



# Towards the “greening” of the Tourism Satellite Account. Mexico’s proposal

Presented by:

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## CONTENT

### 1. Background

- Experience in the construction of two satellite accounts in Mexico (tourism and environment)
- Participation in working groups and international meetings
- Collaboration with other countries and organisms in LA region

### 2. Towards the “greening of the TSA”

- Objective: To generate statistics that allow analyze the links between the economic activity of tourism and the environmental boundary

### 3. Strategy

- Linkage between the TSA and environment working groups
- Incorporation of staff from Tourism and Environment National Offices

## CONTENT

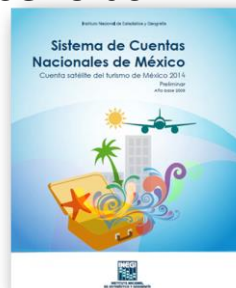
### 4. Work scheme

- Diagnosis of the links between tourism and the environment
- Economic and physical flows to the touristic activity derived from conservation, ecosystem services, landscape and culture
- Extent, condition, supply and use of ecosystem services
  - Protected Natural Areas, hunting ranches
- Ecosystem services valuation (cultural and leisure)
- Positive and negative externalities of tourism on environment
  - Depletion of natural resources
  - Degradation of the environment
  - Material flow
  - Environmental economic activities
- Environmental goods and services and green jobs associated to the tourism sector
- Sustainable Development Goals (SDG's) and decoupling indicators
- Tables in physical, monetary units and hybrids

## 1. Background

### Satellite Accounts of Mexico

- Non-Profit Institutions
- Unpaid work of households
- Health
- Culture
- **Tourism**
- **Environment**



# 1. Background

## Manuals and international recommendations



# 1. Background

## Collaboration of Mexico with other countries and international organisms

| TOURISM SATELLITE ACCOUNT          | ENVIRONMENTAL ACCOUNTS                     |
|------------------------------------|--------------------------------------------|
| UNWTO/INRouTe/<br>OECD/ECLAC/ APEC | UNCEEA/London<br>Group/UBCG/ECLAC/<br>OECD |
| Peru                               | Ecuador                                    |
| El Salvador                        | Panama                                     |
| Bolivia                            | Dominican Rep.                             |
| Guatemala                          | Guatemala                                  |
|                                    | Peru                                       |



## 2. Towards the “greening of the TSA”

***OBJECTIVE: “To generate statistics that allow analyze the links between the economic activity of tourism and the environmental boundary”***



## 3. Strategy

✓ ***Linkage between the working groups of the tourism and environment satellite accounts***

✓ ***Subsequent incorporation of staff from Tourism and Environment National Offices***



## 4. Work scheme

### Definitions

**AGEB:** Geo-statistical basic areas into which INEGI divides the national territory, beyond its division into states, municipalities and localities.

**AGEB with activities related to tourism:** Delimitation of geography and economic activities which provide elements that allow quantifying and analyzing the impact of tourism at national, state, municipality or locality level.



■ AGEBs with economic activities related to tourism  
■ Urban AGEBs



## 4. Work scheme

### Criteria to determine Tourist Destinations

1. To be considered as tourist destination, the geographical area integrated by one or more localities, must comply with **one or more** of the following conditions:

|                                                                     |                                             |                                             |                                                          |                           |                                       |
|---------------------------------------------------------------------|---------------------------------------------|---------------------------------------------|----------------------------------------------------------|---------------------------|---------------------------------------|
| Receiving periodically or permanently significant flows of tourists | Being part of UNESCO's World Heritage Sites | Having an Integrally Planned Tourist Center | Participating in SECTUR's touristic development programs | Being a north border city | Having more 2,000 accommodation rooms |
|---------------------------------------------------------------------|---------------------------------------------|---------------------------------------------|----------------------------------------------------------|---------------------------|---------------------------------------|



2. For cities with a population greater than 600,000 inhabitants, delimitate punctually the areas, zones and streets in which touristic flows concentrate, under **16 conditions**:

|                                                    |                                             |                                   |                               |                                                                 |        |
|----------------------------------------------------|---------------------------------------------|-----------------------------------|-------------------------------|-----------------------------------------------------------------|--------|
| Having more than 2 hotels with integrated services | There is at least one watering place or Spa | There is at least one golf course | Having at least 2 restaurants | There is at least one administration of airports and heliports. | Others |
|----------------------------------------------------|---------------------------------------------|-----------------------------------|-------------------------------|-----------------------------------------------------------------|--------|

## 4. Work scheme

### Definitions

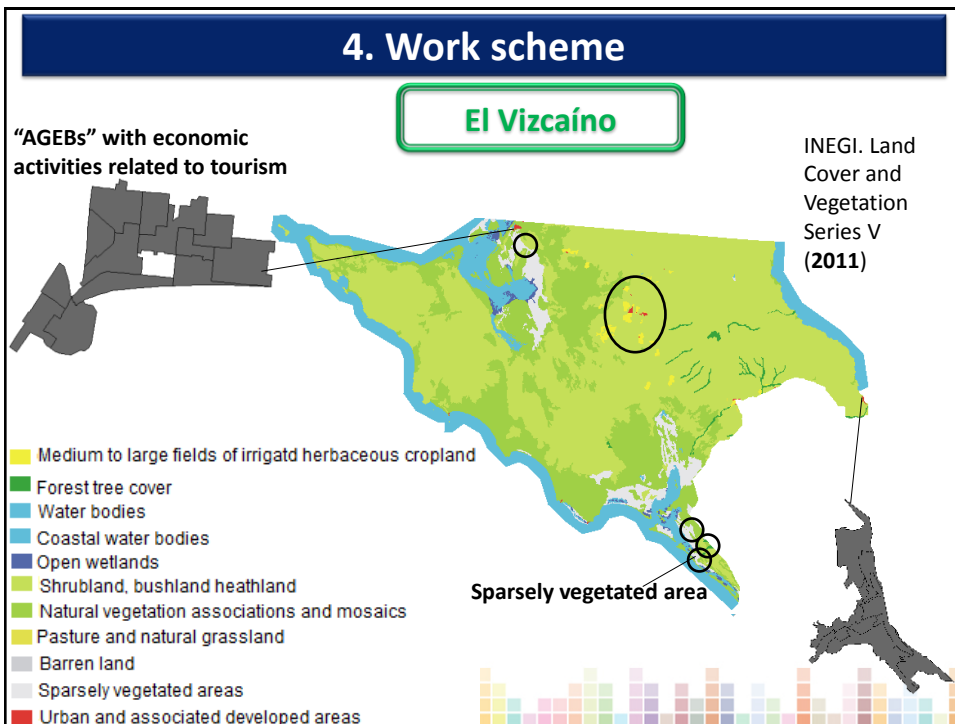
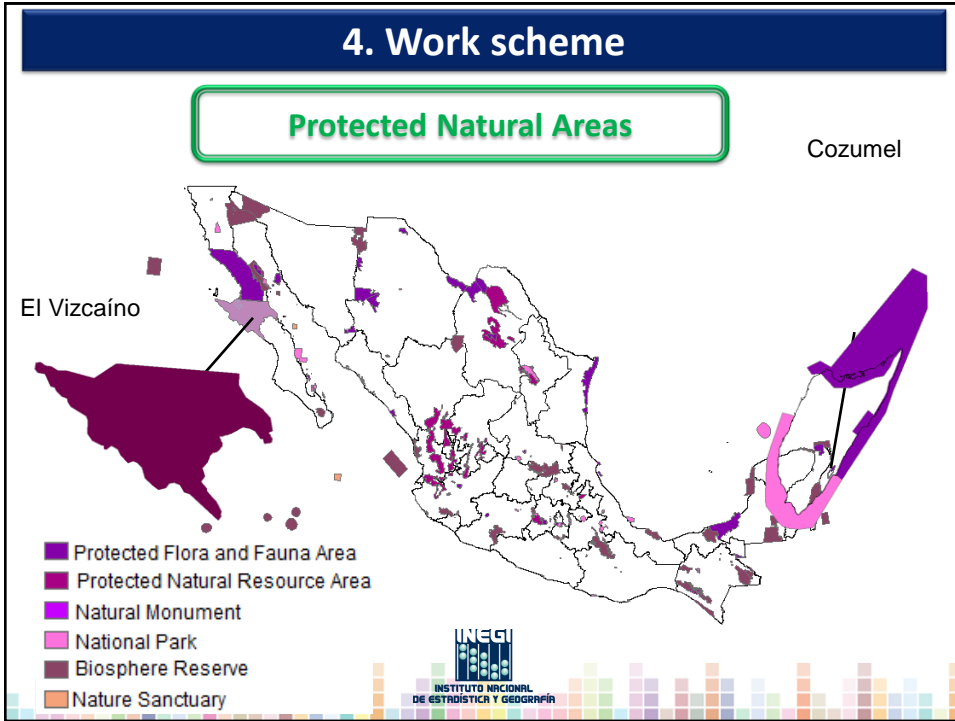
**Protected Natural Areas (PNA):** Portions of land or water in the country representing various ecosystems, where the original environment has not been essentially altered and which produce environmental benefits increasingly recognized and valued.

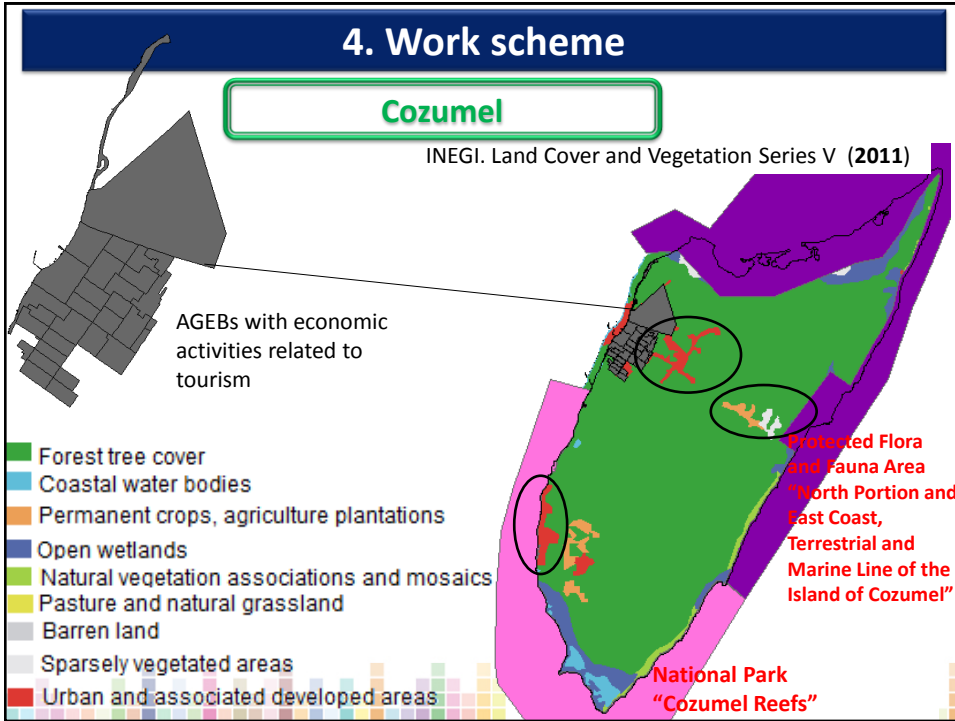


## 4. Work scheme

### Ecosystem extent, condition, supply and use

- ✓ Mapping of Protected Natural Areas
- ✓ Identification of touristic establishments within or surrounding PNA
- ✓ Mexico has 177 Protected Natural Areas. Three examples are included:
  - ✓ Biosphere Reserve “El Vizcaíno” in Baja California and Baja California Sur
  - ✓ Protected Flora and Fauna Area “North Portion and East Coast, Terrestrial and Marine Line of the Island of Cozumel”
  - ✓ National Park “Cozumel Reefs” in Quintana Roo.





## 4. Work scheme

### Identification of positive and negative externalities

*Environmental Protection Expenditure (Positive externality)*

\* Touristic establishments that allocate resources to:

|                                                                                                                                                         |                                                                                                                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>-Wastewater treatment</li> <li>- Recycling</li> <li>- Cooking oil collection</li> <li>- Energy saving</li> </ul> | <ul style="list-style-type: none"> <li>-Garbage collection</li> <li>- Beach cleaning</li> <li>-Among others</li> </ul> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|

*Natural resources depletion and degradation (Negative externality)*

\* Touristic establishments that use natural resources or that generate waste to water, air or soil:

|                                                                                                                                                                                          |                                                                                                                                                                                                                                                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p style="color: blue; font-weight: bold; margin: 0;"><i>Natural resources depletion</i></p> <ul style="list-style-type: none"> <li>-Groundwater ✓</li> <li>-Forest resources</li> </ul> | <p style="color: blue; font-weight: bold; margin: 0;"><i>Environment degradation</i></p> <ul style="list-style-type: none"> <li>-Air emissions ✓</li> <li>- Solid waste ✓</li> <li>- Waste water discharges</li> <li>-Land degradation ✓</li> </ul> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



## 4. Work scheme

### Economic activities related to tourism

#### Environmental goods and services

\* Touristic establishments that supply environment “friendly” goods and services or whose processes have been modified to conserve natural resources and the environment:

- *Nature tourism*
- *Water recycling*
- *Generation of energy from renewable sources*



#### Green jobs

\* Full time equivalent jobs in the tourism sector dependent on the Tax ID (with access to social security), that allow the production of environmental goods and services.



## 4. Work scheme

### Statistic tables construction

#### Physical units

- *Negative externalities (Depletion and Degradation)*
- *Ecosystem extent, condition, supply and use (Protected Natural Areas); including maps*
- *Green jobs (job posts, hours)*



#### Monetary units

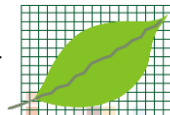
- *Positive externalities (Environmental Protection Expenditure)*
- *Economic valuation of ecosystem services*
- *Green jobs (average remunerations)*
- *Touristic environmental goods and services*



#### Hybrids

- *Including physical and monetary data in a single reference structure, with which it is possible to derive specific indicators for topics such as:*

➤ *Productivity, decoupling, i.a.*



## 4. Work scheme

### Alignment with the Sustainable Development Goals (SDG's)

- ✓ **Target 8.9** . By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
- ✓ **Target 12b** . Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products
- ✓ **Target 14.7**: By 2030, increase the economic benefits to small island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

### Conociendo México

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# ANNEXES



## Environmental protection expenditure associated to the tourism sector

**Environmental Protection Expenditure of the private sector by branch of touristic activity, according to expenditure type**

**Year 2008**

(Thousands of current pesos)

| NAICS Branch | Name                                                   | Environmental Protection Expenditure |            |          |
|--------------|--------------------------------------------------------|--------------------------------------|------------|----------|
|              |                                                        | Current                              | Investment | Total    |
| 4811         | Scheduled Air Transportation                           | 1,981.0                              | 6,650.0    | 8,631.0  |
| 4812         | Nonscheduled Air Transportation                        | 442.0                                | 740.0      | 1,182.0  |
| 4821         | Rail Transportation                                    | 4,935.0                              | 15,290.0   | 20,225.0 |
| 4832         | Inland Water Transportation                            | 67.0                                 |            | 67.0     |
| 4852         | Interurban and Rural Bus Transportation                | 9,995.0                              | 7,546.0    | 17,541.0 |
| 4855         | Charter Bus Industry                                   | 303.0                                | 1,298.0    | 1,601.0  |
| 4871         | Scenic and Sightseeing Transportation, Land            | 411.0                                | 949.0      | 1,360.0  |
| 4872         | Scenic and Sightseeing Transportation, Water           | 680.0                                | 871.0      | 1,551.0  |
| 5312         | Offices of Real Estate Agents and Brokers              | 8,236.0                              | 402.0      | 8,638.0  |
| 5313         | Activities Related to Real Estate                      | 300.0                                | 700.0      | 1,000.0  |
| 7212         | RV (Recreational Vehicle) Parks and Recreational Camps | 4.0                                  | 5.0        | 9.0      |
| 7213         | Rooming and Boarding Houses                            | 47.0                                 | 152.0      | 199.0    |
| 7221         | Full-Service Restaurants                               | 1,047.0                              | 732.0      | 1,779.0  |
| 7224         | Drinking Places (Alcoholic Beverages)                  | 1,693.0                              | 33.0       | 1,726.0  |

Source: INEGI. Economic Censuses 2009 / Environmental Module

## Environmental protection expenditure associated to the tourism sector

To complement with the disaggregation of data from the Environmental module/  
Economic Censuses 2014:

### Environmental Protection Expenditure of the private sector by branch of touristic activity, according to expenditure type

Year 2013

(Thousands of current pesos)

| NAICS Branch | Name                                                                 | Environmental Protection Expenditure |            |       |
|--------------|----------------------------------------------------------------------|--------------------------------------|------------|-------|
|              |                                                                      | Current                              | Investment | Total |
| 4881         | Support Activities for Air Transportation                            |                                      |            |       |
| 4883         | Support Activities for Water Transportation                          |                                      |            |       |
| 5615         | Travel Arrangement and Reservation Services                          |                                      |            |       |
| 7211         | Traveler Accommodation                                               |                                      |            |       |
| 4851         | Urban Transit Systems                                                |                                      |            |       |
| 5324         | Commercial and Industrial Machinery and Equipment Rental and Leasing |                                      |            |       |
| 5419         | Other Professional, Scientific, and Technical Services               |                                      |            |       |
| 5615         | Travel Arrangement and Reservation Services                          |                                      |            |       |
| 5619         | Other Support Services                                               |                                      |            |       |
| 6211         | Offices of Physicians                                                |                                      |            |       |
| 7121         | Museums, Historical Sites, and Similar Institutions                  |                                      |            |       |
| 7131         | Amusement Parks and Arcades                                          |                                      |            |       |
| 7139         | Other Amusement and Recreation Industries                            |                                      |            |       |
| 7223         | Food Services Contractors                                            |                                      |            |       |
| 8111         | Automotive Repair and Maintenance                                    |                                      |            |       |
| 8129         | Photofinishing and Other Personal Services                           |                                      |            |       |

## Green jobs associated to the tourism sector

### Green jobs of the private sector by branch of touristic activity

Year 2008

| NAICS Branch | Name                                                   | Occupied staff |         |       |
|--------------|--------------------------------------------------------|----------------|---------|-------|
|              |                                                        | Exclusive      | Partial | Total |
| 4811         | Scheduled Air Transportation                           |                | 9       | 9     |
| 4812         | Nonscheduled Air Transportation                        | 3              |         | 3     |
| 4821         | Rail Transportation                                    | 13             | 223     | 236   |
| 4832         | Inland Water Transportation                            | 3              | 12      | 15    |
| 4852         | Interurban and Rural Bus Transportation                | 17             | 105     | 122   |
| 4871         | Scenic and Sightseeing Transportation, Land            | 14             | 36      | 50    |
| 4872         | Scenic and Sightseeing Transportation, Water           | 45             | 199     | 244   |
| 5312         | Offices of Real Estate Agents and Brokers              | 5              | 8       | 13    |
| 5313         | Activities Related to Real Estate                      | 12             | 16      | 28    |
| 7212         | RV (Recreational Vehicle) Parks and Recreational Camps | 18             | 5       | 23    |
| 7213         | Rooming and Boarding Houses                            | 5              | 20      | 25    |
| 7221         | Full-Service Restaurants                               | 19             | 40      | 59    |
| 7224         | Drinking Places (Alcoholic Beverages)                  |                | 6       | 6     |

Source: INEGI. Economic Censuses 2009 / Environmental Module

## Green jobs associated to the tourism sector

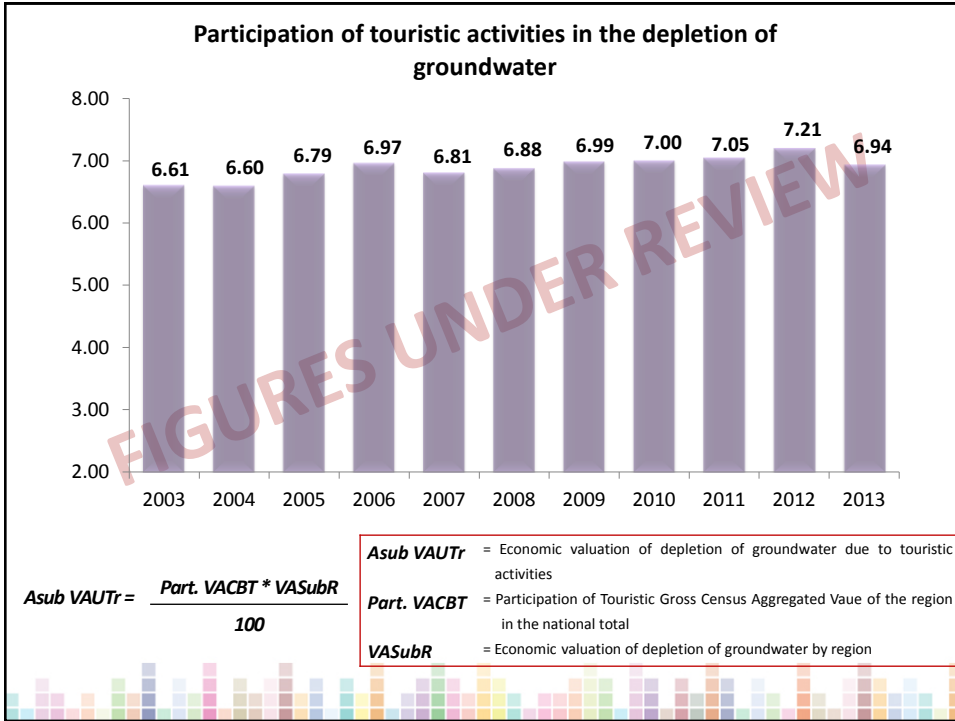
*To complement with the disaggregation of data from the Environmental module/  
Economic Censuses 2014:*

### Green jobs of the private sector by branch of touristic activity Year 2013

| NAICS Branch | Name                                                                 | Personal ocupado |       |              |
|--------------|----------------------------------------------------------------------|------------------|-------|--------------|
|              |                                                                      | People           | Hours | Hrs / person |
| 4881         | Support Activities for Air Transportation                            |                  |       |              |
| 4883         | Support Activities for Water Transportation                          |                  |       |              |
| 5615         | Travel Arrangement and Reservation Services                          |                  |       |              |
| 7211         | Traveler Accommodation                                               |                  |       |              |
| 4851         | Urban Transit Systems                                                |                  |       |              |
| 5324         | Commercial and Industrial Machinery and Equipment Rental and Leasing |                  |       |              |
| 5419         | Other Professional, Scientific, and Technical Services               |                  |       |              |
| 5615         | Travel Arrangement and Reservation Services                          |                  |       |              |
| 5619         | Other Support Services                                               |                  |       |              |
| 6211         | Offices of Physicians                                                |                  |       |              |
| 7121         | Museums, Historical Sites, and Similar Institutions                  |                  |       |              |
| 7131         | Amusement Parks and Arcades                                          |                  |       |              |
| 7139         | Other Amusement and Recreation Industries                            |                  |       |              |
| 7223         | Food Services Contractors                                            |                  |       |              |
| 8111         | Automotive Repair and Maintenance                                    |                  |       |              |
| 8129         | Photofinishing and Other Personal Services                           |                  |       |              |



**Depletion**



**Participation of touristic activities in the mitigation costs of emissions from mobile sources**

