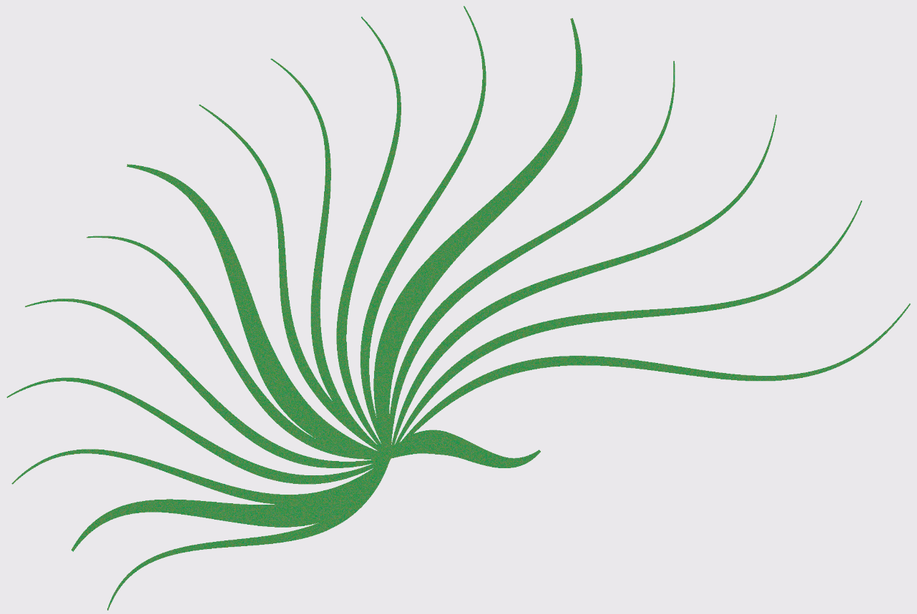
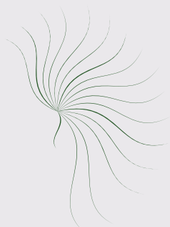


Tourism trends and sustainability

Mapping sustainable travel destinations

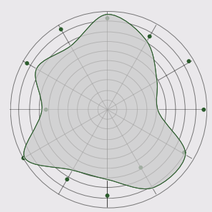
Tourism Trends and Sustainability

To analyse and visualise the impact of tourism on economies and environments, highlighting the balance (or lack thereof) between tourism growth and sustainability efforts (2004-2022)



Tourism

Analysis of flux and revenue



Sustainability

Indicators for sustainable tourism

Final Graduation Project in Data Analysis at Spiced Academy
A project by Argitxu Etchebarne

Methodology

Tourism Indicators

Intbound Tourism:
Tourists Arrival
Tourims Receipts, Revenue

Outbound Tourims:
Tourists Departure

Tourism Industry:
Accommodation for visitors in hotels
and similar establishments
Number of Establishments
Number of Room
Number of Bed Places
Average Lentght of Stay

Sustainability Indicators

Economic:
Gross Domestic Product (GDP)
Labor Force Participation Rate
SDG8 Decent Work and Economic Growth
SRI6: Economy
Economic Globalisation Index

Environmental:
Energy Use per Capita
CO_2 Emissions per Capita
SDG7: Affordable and Clean Energy
SDG13: Climate Action
SRI5: Environment and Ecology

Social:
SDG3: Good Health and Well-Being
SRI1: Inclusion
SRI2: Social Cohesion
SRI3: State Capacity
Fragile State Index
State Globalisation Index

Transport:
Quality of Roads and Transport Infrastructures
SDG9: Industry, Innovation and Infrastructure
SDG11: Sustainable Cities and Communities

'SDG' for Sustainable Developpement Goal
'SRI' for State Resilient Index

Data Sources :
UN World Tourism Organization, Tourism Statistics (2024)
Sustainable Development Report (2023)
Fund For Peace (2022)
The World Bank
WEF (World Economy Forum)
Global Carbon Budget (2023)
Global Competitiveness Index
U.S. Energy Information Administration (2023)
Energy Institute - Statistical Review of World Energy
KOF Globalisation Index (2023)

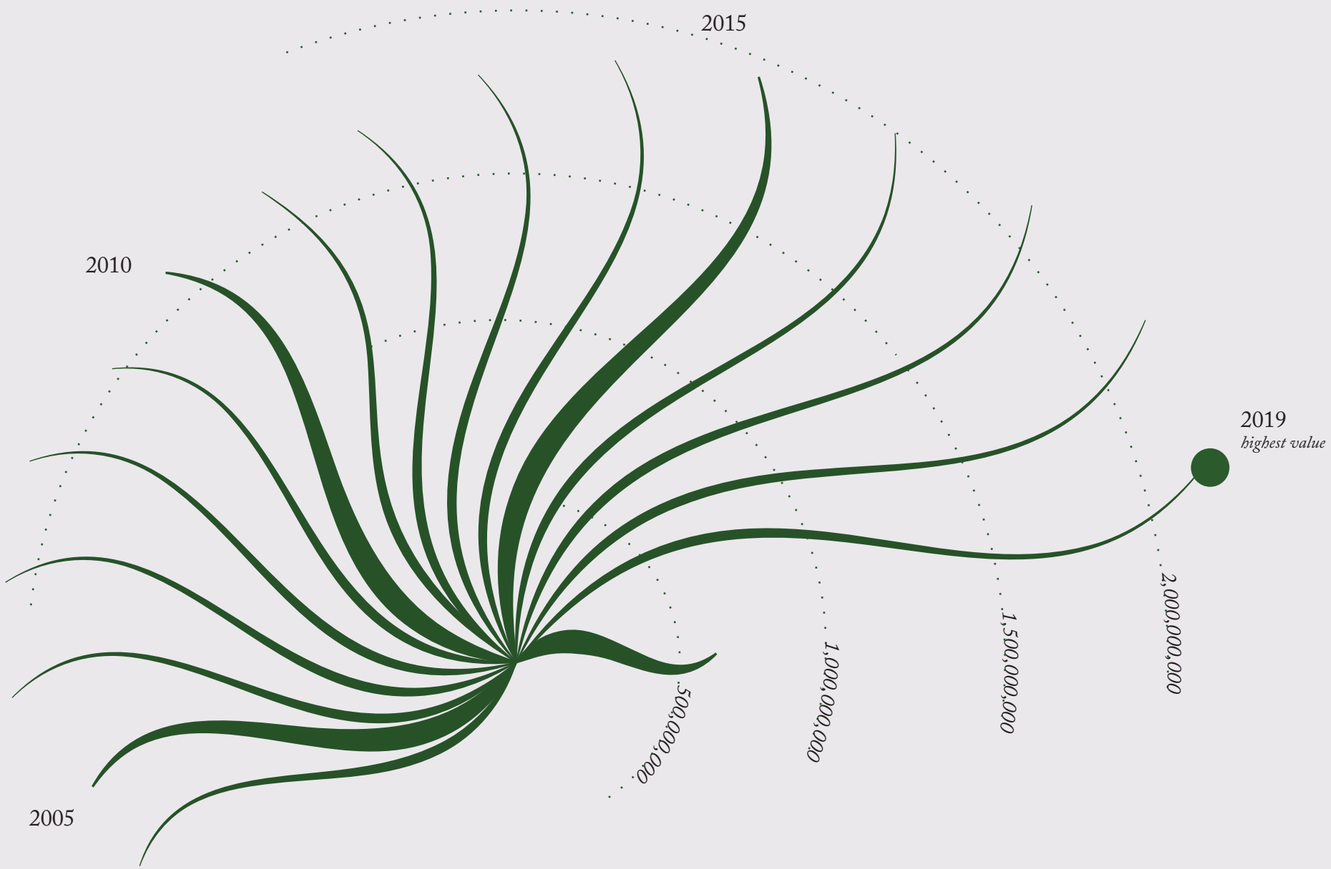
Tourism

Tourist arrivals by year

Total arrivals worlwide per year (2004-2020)

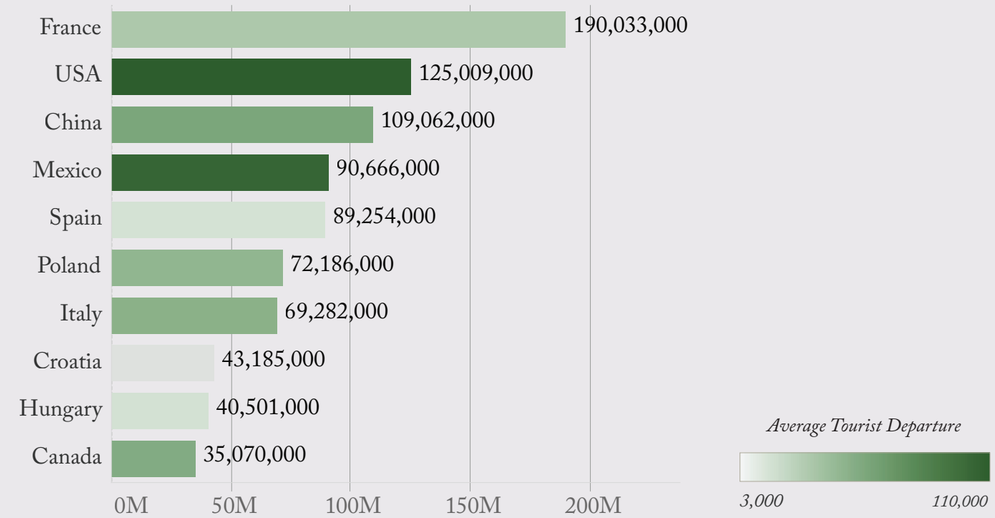
each line represents a year

the lenghts represents the total arrival for that year



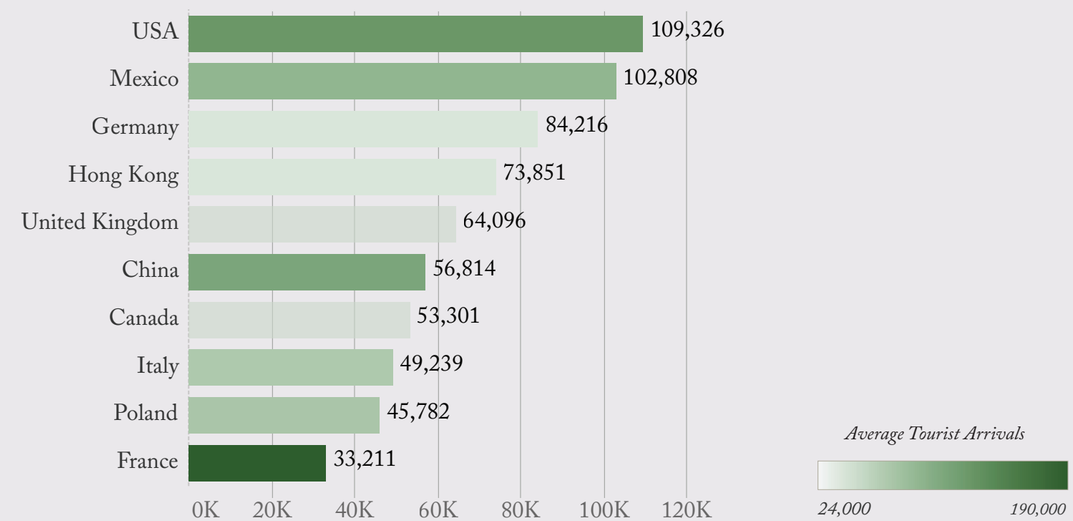
Average of Tourist Arrivals for each Country.

Color shows average of Tourist arrivals. The marks are labeled by average of Tourist departures. The view is filtered on Country, which keeps 10 of 192 members.



Average of Tourist Departures for each Country.

Color shows average of Tourist Arrivals. The marks are labeled by average of Tourist Departures. The view is filtered on Country, which keeps 10 of 192 members.



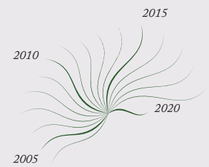
Most popular destinations for tourism (2004-2020)

Comparing the revenue from tourism to the arrival volume.

Legend

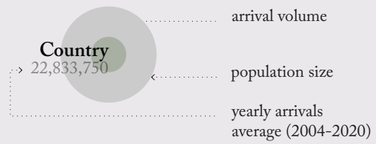
lines: Tourist arrivals by year

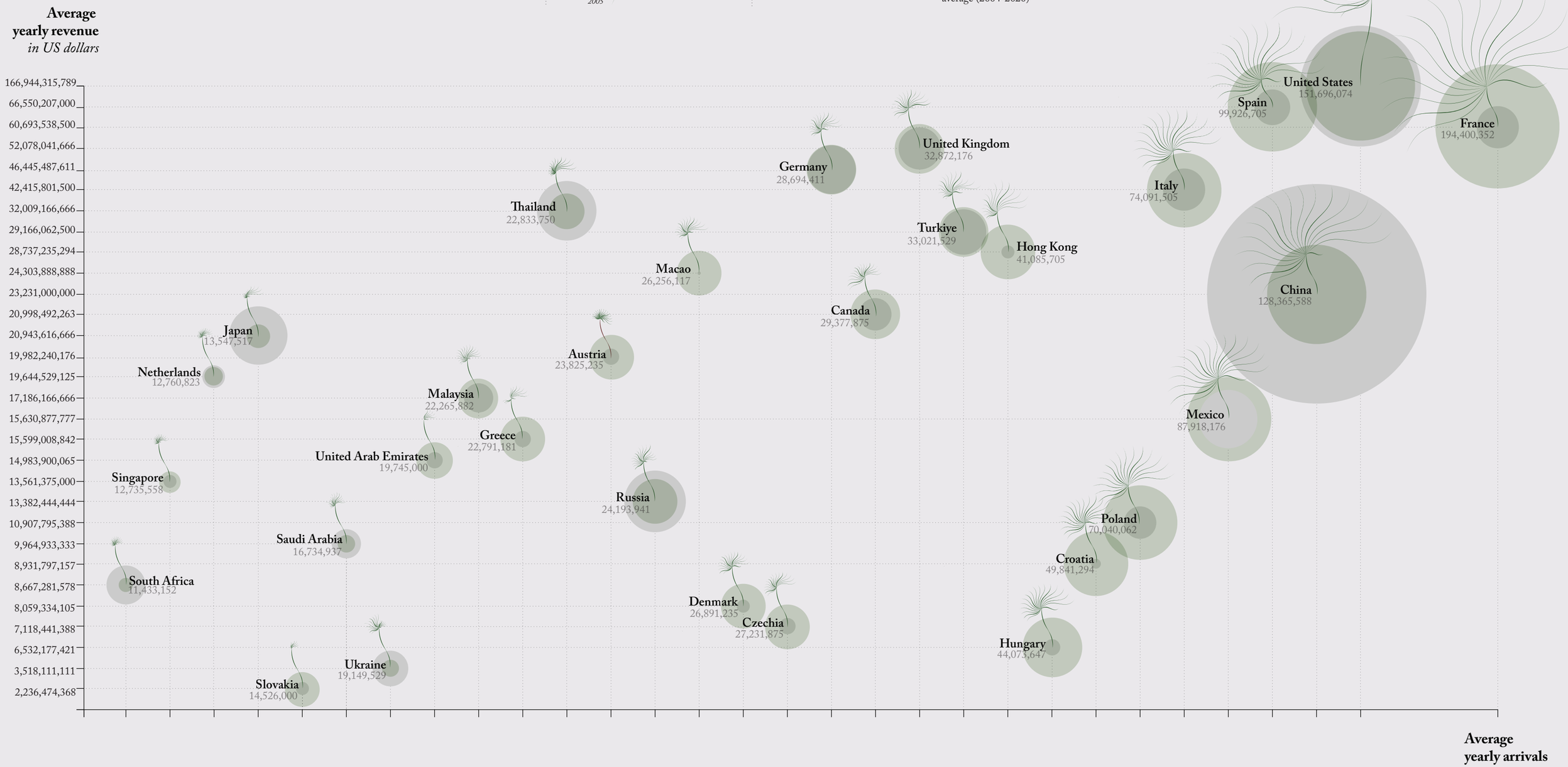
each line represents one year



Tourism

circles: Ratio of tourists in the country





Tourism's impact on Economy

Annual Revenue from Tourism and its percentage of GDPfor the Top 30 Countries with most Toursit Arrivals (2004-2020)

Tourism

Legend

Tourists Arrival

2,800,000 — *120,000,000*

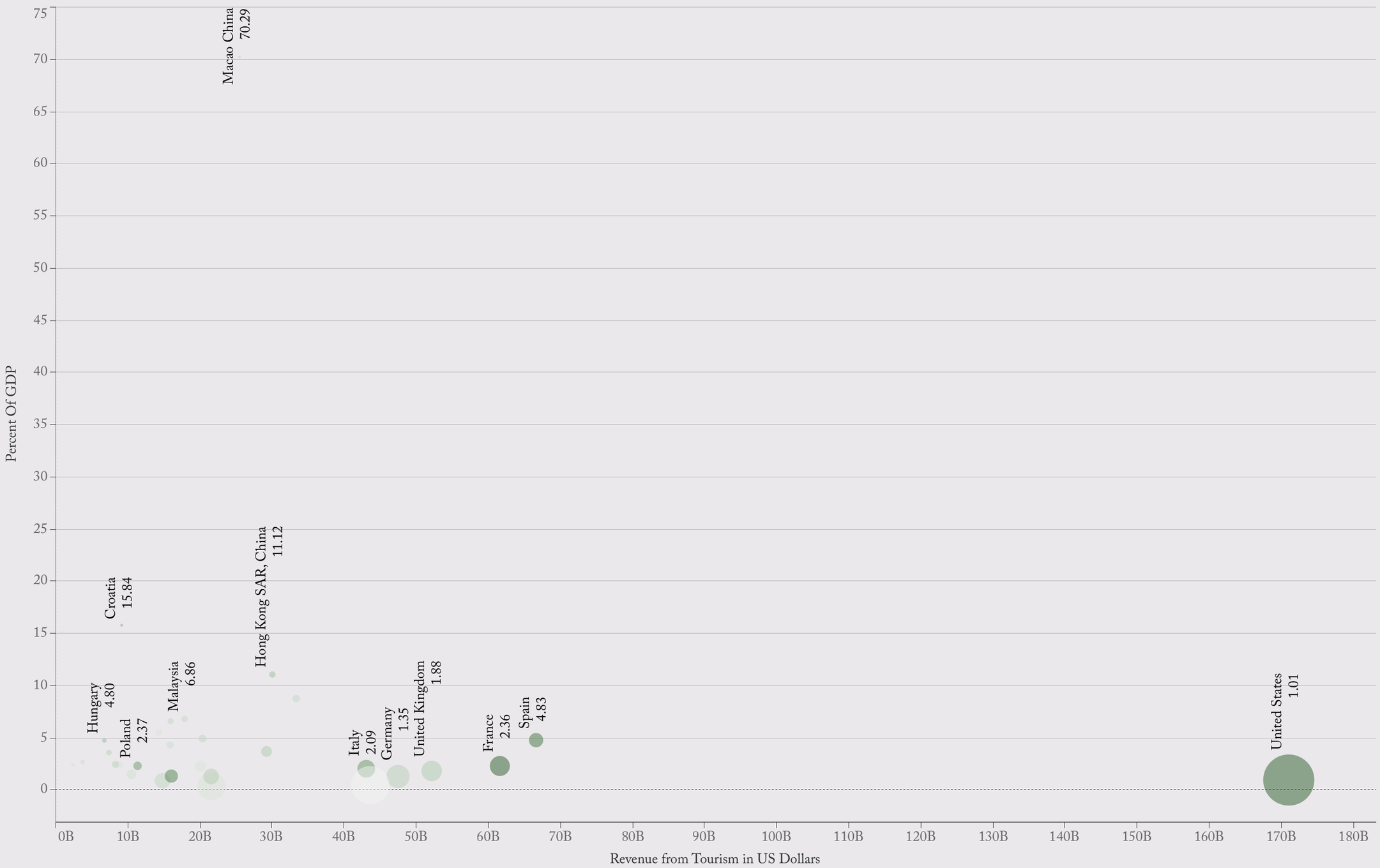
Gross Domestic Product (GDP) in US dollars

34,680,000,000

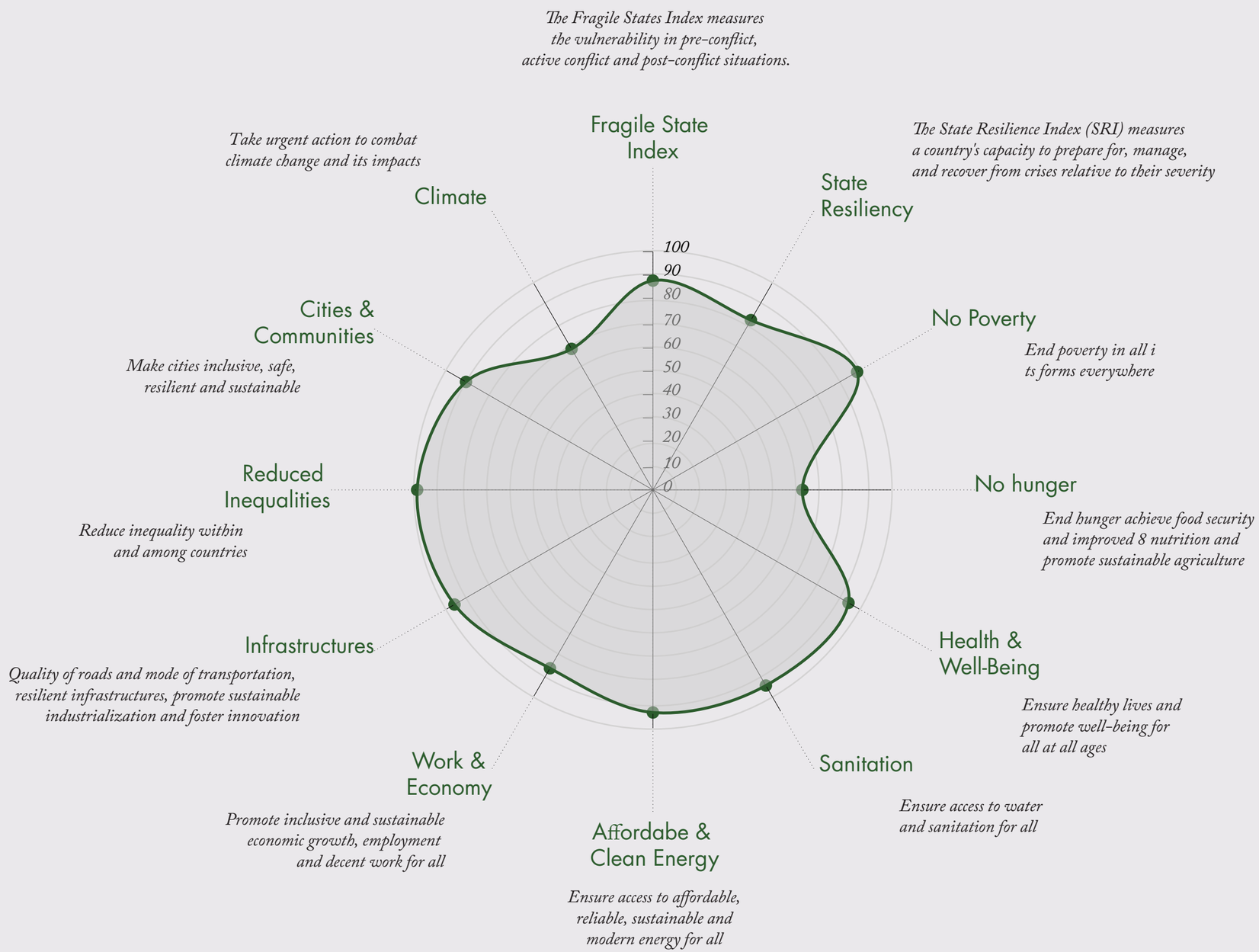
5,000,000,000,000

10,000,000,000,000

17,042,151,666,667

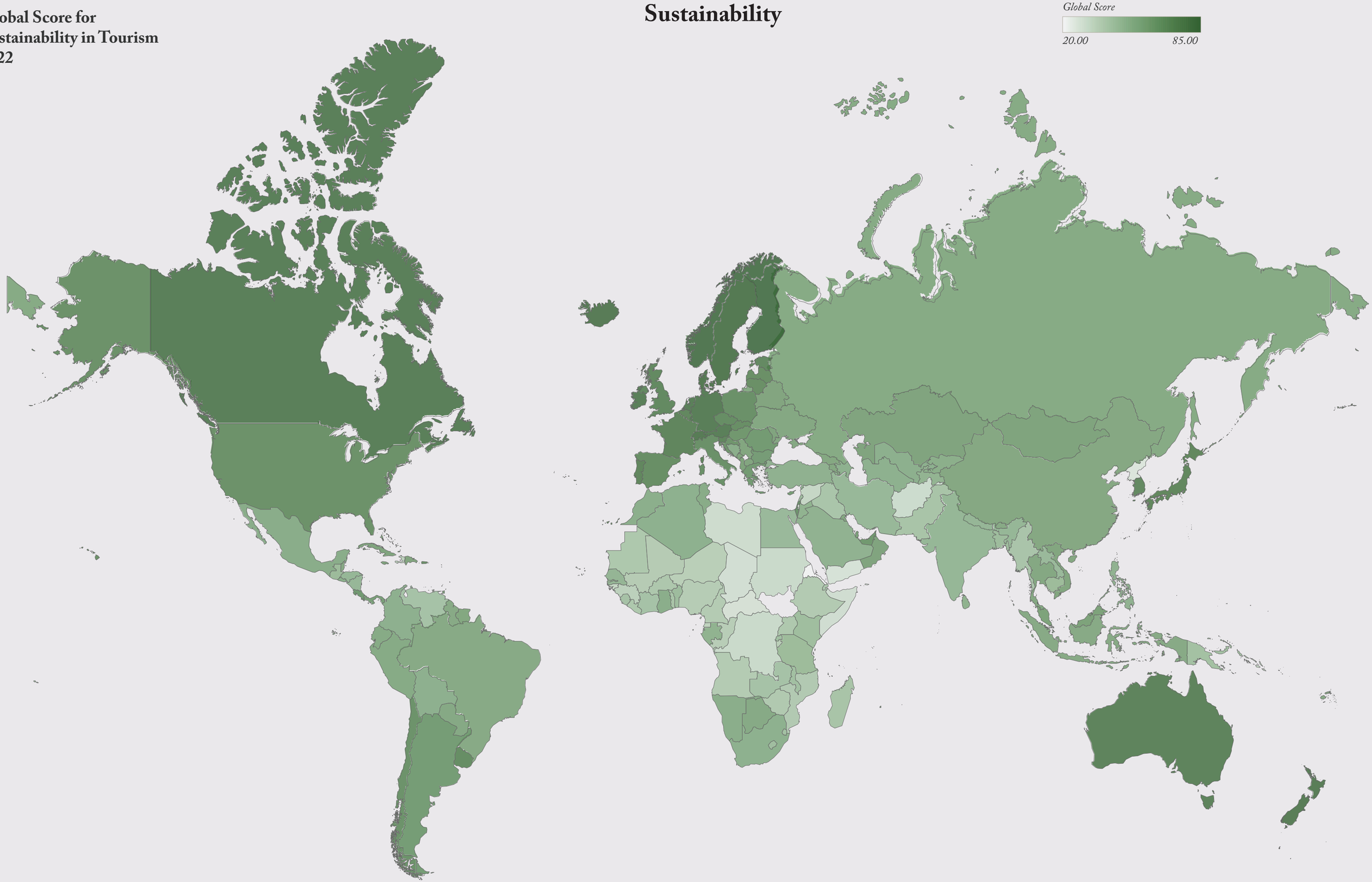


Sustainability



Sustainability

Global Score for Sustainability in Tourism 2022



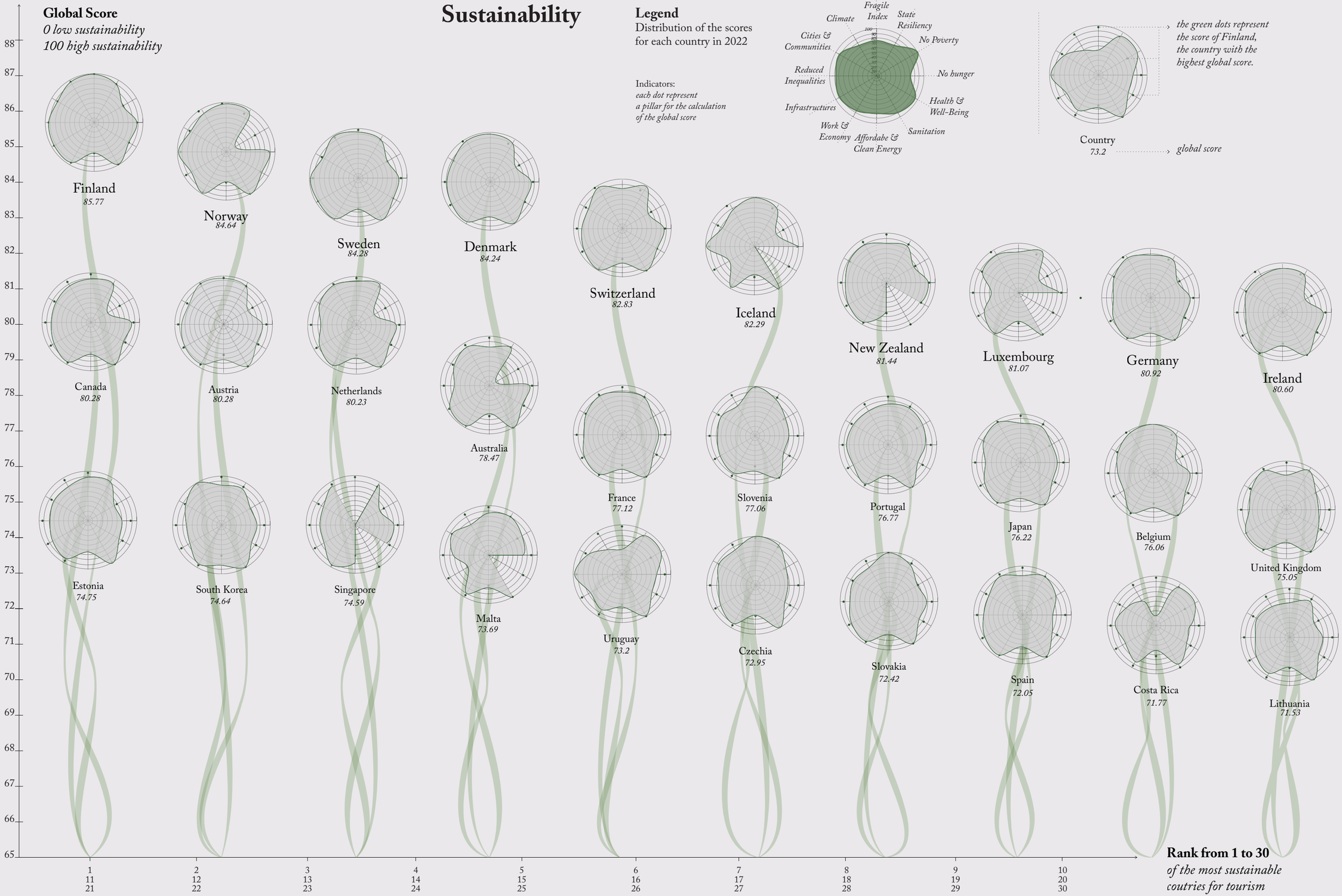
Sustainability

Global Score
0 low sustainability
100 high sustainability

Legend
Distribution of the scores for each country in 2022

Indicators:
each dot represent a pillar for the calculation of the global score

the height of the line represents the global score for the year 2022

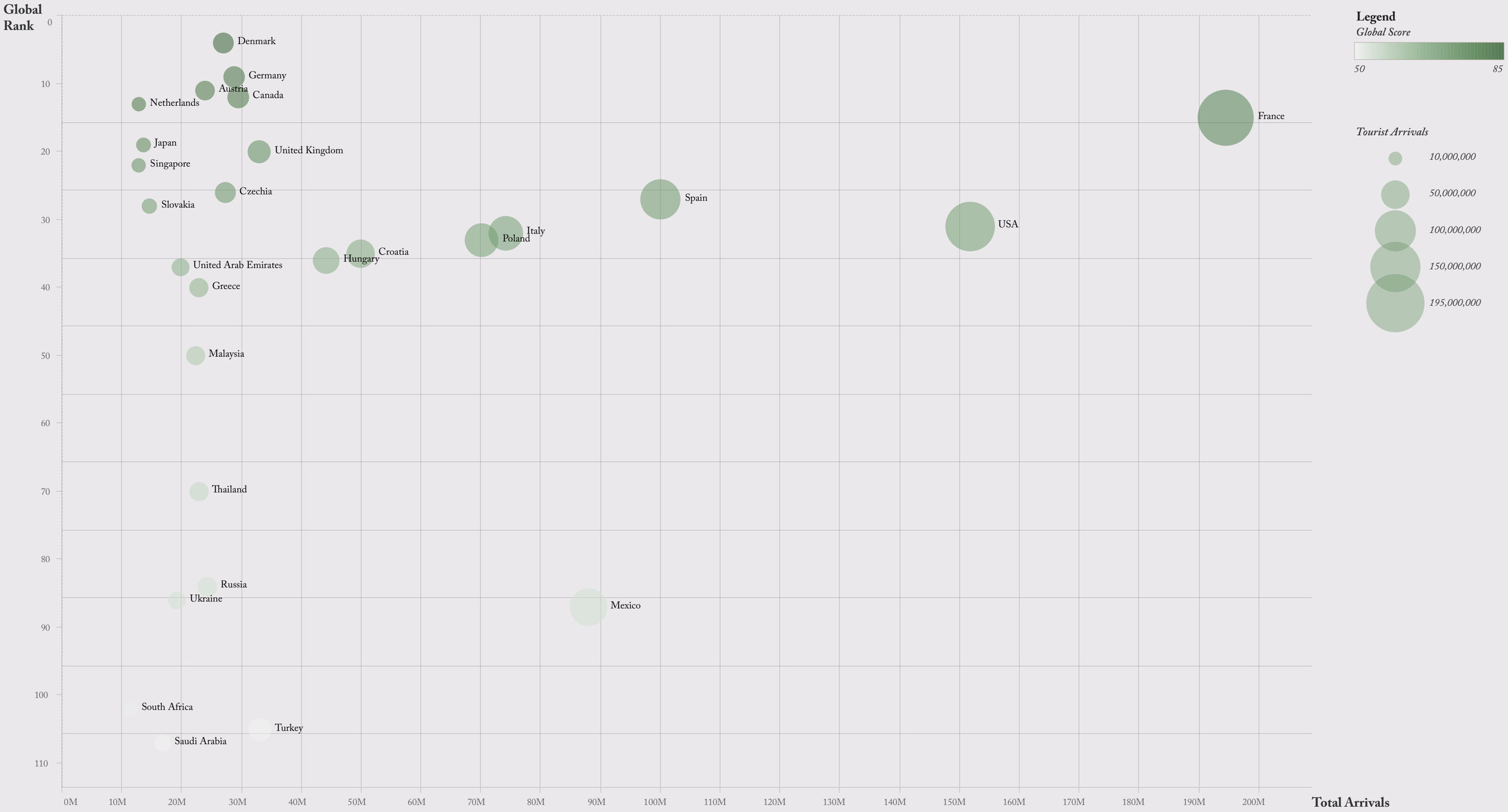


Rank from 1 to 30
of the most sustainable coutries for tourism

Sustainability

Sustainability in Tourism

for the top 30 Countries with most Tourist Arrivals



Sustainability in Tourism

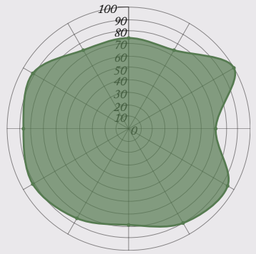
Sustainability indicators for the most popular destinations for tourism

Sustainability

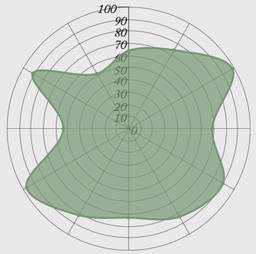
Country
1 - 15
Sustainability Score Rank
Tourists Arrival Rank

Global Score
52,8 — 82,4

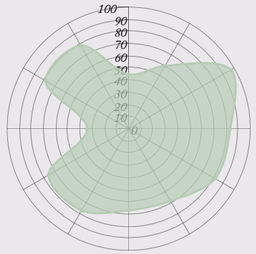
Indicators



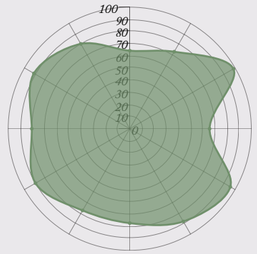
France
1 - 15



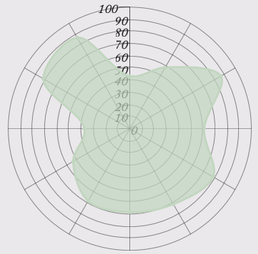
USA
2 - 31



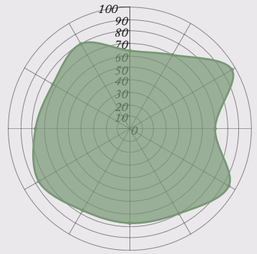
China
3 - 71



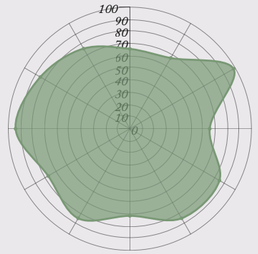
Spain
4 - 27



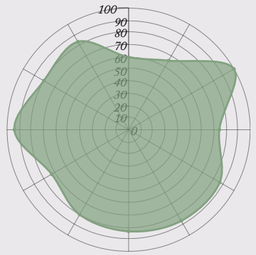
Mexico
5 - 87



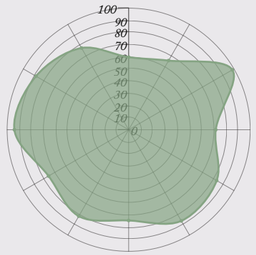
Italy
6 - 32



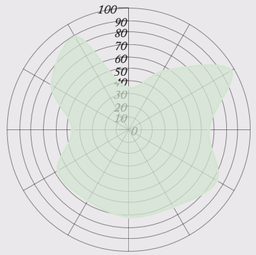
Poland
7 - 33



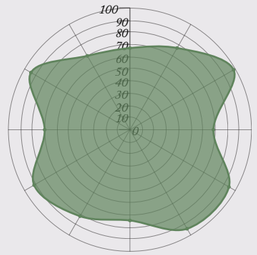
Croatia
8 - 35



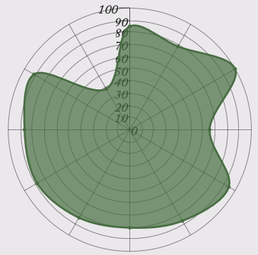
Hungary
9 - 36



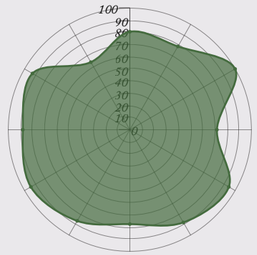
Turkey
10 - 105



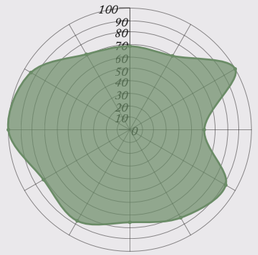
United Kingdom
11 - 20



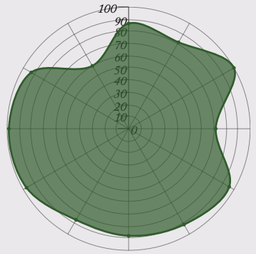
Canada
12 - 12



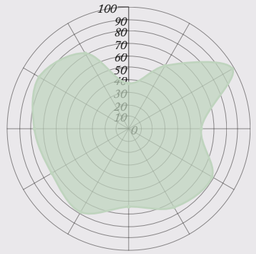
Germany
13 - 9



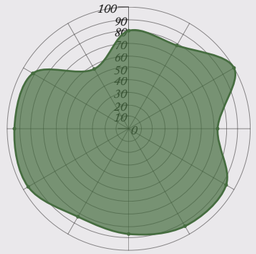
Czechia
14 - 26



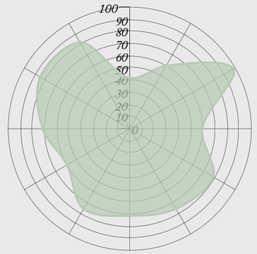
Denmark
15 - 4



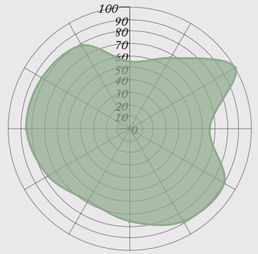
Russia
16 - 84



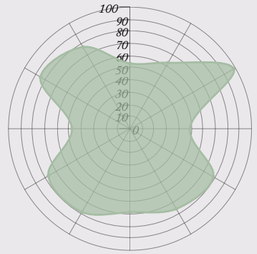
Austria
17 - 11



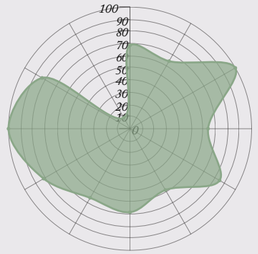
Thailand
18 - 70



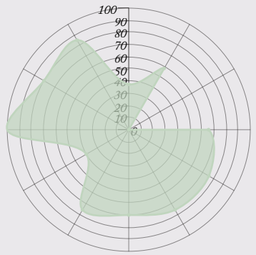
Greece
19 - 40



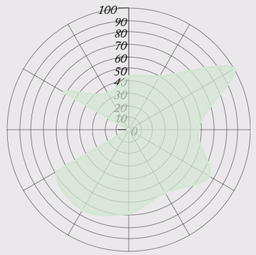
Malaysia
20 - 50



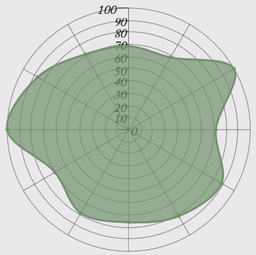
United Arab Emirates
21 - 37



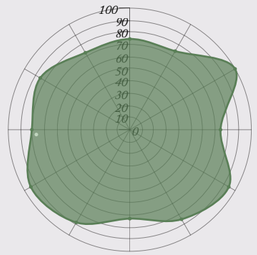
Ukraine
23 - 86



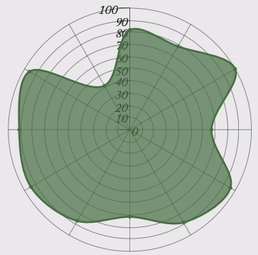
Saudi Arabia
23 - 107



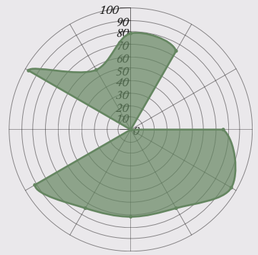
Slovakia
24 - 28



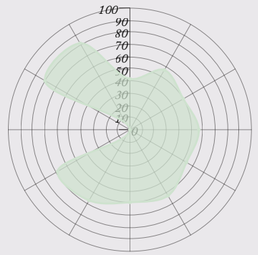
Japan
25 - 19



Netherlands
26 - 13



Singapore
27 - 22



South Africa
28 - 102