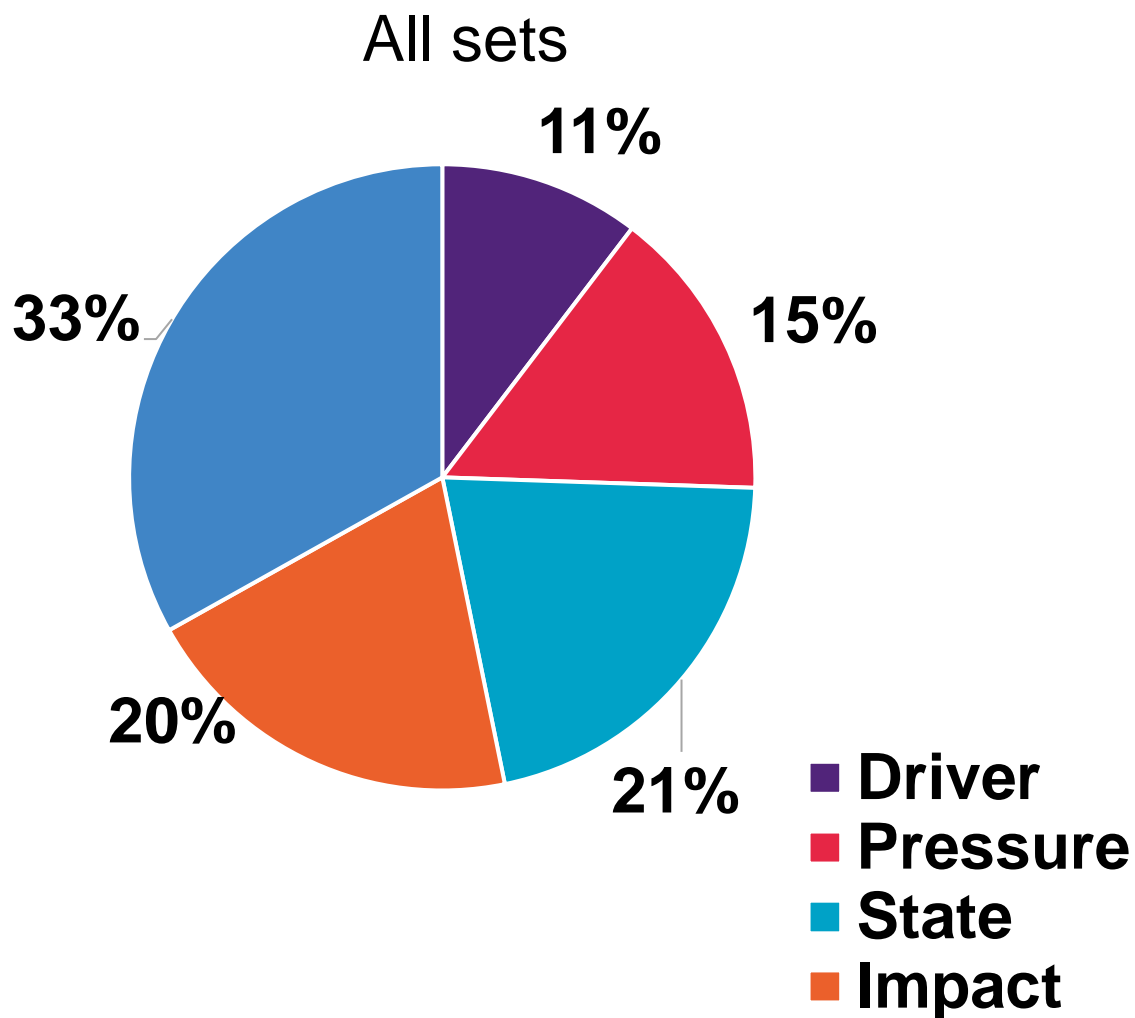


■ Management ■ Environmental ■ Education ■ Sociocultural

DPSIR Causal Chain Approach



DPSIR Framework for all sets vs. Ecotourism Australia



How does Ecotourism Australia compare?

- **Unique Dimensions:**

- Only set with education indicators
- Lack of economic indicators

- **Similar Dimensions:**

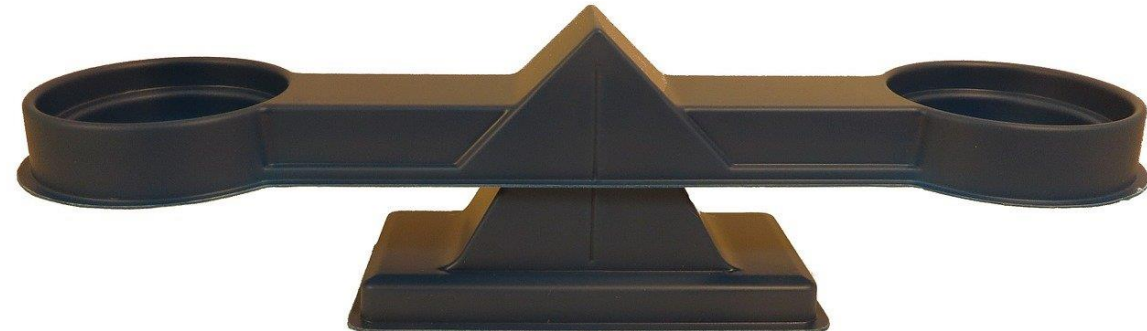
- High importance of environmental indicators
- Inclusion of management indicators

- **Unique DPSIR:**

- High importance of impact indicators

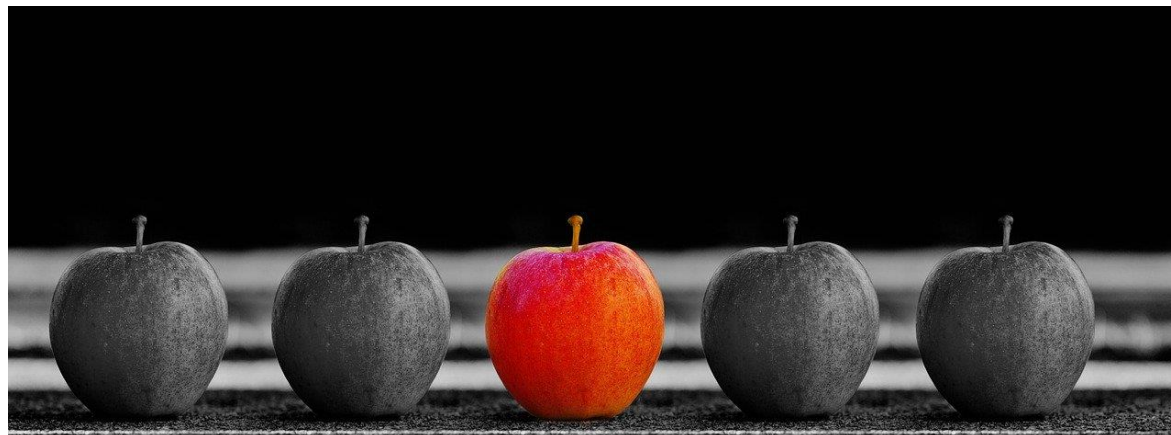
- **Similar DPSIR:**

- Low importance of driver & pressure indicators



Overall Preliminary Results

- More commonality across indicator sets than difference
- Some significantly unique: including EA
- Most indicator sets not significantly different from each other



Future

- Further comparison of measurement tools
- Convergence of eco/sustainable tourism minimum standard
- Agree on base dimensions of sustainability
- Application of DPSIR causal chain framework





THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Thank you

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