



## Towards construction of an integrated statistical framework to measure sustainability: the case of tourism

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### Abstract:

In recent years, tourism has experienced continuous growth, so its quantification always poses new challenges. Today it is extremely important to measure not only its economic performance, but the externalities it generates towards capital in its broadest conception: economic, social, environmental and human. Measuring the non-financial performance of establishments directly and indirectly related to tourism can give us a better understanding of how this activity has important effects (positive and negative) on the environmental boundary and on human and social resources.

The development of tourist activity metrics must identify, in principle, the different relationships that it establishes with capital in its broadest sense. One of them, tourism-environment, is of particular importance to develop information that supports the monitoring of Sustainable Development Goals (SDG) indicators, based on the recommendations of the UNWTO *Measuring the Sustainability of Tourism* (MST).

As a result of Mexico's efforts in MST, three measurement approaches have been analyzed, of which two are addressed in this work: **Economy of nature tourism and the impact of tourism on the environment**. The first one, is related to quantification of the wealth generated in places with a tourist vocation, where the protection of the environmental boundary is regulated by a legal framework, such as the case of Protected Natural Areas (PNA).

**The second approach** is possible when there are two important accounting tools, the Tourism Satellite Account and the System of Economic and Environmental Accounts, which by making the appropriate statistical relationships allow the generation of environmental impact data, which initially allow giving monitoring of indicators (SDG) such as 12.b.1. "Implementation of standard accounting tools to monitor the economic and environmental aspects of tourism sustainability".

It should be noted that, within these 17 objectives, tourism is included in a direct, indirect or induced way in the goals of at least two Goals:

- Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- Goal 12: Ensure sustainable consumption and production patterns.

**Keywords:**

Tourism; SDGs; Sustainability; Protected Natural Areas, Satellite Accounts.