

MEANINGFUL TOURISM INDEX 2023

» 88 COUNTRIES » 72 INDICATORS » 6 STAKEHOLDERS



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INTRODUCTION – THE HOUSE IS ON FIRE

The house is on fire and we need all hands and tools and brains to at least slow down the speed of destruction, hopefully against all odds being able to save the building which is our physical and social habitat.

The climate catastrophe is threatening the economic and indeed physical existence of a growing number of human beings at a speed even faster than forecasted. Biodiversity is another victim of man-made pollution and destruction of ecosystems. The 1.5 degree Celsius goal to limit global warming appears already unreachable, with 3 degrees more likely to be the level reached at the end of the century. In fact, even if all emissions would stop tomorrow, it would take four decades for the situation to stop worsening.

Furthermore, opposite to the “end of history” proclaimed in 1989, the fight for a democratic, tolerant, just and peaceful world is far from won. The 17 Sustainable Development Goals set in 2015 to be reached by 2030 are as far away – and for some even further away today - as they were eight years ago.

Tourism is one of the major economic activities on our planet, responsible for about 10% of GDP and jobs. Tourism has a destructive side in terms of environmental degradation and cultural homogenization, but also a constructive side as a source of joy, learning and engagement with people from other cultures.

Based on the Positive Sustainability approach, the Meaningful Tourism paradigm is a tool to support the positive side by providing increased quality, benefits and satisfaction for all stakeholders involved.

INTRODUCTION – THE MEANINGFUL TOURISM INDEX 2023

The Meaningful Tourism paradigm will be explained in some more detail on the following pages. In a nutshell, it starts from the insight that a sustainable tourism development can only be achieved if all major stakeholders of tourism – travellers, host communities, staff, companies, governments and the environment – are provided with an increase in quality, benefits and satisfaction from the way tourism is organised.

The Meaningful Tourism Index 2023 aims to measure these positive effects with the help of altogether 72 indicators. 12 of them cover the overall situation of tourism and the tourism industry in a country, whereas 10 indicators for each of the six main stakeholder groups are used to judge the accomplishments of each sector.

For the Meaningful Tourism Index 2023 all countries which are UN member and recorded more than two billion USD in international tourism revenue according to UNWTO definition and data in any of the previous five years (2018-2022) were included, resulting in 88 countries measured and ranked. The two exceptions are Aruba and Puerto Rico, which as a country within the Kingdom of Netherlands and as an unincorporated territory of the United States respectively are countries in all but name.

The Meaningful Tourism Index 2023 is distributed free of charge to all persons, institutions and companies interested in a more sustainable future of tourism. It provides all major results and rankings and a brief analysis of the respective results. Detailed results for all 72 indicators, a customised analysis and specific recommendations for improvement are available for each of the 88 countries on request.

INTRODUCTION – THE MEANINGFUL TOURISM CENTER

The Meaningful Tourism Index 2023 is published by the MTC Meaningful Tourism Center, which is based in Hamburg/Germany. It was established in 2021 by the founder and CEO Prof. Dr. Wolfgang Georg Arlt FRGS FRAS, not the least as a result of the many discussions about the future of tourism before the pandemic under the headline of “overtourism” and during the pandemic under the impression of the fragility of our global economic and social fabric and of the effects of the climate catastrophe.

The aim of the MTC is not to establish to 55th label or certificate for sustainable, responsible, regenerative, circular, green, zero-emission or eco-tourism. All these approaches have their merits and are supported by honourable persons and groups fighting for improvements in the structure and management of tourism. Its aim is rather to provide all stakeholders with tools based on a positive and holistic approach for this fight, avoiding the mistake of recognising or prioritising only the interests of one or a few of the stakeholder groups. Using “tourism” instead of “travel” is meant to indicate the inclusion of not only the group of environmentally engaged self-conscious travellers, but all forms of tourism including mass tourism, VFR and business tourism.

In 2022 the MTC started a weekly newsletter, published a first eBook and a first online training and held the first Meaningful Tourism Award. The Meaningful Tourism Index 2023 is another step towards the development and dissemination of the Meaningful Tourism paradigm. The Index will be published annually and is planned to include more countries and destinations in future issues. Meaningful Tourism Indexes for major tourism cities and for the hospitality sector are in the pipeline as well.

THE MEANINGFUL TOURISM PARADIGM - BACKGROUND

Ever since the publication of the Brundtland Report in 1987, which defined sustainable development as a “Development that meets the needs of current generations without compromising the ability of future generations to meet their own needs” and the following 1992 Rio Summit, sustainability is mentioned in almost every politician’s speech. The Sustainable Development Goals (SDGs) are the framework for all activities of the UN for the period 2015 to 2030.

Originally sustainability was seen as concentrating on three dimensions: economic, social, and environmental. The UN Conference on Sustainable Development 2012 added the institutional dimension, emphasizing the importance of good governance as well as peace and security. However, this political dimension is often left out in the debates about sustainability, which have been increasingly concentrating on environmental questions.

Efforts to achieve a higher level of sustainability encountered two main obstacles: on the one hand a basically negative approach of restrictions and sacrifice and on the other hand giving preference to the interests of only one or a few of the involved stakeholders.

Positive Sustainability instead starts not from the question what to reduce, give up, forego or at least feel ashamed about. Instead, it concentrates on the positive results of a pro-sustainable attitude and the consequently achievable high levels of perceived quality, benefits and satisfaction.

THE MEANINGFUL TOURISM PARADIGM - BACKGROUND

These positive results can only work if they are provided to all stakeholders involved. The Positive Sustainability method accordingly, rather than accepting any form of organisation which does not provide quality, benefits and satisfaction for all stakeholders, develops management strategies for the specific organisation for the topic under consideration, albeit city planning, education systems or – tourism.

The requirements of each of the major stakeholders are defined as Key Performance Indicators (KPIs) and apparent contradictions analysed. The task is not to find a *balance* between diverging goals of different stakeholders, seeing them as competitors or even enemies, or to treat the interests of one of them as more important than those of the others. Rather, ways are found, often in cooperation with the stakeholders, to *align* the different interests by concentrating on the common aims and if necessary, by providing additional benefits to make sure that positive KPI results are achieved for all stakeholders. The resulting paradigm relevant for tourism is called Meaningful Tourism.

For tourism six major stakeholders are identified:

- Travellers
- Host communities
- Employees in tourism and hospitality service providing companies
- Tourism and hospitality service providing companies
- Governments on different levels and
- Environment a.k.a. future generations.



THE MEANINGFUL TOURISM PARADIGM - BACKGROUND

The SARS-CoV-2 pandemic has accelerated the search for a new approach to global tourism and provided the opportunity to rethink tourism development. In fact, the need for a paradigm shift in global tourism, going beyond environmental questions, existed long before the pandemic. In 2018 and 2019 already a debate under the headline of “Overtourism” developed as a result of the growing resistance of host communities, signaled the need to change the structure of global tourism. Tourism started to change its image from being a provider of joy, jobs and peace to an image of being a force of destruction and pollution and a reason to develop “flight shame”. Journalists described an anti-travel movement as gaining momentum, resulting in some circles with a shift of tales of travel to far-off places morphing from badges of enlightenment to something like guilty secrets.

During the pandemic, a plethora of discussions about the necessity of “new” tourism, adherence to SDGs, and the need for the tourists to finally start to behave in a more sustainable and responsible way evolved, often focused on the 17 SDGs. It is indeed the very success of international tourism, with five times the number of trips in 2019 compared to the year 1980, which made a mockery of the idea of hospitality and ran in many places a juggernaut over local nature, local culture, authenticity, diversity and serendipity, negatively impacting satisfaction levels of all stakeholders involved. Gigantic cruise ships, all-inclusive resorts, overcrowded beaches and disneyfied tourist cities are all examples of forms of tourism organisation which in effect prevent meaningful guest-host encounters and lead to a decrease of quality as a result of price wars between providers of increasingly identical service offers.

THE MEANINGFUL TOURISM PARADIGM - BACKGROUND

The solutions offered concentrated very often on reducing the number of trips and visitors through government regulations, increased prices or the handing over of decision-making power to the local host communities. In fact, neither making travel a privilege of the rich again nor supporting gates closing and border walls going up again can be acceptable as answers for the 21st century. Proposals focused on what to stop doing and for what to pay more, without providing many benefits in return except a good consciousness, will not be successful.

The endless discussions of “if only everybody would behave more civilized, if only earning money would not be the main purpose of tourism business, if only we could organise our economy without the need for growth”, etc. are all failing to describe what the stakeholders would get in return for behavioural changes and try to wish away the foundations of the global economic system.

Meaningful Tourism is solving a number of shortcomings in the discussion and execution of Sustainable Tourism, Responsible Tourism, Regenerative Tourism, Green-Growth Tourism, De-Growth Tourism, Steady-State Tourism, Circular Economy Tourism and other approaches, with the holistic approach of developing positive KPIs for all stakeholders based on the ideas of Positive Psychology and consequently Positive Sustainability.

THE MEANINGFUL TOURISM PARADIGM - BACKGROUND

The roots of Positive Psychology can be traced back to humanism and thinkers like Petrarch and Erasmus of Rotterdam, taking the human experience as starting point and emphasizing the freedom and dignity of each person. The third basic tenet is the emphasis on ideas, reasoning and the plurality of perspectives, feeding the human hunger for meaning. Especially in the last 20 years Positive Psychology has widening the perspective toward the understanding of well-being as the result of the thriving and flourishing of humans and of the factors contributing to success, virtues, and happiness. Flow, eudaimonic and hedonic experiences are central to these approaches.

Positive Sustainability is one aspect which has emerged based on the growing work and insights from Positive Psychology, concentrating on how a more sustainable life and existence is providing positive effects instead of bringing up more and more prohibitions and restrictions.

Positive Tourism finally can be seen as a part of Positive Sustainability. In a 2017 Routledge book of the same title, edited by Filep, Laing and Csikszentmihalyi, positive tourism is defined as “a study of hedonic and eudaimonic human well-being and conditions for flourishing as they relate to individual tourists, members of host communities and tourism workers in diverse sectors of the tourism industry”. The Meaningful Tourism paradigm is adding to these three stakeholders the additional three of companies, governments and last but certainly not least the environment.

THE MEANINGFUL TOURISM PARADIGM AS A TOOL FOR A SUSTAINABLE TOURISM DEVELOPMENT FOR DESTINATIONS

The Meaningful Tourism paradigm is not yet another certification or a purely academic exercise. It is meant to be a practical tool for all stakeholders involved to get their fair share of the increases in quality, benefits and satisfaction which can be the result of tourism if it is organised in a way which simply does not accept that any of the stakeholder groups is not included in the positive results or even suffers negative results from tourism developments, as has been until now rather the rule than the exception:

- National parks are protecting animals but take away the livelihood of farmers resulted in poaching.
- The movement of “flygsham” does not stop people from flying, but obscures the fact that the problem is not flying but the lack of public pressure on the industry to speed up the introduction of Sustainable Aviation Fuel (SAF).
- Handing over the right to decide who can visit their neighbourhood to the affluent inhabitants of central Amsterdam denies the right of visitors to see a UNESCO World Heritage Site, as does asking for “entrance fee” for a destination like Venice.
- Building the local tourism infrastructure based on All-inclusive resorts denies the host communities from profiting from development in the form of management jobs, souvenir and local farm product sales etc.
- Low-paid seasonal jobs which do not provide careers, self-esteem or respect result in tourism and hospitality result in a lack of workforce around the planet.
- Acceptance of high levels of seasonality by industry and governments based on a narrow self-definition resulting in a limited scope of services misses the opportunities for other seasons and regions to be included in gains by tourism addressing new target markets and special interest oriented offers.

THE MEANINGFUL TOURISM PARADIGM AS A TOOL FOR A SUSTAINABLE TOURISM DEVELOPMENT FOR DESTINATIONS

Meaningful Tourism on the opposite works in a step-by-step approach for nations, regions, cities, private tourism and hospitality service providers, retailers, attractions, transportation companies and infrastructure and other players.

- ✓ Based on the analysis of the current situation – for which the detailed results of the Meaningful Tourism Index are a major tool – the impact on quality, benefits and satisfaction of tourism for each of the six stakeholders guests, hosts, employees, companies, governments and environment is established, with strengths and weaknesses highlighted.
- ✓ In a second step the Key Performance indicators and the ways of measuring them are agreed for each stakeholder group – again the Meaningful Tourism Index can provide guidance – in a process which includes all stakeholders in the decision-making process and a fixed structure, typically in the form of a public-private partnership.
- ✓ Contradictions are identified and methods for alignment of interest to dissolve such contradictions defined and accordingly executed. The process is not ended until a complete alignment is reached, even though this will be a gradual and development over a period of time and indeed a reiterative process.

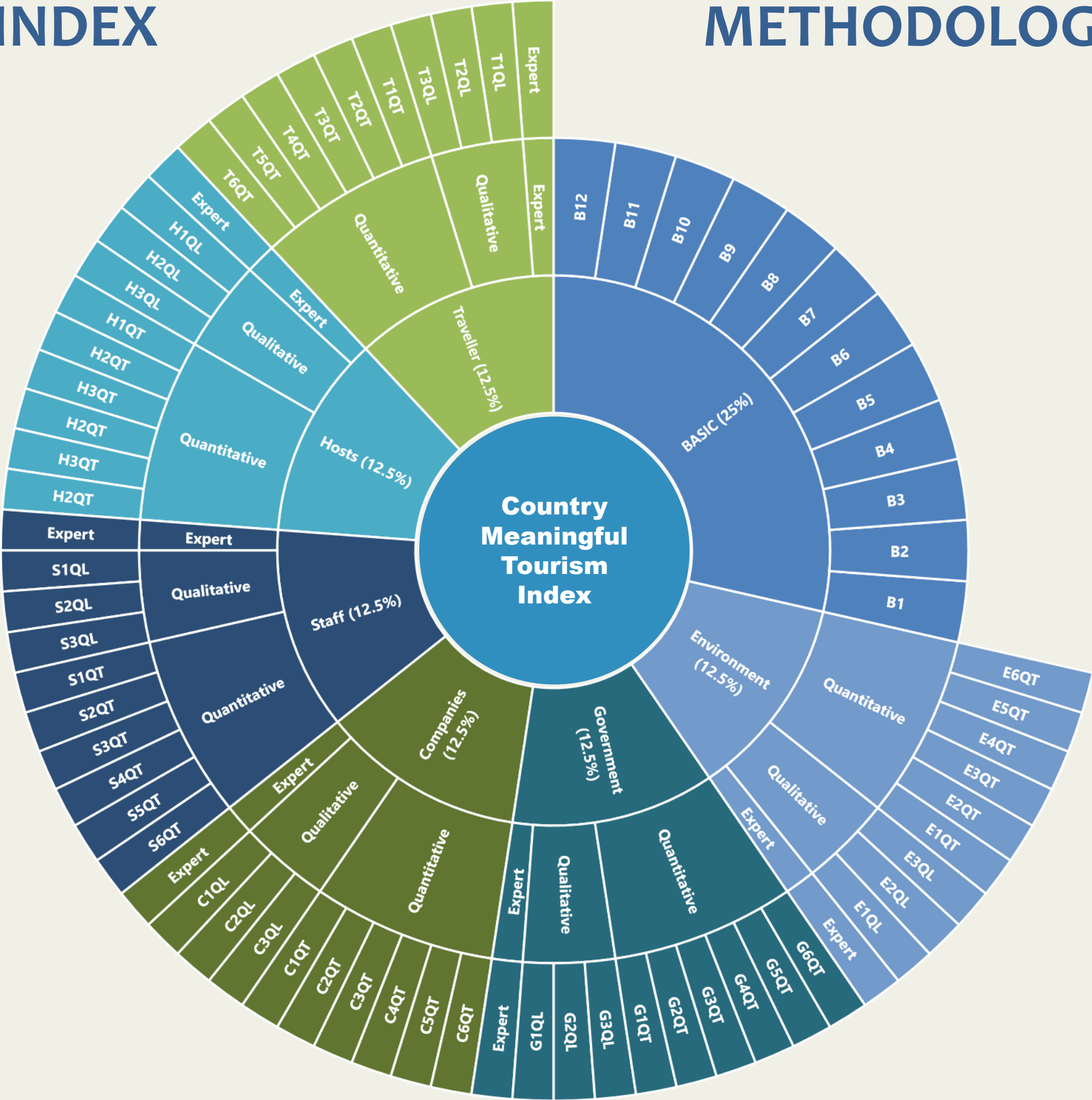
MEANINGFUL TOURISM INDEX METHODOLOGY

The methodology of developing the Meaningful Tourism Index has been following the methods used for similar tourism indices covering different topics by selecting suitable indicators for which data are available on a global scale from reliable sources. The top 88 tourism countries were selected, which together accounted before the pandemic for more than 88% in terms of total international arrivals, total travel and tourism GDP and more than 90% of total number employees working globally in travel and tourism.

In line with the Meaningful Tourism paradigm, ten indicators were identified for each of the six main stakeholders, grouped into six quantitative and three qualitative indicators plus one special assessment of the MTC experts group. Each of these indicators were given equal weight, collectively accounting for 12.5% of the total possible result per stakeholder, adding up to 75% of the total result.

For the remaining 25% an assessment of the situation of tourism and the tourism industry was calculated, based on twelve indicators including quantitative data for aspects like infrastructure, economic importance of tourism, tourism resources, arrival numbers, growth, seasonality etc. Were suitable the values were put into relation to the size or population of the country.

All values were recalibrated to a number of points with 100 as maximum and 1 as minimum. value between 1 and 100. Accordingly, for each of the six stakeholder categories a maximum of 1,000 points could be achieved. For the basic tourism situation category the maximum added up to 2,000 points.



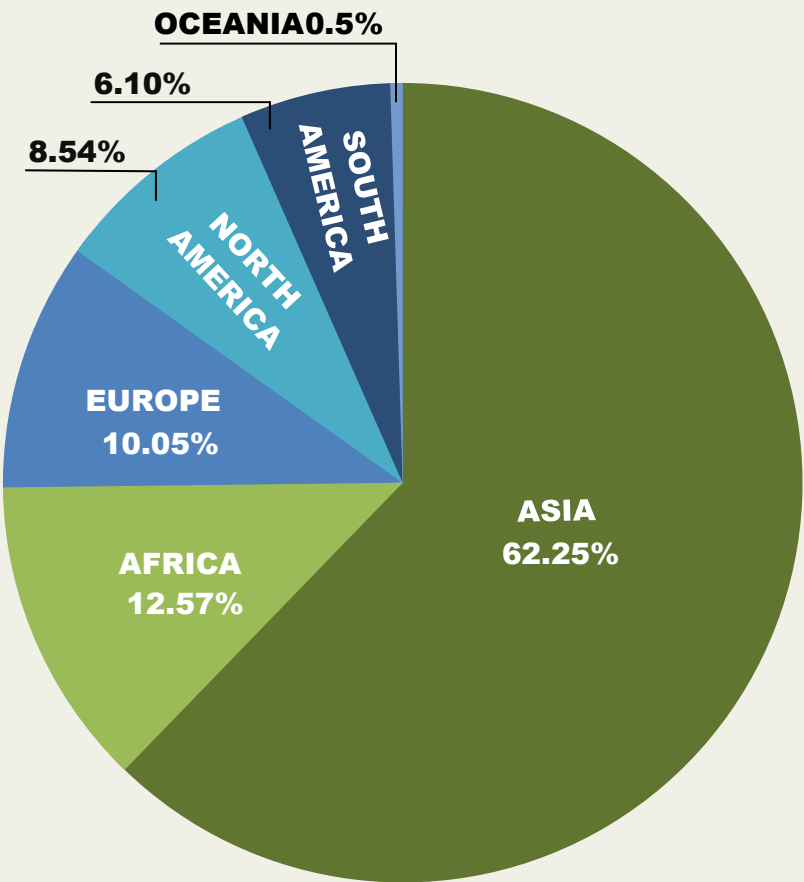
OVERVIEW OF TOURISM IN THE 88 INDEX COUNTRIES

83% OF THE WORLD
POPULATION

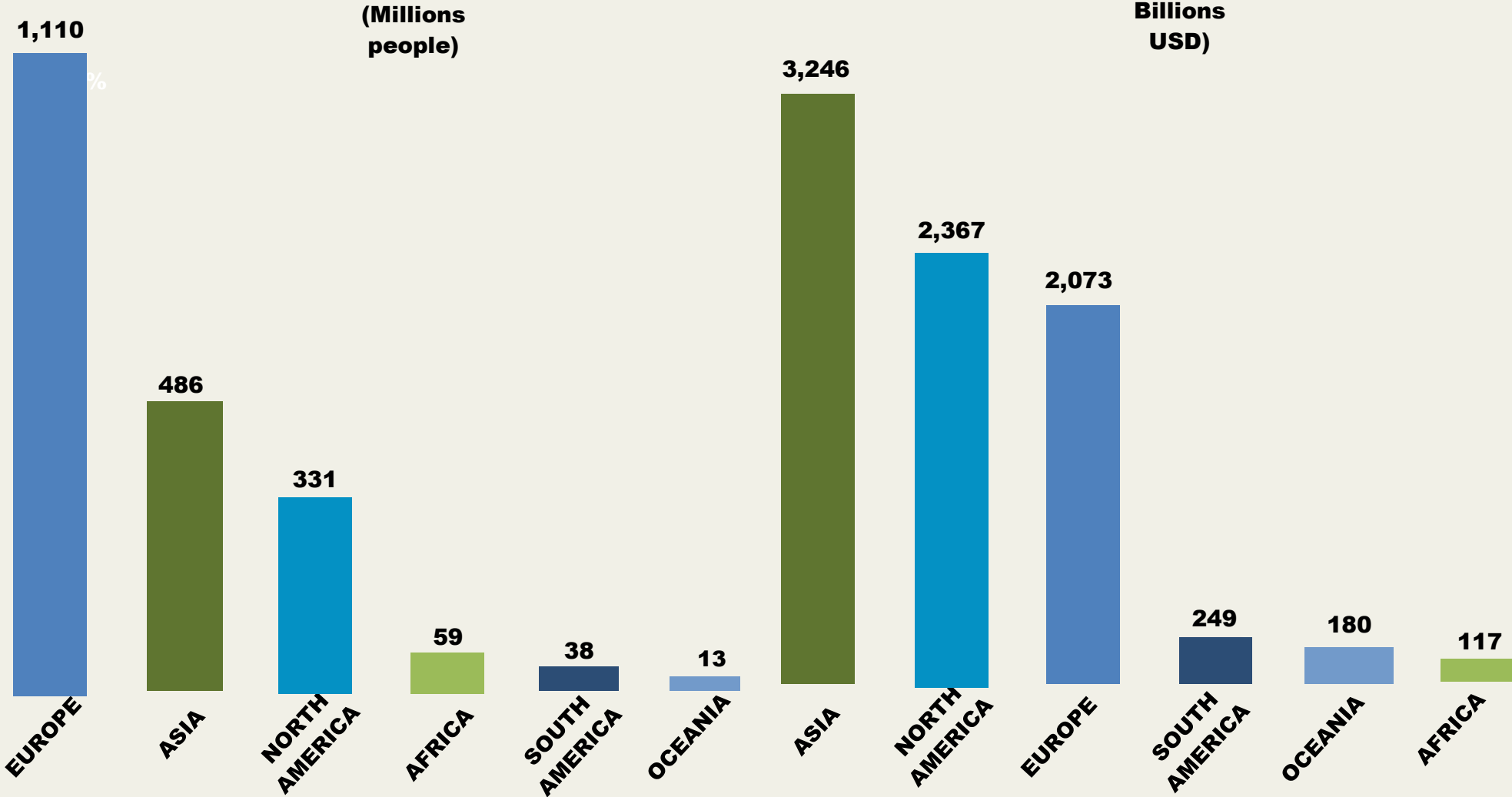


1.59 TLN
INTERNATIONAL
tourism receipts

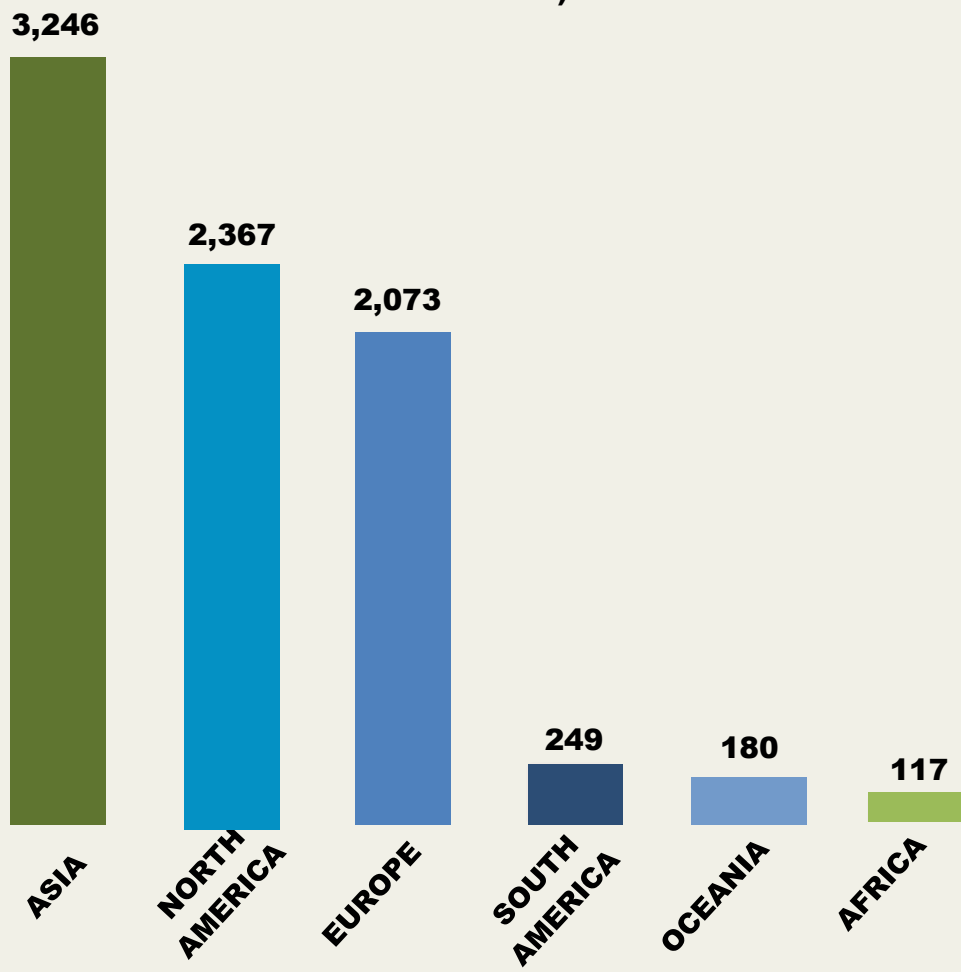
88 COUNTRIES POPULATION
BY CONTINENT IN 2019
(%)



TOTAL INTERNATIONAL ARRIVALS
BY CONTINENTS IN 2019
(Millions people)



TOTAL TOURISM REVENUE
BY CONTINENTS (2019)
Billions USD)



TOTAL INTERNATIONAL
ARRIVALS IN 2019

2,038,000,000
people



88.5%
OF GLOBAL
ARRIVALS

19,622,000

TOURISM
ENTERPRISES



601
OPERATING
AIRLINES

88.4%

OF TOTAL
GLOBAL
TOURISM
& TRAVEL
GDP



EMPLOYEES IN TOURISM IN 2019

244,174,000 persons

91%
OF GLOBAL
TOURISM
EMPLOYEES



88 INDEX COUNTRIES DISTRIBUTION PER CONTINENT

Meaningful
Tourism

Europe		Africa	North America	Asia	
Albania	Luxembourg	Egypt, Arab Rep.	Bahamas	Azerbaijan	Lebanon
Austria	Netherlands	Ethiopia	Canada	Bahrain	Malaysia
Belgium	Norway	Mauritius	Costa Rica	Cambodia	Maldives
Bulgaria	Poland	Morocco	Cuba	China	Myanmar
Croatia	Portugal	Nigeria	Dominican Republic	Georgia	Oman
Cyprus	Romania	South Africa	Jamaica	India	Philippines
Czechia	Russia	Tanzania	Mexico	Indonesia	Qatar
Denmark	Serbia	Tunisia	Panama	Iran	Saudi Arabia
Estonia	Slovak Republic		Puerto Rico	Iraq	Singapore
Finland	Slovenia		United States	Israel	Sri Lanka
France	Spain	Oceania	South America	Japan	Thailand
Germany	Sweden	Australia	Argentina	Jordan	United Arab
Greece	Switzerland	New Zealand	Aruba	Kazakhstan	Emirates
Hungary	Turkiye		Brazil	Korea, Rep.	Vietnam
Iceland	Ukraine		Chile		
Ireland	United Kingdom		Colombia		
Italy			Ecuador		
			Peru		
			Uruguay		

BASIC INDICATORS: 25%	
B1	Tourism turnover per person (USD)
B2	Percentage of workforce in tourism
B3	Number of international tourist arrivals per 100,000 inhabitants
B4	International tourism receipts (USD) per 100,000 inhabitants
B5	Domestic tourism receipts (USD) per 100,000 inhabitants
B6	Domestic vs international tourism revenue ratio
B7	Total tourism and travel revenue (USD) per 100,000 inhabitants
B8	Tourism and travel contribution to GDP (%)
B9	Tourism revenue growth (%)
B10	Population in the largest city (% of urban population)
B11	Seasonality (% of three busiest months)
B12	Democracy index
Total points:	2000 points max

Out of the total 72 indicators used in the Meaningful Tourism Index, 12 are used to measure the basic situation of tourism and the tourism industry, including the importance, success and reliance on tourism, especially on international tourism.

Also measured are the democracy levels and the level of temporal and spatial spread of tourism throughout the year and the surface of the country.

Together the 12 indicators are responsible for 25% of the total achievable points.



Indicators	Code	TRAVELLER (12.5%)	Points (max)
Quantitative	T1QT	Average expenditure per tourist arrival	100
	T2QT	Occupancy rate per rooms	100
	T3QT	Inbound length of stay per arrival number	100
	T4QT	Road connectivity index	100
	T5QT	Air connectivity score	100
	T6QT	Railroad density	100
Qualitative	T1QL	Number of Google searches for keyword: _countryname_ travel	100
	T2QL	Arrival number growth	100
	T3QL	Number of posts per hashtag #(countryname)travel	100
Expert	TEXP		100
Total	1000 points		

For each of the six stakeholders six quantitative and three qualitative indicators plus an expert assessment are used, providing 12.5% of the total achievable points.

In the case of the travellers, the infrastructure provided, the length of stay, spending and occupancy rate are used for the quantitative measurement.

Online searches and posts as well as the growth of arrivals provide the qualitative indicators.



Indicators	Code	HOSTS (12.5%)	Points (max)
Quantitative	H1QT	Poverty rate (%)	100
	H2QT	Social protection basic coverage (%)	100
	H3QT	COVID-19 cases (% of deaths)	100
	H4QT	Literacy rate (% of population aged 15 to 24)	100
	H5QT	Life expectancy at birth (years)	100
	H6QT	Average hourly wage (USD)	100
Qualitative	H1QL	Gender inequality index	100
	H2QL	Gini coefficient	100
	H3QL	Happiness Index	100
Expert	HEXP		100
Total			1000 points

For the stakeholder group of the host communities, measurements of the quality of life including poverty rates, literacy rates and life expectancy, but also average hourly wages and social protection levels are used.

The 2023 edition also includes a COVID-19 indicator.

Qualitatively, (in)equality with regards to wealth and gender roles is measured as well as the overall happiness of the host communities.



Indicators	Code	STAFF (12.5%)	Points (max)
Quantitative	S1QT	Percentage of women in managerial positions	100
	S2QT	Percentage of employment with advanced level of education	100
	S3QT	Ranking in Education Index Number of Hospitality & Leisure Management universities	100
	S4QT	Unemployment rate (%)	100
	S5QT	Seats held by women in national parliament (%)	100
	S6QT	Percentage of working-age foreign citizens	100
Qualitative	S1QL	Labour productivity rate (GDP per hour worked)	100
	S2QL	SDG 8 development (Decent work and economic growth)	100
	S3QL	Tourism employee number growth (%)	100
Expert	SEXP		100
Total	1000 points		

For the employees working in tourism and hospitality service providing companies, the situation of women and the level of internationalisation and education are among the indicators, using a combination of two reading in S3QT.

The qualitative readings for productivity, growth of the workforce and SDG8 achievements are again supplemented by the expert evaluation of the situation and satisfaction of the employees in the tourism sector.



Indicators	Code	COMPANIES (12.5%)	Points
Quantitative	T1QT	Hotel price index (USD)	100
	T2QT	Number of operating airlines	100
	T3QT	Number of tourism enterprises per 100,000 inhabitants	100
	T4QT	Firms that spend on R&D (% of firms)	100
	T5QT	Number of accommodation establishments per 100,000 inhabitants	100
	T6QT	Ease of doing business rank	100
Qualitative	T1QL	Quality of tourism infrastructure	100
	T2QL	Growth of accommodation establishments (%)	100
	T3QL	Number of GSTC certified hotels	100
Expert	TEXP		100
Total	1000 points		

The indicators for tourism and hospitality service providing companies measure the number per country, money spend on R&D and the ease of doing business for such companies in the quantitative sector.

Qualitative indicators look at the growth level, the quality of the infrastructure and especially the number of hotels which have achieved a GSTC certification.

The experts concentrated on the quality of networking between service providers.



Indicators	Code	GOVERNMENT (12.5%)	Points (max)
Quantitative	G1QT	Research and development expenditure (% of GDP)	100
	G2QT	Law and Order Index	100
	G3QT	Corruption Perceptions Index	100
	G4QT	Number of COVID-19 measures to support the travel and tourism sector	100
	G5QT	Existence of Tourism Ministry Tourism Organisation Membership	100
	G6QT	Peace Index	100
Qualitative	G1QL	Spillover Index	100
	G2QL	World Openness Score	100
	G3QL	Government prioritization of travel and tourism industry	100
Expert	GEXP		100
Total	1000 points		

For the governments on different national, regional and local levels the levels of perceived corruption and rule of law, the standing in the peace index as well as the R&D expenditure are considered. The G5QT indicator combines the existence of a ministry with the memberships in international tourism organisations.

The 2023 edition also includes a COVID-19 indicator.

Qualitatively, prioritization of the tourism industry is one of the topics taken into account.



Indicators	Code	ENVIRONMENT (12.5%)	Points (max)
Quantitative	E1QT	Global Climate Risk Index	100
	E2QT	Number of World Heritage sites per 100,000 inhabitants	100
	E3QT	Carbon Dioxide emissions per capita (tons)	100
	E4QT	Sustainable Development Index	100
	E5QT	Air Quality (PM2.5 - $\mu\text{g}/\text{m}^3$)	100
	E6QT	Renewable energy share (%)	100
Qualitative	E1QL	Environmental Performance Index	100
	E2QL	Red List Index	100
	E3QL	Marine protected areas (% of territorial waters)	100
Expert	ENEXP		100
Total	1000 points		

Last but certainly not least the stakeholder environment a.k.a. coming generations include culture in the form of World Heritage sites and sustainable development as well as climate risk, air quality, use of renewable energy and CO² emissions.

The qualitative indicators bring together the readings from the environmental performance and the red list as well as the extent of marine protected areas.

The experts indicator concentrates on the environmental awareness.

MEANINGFUL TOURISM INDEX AND SUSTAINABLE DEVELOPMENT GOALS (SDGs)

In September 2015, the United Nations General Assembly adopted 17 Sustainable Development Goals (SDGs) as an integral part of the 2030 Agenda for Sustainable Development in an attempt to build upon and broaden the scope of the earlier Millennium Development Goals (MDGs). The agreement on the SDGs marked a historic shift for the UN towards a sustainability-centred development agenda.

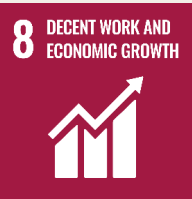
Since 2015, a whole industry for the production of SDG reports, conferences, measurements, rankings etc. has sprung up. Unfortunately, in practical terms in the middle of the 15-year period not a single of the SDGs is close to achievement, the overall index reading moved from 66 out of 100 to 68 between 2015 and 2019 and has been stagnating since. Some experts have concluded that the SDGs provide first of all an opportunity for politicians to hide their inactivity in real terms behind waving SDG flags. In tourism, the UNWTO and other organisations have concentrated on SDGs 8, 12 and 14, narrowing the attention to a few selected aspects of sustainable development. economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

Using the holistic approach of Positive Sustainability and the Meaningful Tourism paradigm, the Meaningful Tourism Index includes indicators relating to all SDG to be able to measure the quality, benefits and satisfaction of all stakeholders according to the specific situation of tourism in each the countries analysed. An overview of the connection between SDGs and stakeholder interests can be found following.

INDICATORS RELATING TO SDGs

Traveller

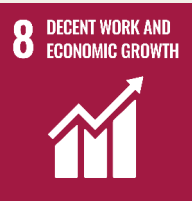
Quality



Benefits



Satisfaction



Hosts

Quality



Benefits



Satisfaction

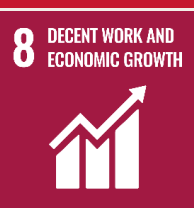


Staff

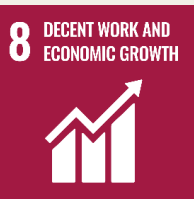
Quality



Benefits



Satisfaction

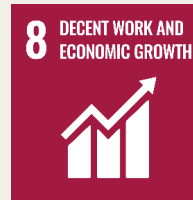


Companies

Quality



Benefits



Satisfaction

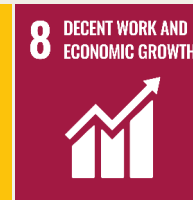


Government

Quality



Benefits



Satisfaction



Environment

Quality



Benefits



Satisfaction



MEANINGFUL TOURISM INDEX OVERALL RESULTS

Four Northern European countries are among the Top 10 of the Meaningful Tourism Index 2023, beaten only by Aruba (South America). Two more smaller European countries and both countries from Oceania included in the Index made it also to the Top 10, while Singapore is the only Asian country squeezing in at position 10.

None of the Top 10 headed the list in more than one of the seven categories or made it to more than five of the seven categories Top 10, five of them did not even reach the Top 10 and the majority of the categories. indeed two of them were headed by countries not even in the overall Top 10, namely Japan and Cuba.

The unevenness of achievements in different categories is also reflected in the fact that only the Top 3 countries reached more than 50% of the total possible 8000 points. There is no clear grouping of winners and losers, the only incidents of a gap of more than 2 points between to ranking appear at the top between No. 2 Iceland and No. 3 Switzerland and at the very bottom between position 87 (Nigeria) and position 88 (Iraq).

25 out of the Top 44 countries are situated in Europe, 9 in Asia, 5 in North America and 2 in South America and Oceania respectively. Canada is the highest-ranking country in North America (No. 18), Mauritius is the single African country in the upper half of the ranking.

MEANINGFUL TOURISM INDEX OVERALL RESULTS

Looking at the lower half of the ranking, 18 countries are located in Asia, 8 in Europe, 7 in Africa, 6 in South America and 5 in North America.

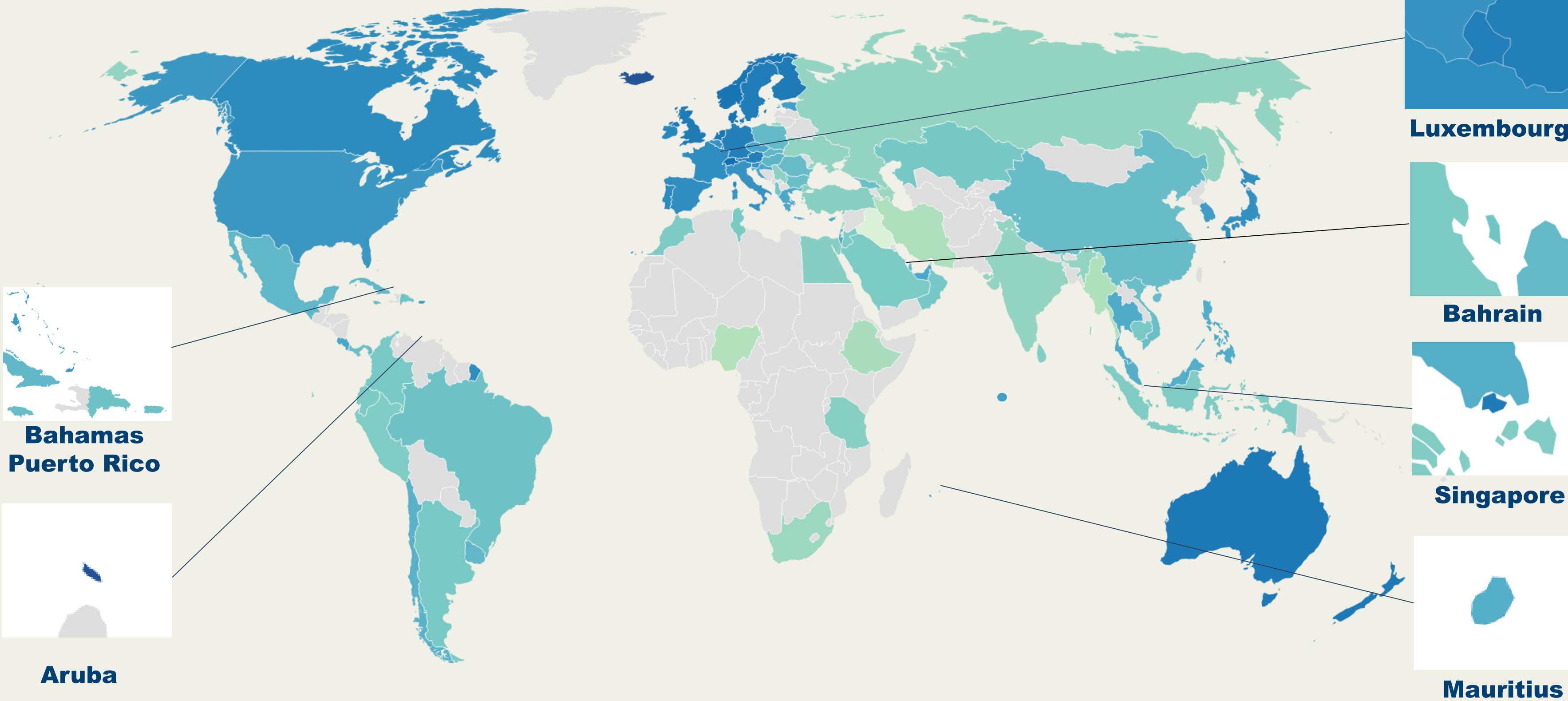
Among the Bottom 10 of the Meaningful Tourism Index 2023 6 Asian and 3 African countries are listed, with the Russian Federation as only European country added. Peru at position 71 and the Dominican Republic at position 58 are the lowest ranked countries from South and North America respectively. It is interesting to note that the countries in the Americas with the exception of Aruba are all located rather in the middle of the ranking, outside of the top and bottom quintel.

The country with the worst ranking, Iraq, can be found among the Bottom 10 in all six stakeholder categories. For the category Companies the 122 out of possible 1,000 points is the worst results of the complete Index.

All other overall Bottom 10 countries are only present in two or three of the Bottom 10 in the different categories, India only in one. That illustrates the fact that these countries do not have specific weaknesses but rather an overall low level of performance and a less developed basic tourism industry and infrastructure.

MEANINGFUL TOURISM INDEX OVERALL SCORE

Meaningful
Tourism



MEANINGFUL TOURISM INDEX OVERALL SCORE TABLE

Meaningful Tourism

Country	Score	Rank									
Aruba	55.09	1	Sweden	47.93	12	Belgium	44.13	23	United Arab Emirates	40.83	34
Iceland	54.85	2	Luxembourg	47.62	13	Slovenia	44.12	24	Greece	40.81	35
Switzerland	50.40	3	Germany	47.51	14	United States	43.47	25	Cyprus	40.67	36
Denmark	49.52	4	Austria	47.45	15	Bahamas	43.37	26	Thailand	40.07	37
Norway	49.19	5	Ireland	46.04	16	Republic of Korea	42.69	27	Philippines	39.96	38
Netherlands	48.91	6	Portugal	45.41	17	Estonia	42.10	28	Malaysia	39.58	39
Australia	48.53	7	Canada	45.29	18	Maldives	41.53	29	Mauritius	39.54	40
New Zealand	48.44	8	France	45.16	19	Czechia	41.23	30	Chile	38.93	41
Finland	48.33	9	Spain	45.06	20	Costa Rica	41.02	31	Hungary	38.55	42
Singapore	48.23	10	Japan	44.69	21	Israel	41.00	32	Slovak Republic	38.37	43
United Kingdom	48.07	11	Italy	44.26	22	Croatia	40.98	33	Mexico	38.19	44

MEANINGFUL TOURISM INDEX RESULTS BASIC

Twelve indicators were used to analyse the basic situation of the tourism industry and infrastructure in each country, contributing 25% of the total points available with 2,000 out of 8,000 points.

The clear winner in this category is Aruba, getting full points in five out of the twelve categories, including International Arrivals and International Tourism Receipts per 100,000 inhabitants. Even though Aruba did not make it into the Top 10 in any of the six stakeholder categories, the success in the Basic indicators proved sufficient to claim the overall No. 1 position.

Three other island states with small population numbers and a clear economic focus on tourism made it to the Top 10, as did both countries from Oceania, which, together with the UK, can also in some sense be counted as island states.

At the bottom of the ranking three African and three Asian countries share the dubious honour with two European and two American countries. For most of them relatively low results of Tourism Revenue and Growth, combined with high levels of Seasonality and problematic rankings in the Democracy Index are to blame for the insufficient results.

TOP 10: BASIC

Country	Points	Rank
Aruba	1467	1
Bahamas	1021	26
Iceland	949	2
Luxembourg	780	13
Maldives	767	29
United Kingdom	698	11
New Zealand	681	8
Netherlands	677	6
Switzerland	677	3
Australia	675	7



BOTTOM 10: BASIC

Country	Points	Rank
Ukraine	348	78
Tanzania	348	75
Kazakhstan	347	62
Ecuador	346	68
Oman	345	61
Cuba	342	45
Serbia	342	77
Egypt	333	74
Ethiopia	318	83
Azerbaijan	284	81

Meaningful
Tourism

MEANINGFUL TOURISM INDEX RESULTS TRAVELLER

Japan is the only country reaching more than 50% of the maximum of 1,000 points in this category. The very good physical road connectivity as well as the strong virtual presence in Social Media searches and posts are key elements of the success of Japan in this category, which is the only one with the exception of Government, which sees Japan among the Top 10.

Following Japan are mostly destinations known for their large numbers of leisure tourist arrivals. Qatar is rather an exception, however, it achieves maximum points for the amount spend per visitors and the high growth rates in international tourism. Singapore excels with well developed road and air connectivity as well as the top position in hotel occupancy rates.

At the bottom of the table some countries could be expected including Iraq in the last position as well as Nigeria and Myanmar. It is however surprising to see Mauritius in this neighbourhood. The reason is next to not very well developed air and road connectivity mostly the very low reading for Social Media searches and posts. Albania, another surprising low performer in this category, must blame also lack of online presence combined with bad air connectivity and very low spending per visitor, based on the high number of day visitors from neighbouring countries.

TOP 10: TRAVELLER

Country	Points	Rank
Japan	532	21
Thailand	481	37
Italy	464	22
Qatar	454	47
Republic of Korea	434	27
Singapore	432	10
Ireland	431	16
Australia	429	7
Portugal	429	17
Switzerland	427	3



BOTTOM 10: TRAVELLER

Country	Points	Rank
Bahrain	253	59
Ukraine	249	78
Mauritius	249	40
Azerbaijan	246	81
Myanmar	241	85
Peru	239	71
Nigeria	237	87
Albania	219	60
Kazakhstan	218	62
Iraq	188	88

MEANINGFUL TOURISM INDEX RESULTS HOSTS

Eight out of ten countries ranked as the Top 10 for the category Host Communities are European and five of them from Northern Europe. That seems to reflect a clear orientation of these countries to make sure that the local communities see tourism as an opportunity, not a threat to the local wellbeing. The level of points reached by the leaders in this category are the highest achieved in any stakeholder category.

Leaders Norway and Denmark are also both among the Top 10 in the category Environment, whereas the follow-ups Switzerland and Iceland are the two countries with the highest number of appearances in the Top 10 with five out of seven rankings listed them in that position. All of them score high both in the quantitative and the qualitative indicators with regard to indicators like Hourly Wages, Basic Social Protection or Gender Equality, which influences the working conditions in the tourism and hospitality industry in these countries.

The bottom four countries in this category are all located in Africa and lack exactly in the categories the Top 10 countries excel in as well as in elementary indicators like literacy rates and life expectancy. These problems are not only connected to tourism, but reflect the overall lamentable state of development of the quality of life in these countries which tourism has not helped to improve. It is no surprise that the position in the Happiness Index for most of the Bottom 10 countries is also very low.

TOP 10: HOSTS

Country	Points	Rank
Norway	863	5
Denmark	855	4
Switzerland	834	3
Iceland	819	2
Singapore	782	10
Finland	772	9
Netherlands	770	6
Sweden	768	12
Australia	748	7
Austria	726	15



BOTTOM 10: HOSTS

Country	Points	Rank
Ecuador	459	68
Cambodia	441	64
Iraq	437	88
Egypt	432	74
India	415	79
Myanmar	405	85
Ethiopia	392	83
Tanzania	387	75
South Africa	372	82
Nigeria	354	87

MEANINGFUL TOURISM INDEX RESULTS STAFF

It will come as a surprise for many that Cuba tops the lists with regard to the stakeholders group Staff of tourism and hospitality service providing companies. The high ranking is partly a reflection of the overall bad situation of employees in the industry, which results in post-pandemic staff shortages around the world. More specifically, Cuba excels in a number of different fields: from very low unemployment rates to the highest percentage of women in the parliament and to the highest scoring with regards to fulfillment of the SDG8 criteria.

The rest of the Top 10 bears no big surprises with countries listed which are known for relative well developed labour laws and good conditions of work in the tourism and hospitality industry. Still, all the scores of the Top 10 are hovering only around the 50% mark of the total possible score.

The Bottom 10 are also a list representing the “usual suspects” for such a position with regard to the meaningfulness of employment in the tourism industry and in the society at large. Turkiye is the only European country in this groups, reflection especially the high unemployment rate and the low number of women in managerial positions.

TOP 10: STAFF

Country	Points	Rank
Cuba	569	45
Ireland	550	16
Luxembourg	521	13
Finland	520	9
New Zealand	502	8
Iceland	499	2
Sweden	497	12
Singapore	495	10
Estonia	492	28
United Kingdom	492	11



BOTTOM 10: STAFF

Country	Points	Rank
Bahamas	283	26
Maldives	278	29
Turkiye	275	76
Morocco	270	70
Brazil	268	57
Iraq	263	88
Tunisia	248	66
Lebanon	247	86
Egypt	237	74
Iran	209	84

MEANINGFUL TOURISM INDEX RESULTS COMPANIES

The scores for companies are the lowest among all stakeholders categories analysed. Even the Top 10 stay below 50% of the possible maximum of points. That partly reflects the very uneven distribution of the Numbers of Airlines per country, the number of Tourism companies involved in R&D Activities or the Number of GSTC Certified Hotels. However, it is also a result of the high number of SMEs making up a big part of the industry with insufficient funds for strategic development.

China is featured only in this category among the Top 10. The country is able to score exactly on the aforementioned indicators of airlines, spending on R&D and on the other quantitative indicators. For the qualitative indicators China only reaches a mid-level ranking.

The Bottom 10 include the two European countries Romania and Poland. Both countries suffer from a dominance of SMEs, resulting in especially low levels of R&D, but also in simply a low number of enterprises catering for the industry. Brazil is also characterised by a very low Number of Tourism Enterprises per 100,000 Inhabitants and especially by a very low ranking with regards to Ease to Doing Business. Four of the Bottom 5 in this category have a higher score than Brasil for this indicator.

TOP 10: COMPANIES

Country	Points	Rank
Denmark	427	4
Portugal	423	17
China	418	50
Spain	417	20
Netherlands	404	6
Australia	403	7
Canada	401	18
Aruba	397	1
Finland	391	9
Austria	391	15



BOTTOMS 10: COMPANIES

Country	Points	Rank
Panama	241	54
Poland	240	48
Romania	238	49
Brazil	236	57
Iran	226	84
Ethiopia	225	83
Jordan	224	69
Nigeria	204	87
Lebanon	174	86
Iraq	122	88

Meaningful
Tourism

MEANINGFUL TOURISM INDEX RESULTS GOVERNMENT

Singapore is the clear leader in the stakeholder category Government. Top rankings in the prevalence of Law and Order and the absence of Corruption are responsible for the very good result, together with the top position in the Spillover Index.

The country is one of four Asian frontrunners, together with four European countries, one Oceanian and one African country. Mauritius is indeed the only African country achieving a Top 10 position in any of the categories, earning it among other things with the highest score for the Number of COVID-19 measures to support the travel and tourism sector.

At the bottom of this category five of the ten countries are located in Asia, with Iraq and Myanmar scoring the lowest number of points. The two European countries Russia and Ukraine reach their negative positions, as they are not able to engage in tourism support, even though the Ukraine government already started to make post-war plans for sustainable tourism development, which will probably see them higher up in this ranking in the 2024 edition of the Meaningful Tourism Index.

The two North American countries Puerto Rico and Mexico are accompanied by just one African country – Nigeria.

TOP 10: GOVERNMENT

Country	Points	Rank
Singapore	742	10
Iceland	716	2
Austria	706	15
Mauritius	702	40
Republic of Korea	693	27
Malaysia	679	39
New Zealand	678	8
Japan	675	21
Switzerland	669	3
Ireland	661	16



BOTTOM 10: GOVERNMENT

Country	Points	Rank
Kazakhstan	466	62
Nigeria	458	87
Bahrain	456	59
Lebanon	450	86
Mexico	449	44
Myanmar	428	85
Puerto Rico	412	56
Russian Federation	403	80
Ukraine	391	78
Iraq	327	88

Meaningful
Tourism

MEANINGFUL TOURISM INDEX RESULTS ENVIRONMENT

The final, but crucial category Environment represents as stakeholders the future generations. Eight European countries achieved enough points to bring them to the Top 10 group for this category. However, the Gold Medal is snatched from them by Costa Rica from the North American region, while the 10th position goes to Ecuador from South America, narrowly beating Albania into 11th position.

The strong points of Costa Rica are the leadership in two indicators, namely in the Global Climate Risk Index and in the Use of Renewable Energy, with good results for most of the other indicators. Altogether 34 out of 88 countries reach more than half of the possible points in this category, a hopeful sign that at least for the stakeholder Environment some action is taken towards a Meaningful Tourism development. For the stakeholder category Staff only five countries reach more than 500 points, for the stakeholder category Travellers it is just a single one, Japan, which however because of weaker results in other fields only reaches position 21 in the overall ranking.

At the bottom of the list are eight Asian countries plus one European (Russia) and one African (South Africa). Several oil-producing countries can be found here and the most populous countries China and India. Even among the Bottom 20, 16 of the countries with the worst results concerning the environment are from Asia.

TOP 10: ENVIRONMENT



Country	Points	Rank
Costa Rica	701	31
Sweden	685	12
Iceland	685	2
United Kingdom	637	11
Finland	626	9
Denmark	622	4
Norway	616	5
France	587	19
Switzerland	581	3
Ecuador	578	68

BOTTOM 10: ENVIRONMENT

Country	Points	Rank
Oman	374	61
Indonesia	370	72
Iraq	367	88
Qatar	366	47
China	361	50
South Africa	353	82
Russian Federation	353	80
Saudi Arabia	340	67
India	317	79
Iran	317	84

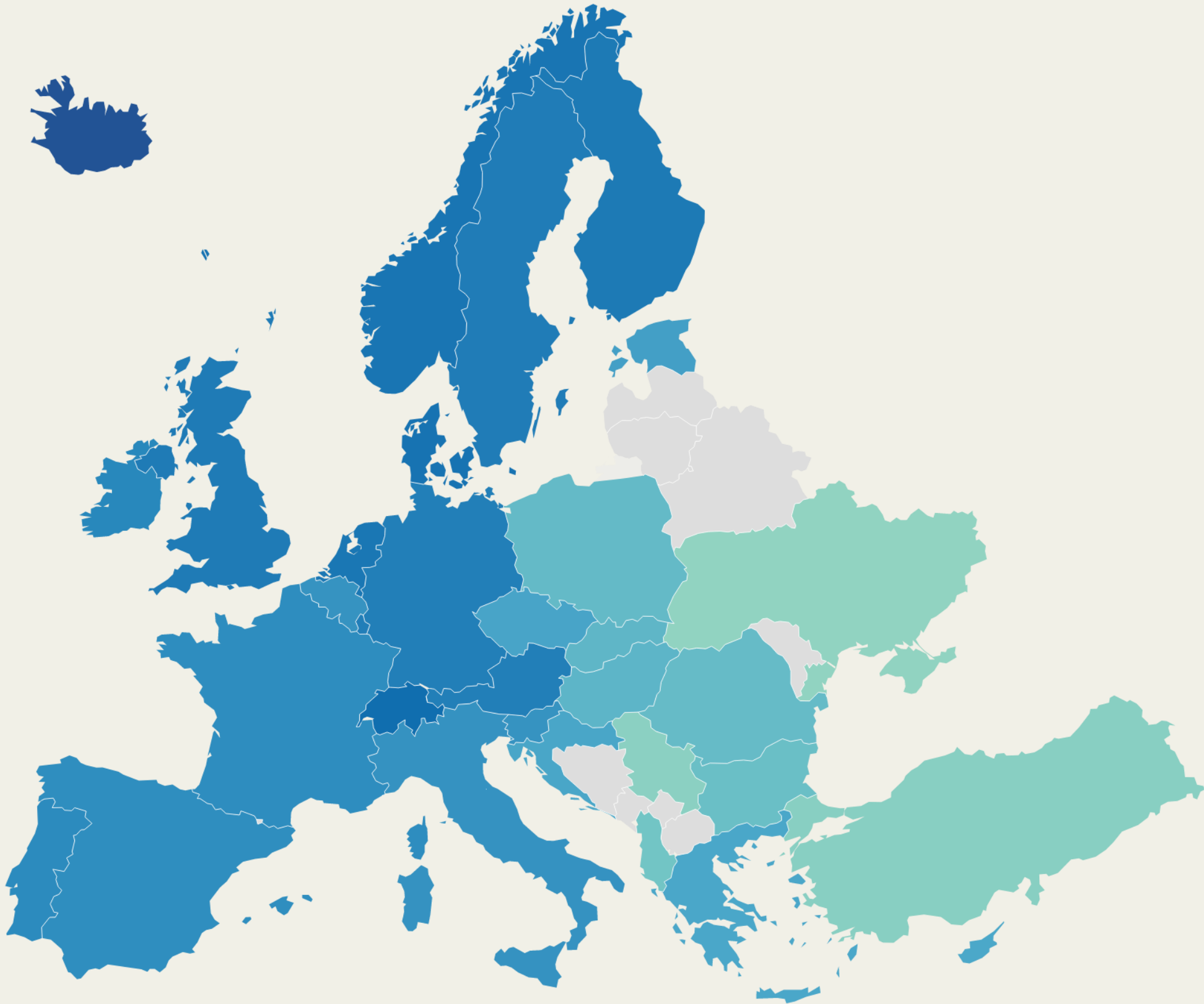
Meaningful
Tourism

MEANINGFUL TOURISM INDEX SCORE: EUROPE



Europe TOP 10

- Iceland
- Switzerland
- Denmark
- Norway
- Netherlands
- Finland
- United Kingdom
- Sweden
- Luxembourg
- Germany



The Top 10 of Europe are made up of the six countries within the Top 10 plus the four countries following directly in the overall ranking on positions 11-14.

The least successful countries are Turkiye, Ukraine, Serbia and Russia, all four being situated between positions 76 and 80 in the overall ranking.

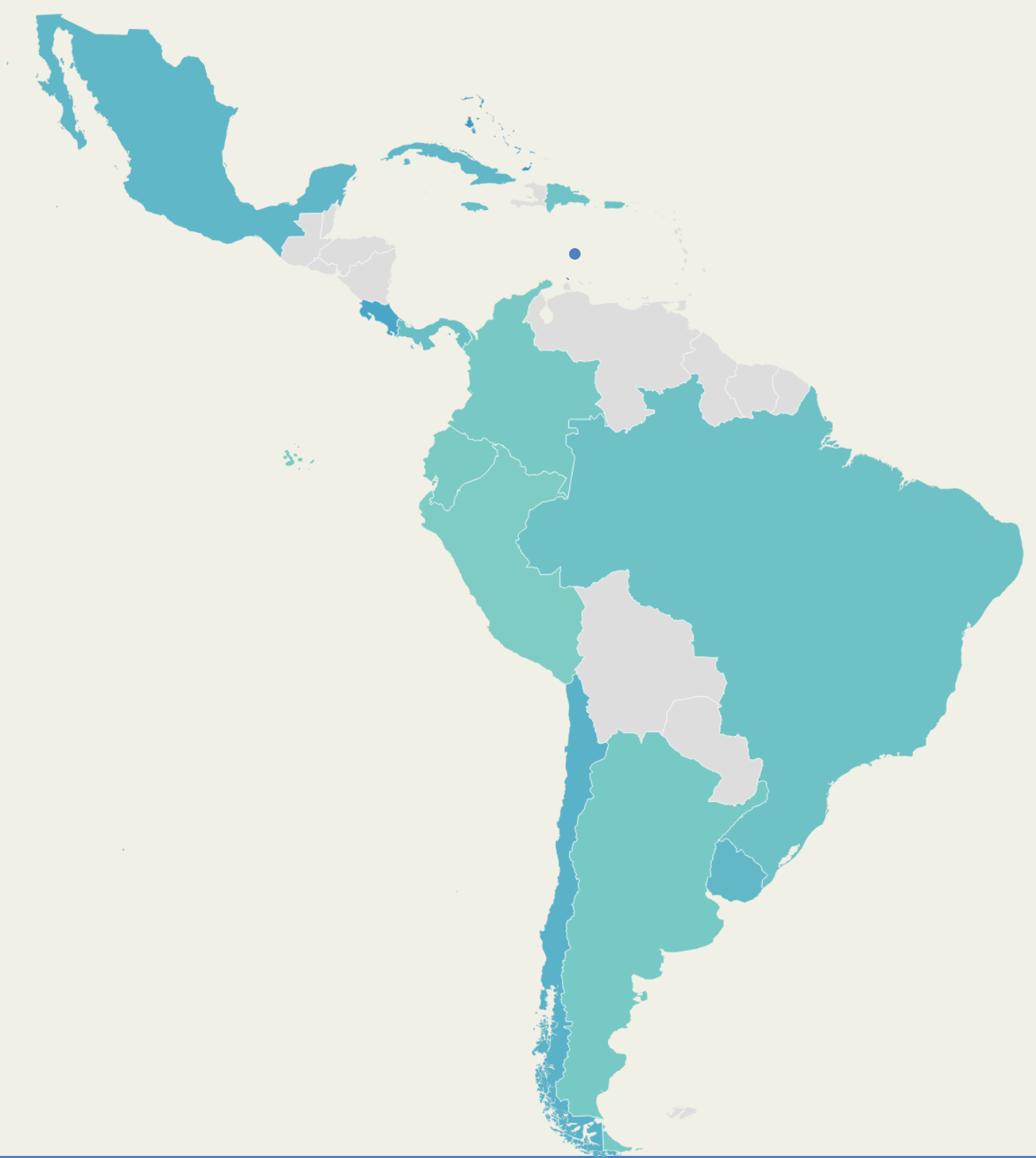
Europe is the runner-up among the continents, beaten only by Oceania.

MEANINGFUL TOURISM INDEX SCORE: LATIN & SOUTH AMERICA



South America TOP

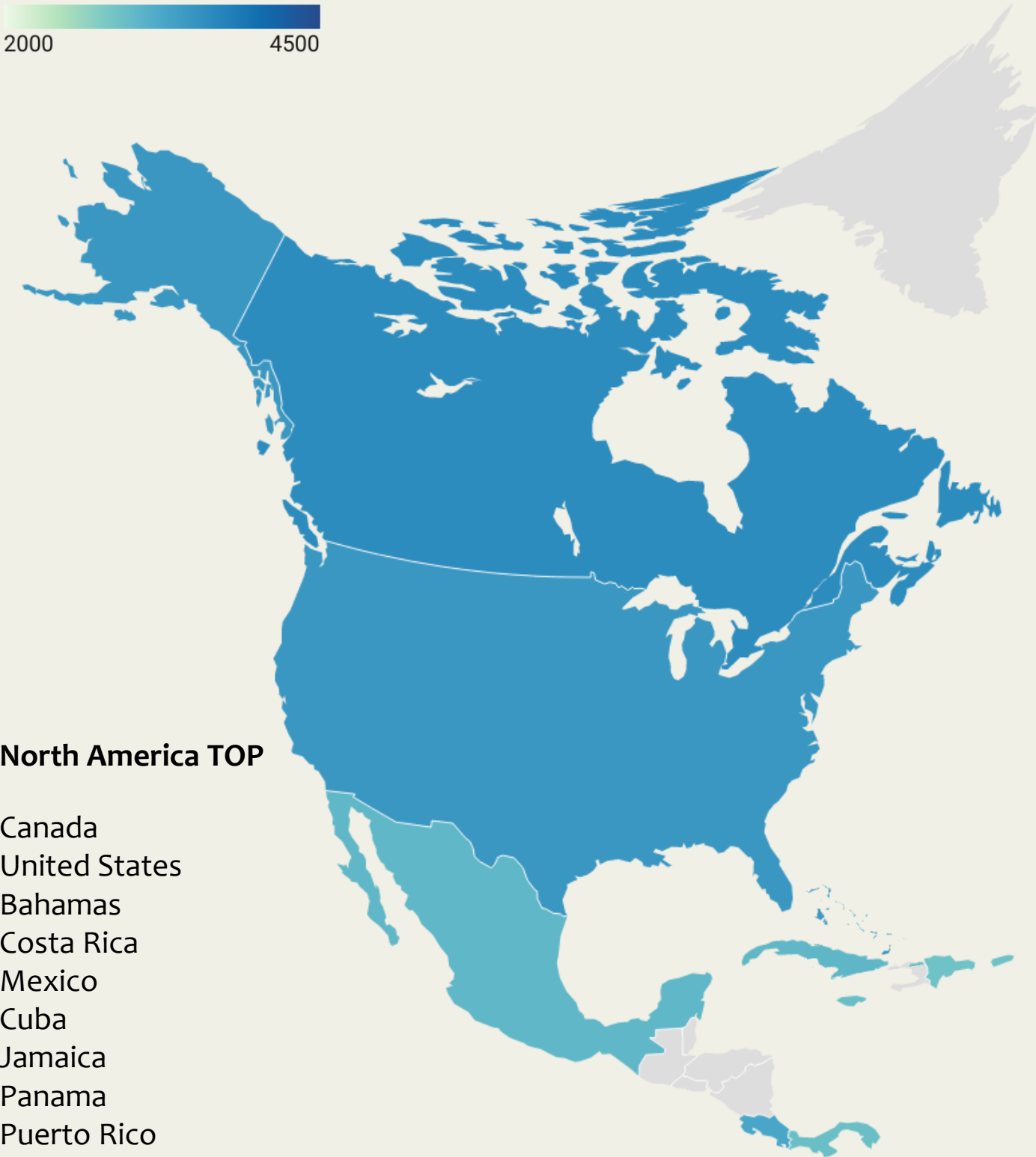
- Aruba
- Chile
- Uruguay
- Brazil
- Argentina
- Colombia
- Ecuador
- Peru



Among the eight countries covered by the Meaningful Tourism Index 2023, Aruba sticks out with the No. 1 overall position and more than 4,400 out of 8,000 possible points.

The other seven countries achieved total results in a rather narrow band between about 3,100 and 2,800 points, none of them reaching in any category a level of 600 or more points out of a possible 1,000.

MEANINGFUL TOURISM INDEX SCORE: NORTH AMERICA



North America TOP

- Canada
- United States
- Bahamas
- Costa Rica
- Mexico
- Cuba
- Jamaica
- Panama
- Puerto Rico
- Dominican Republic

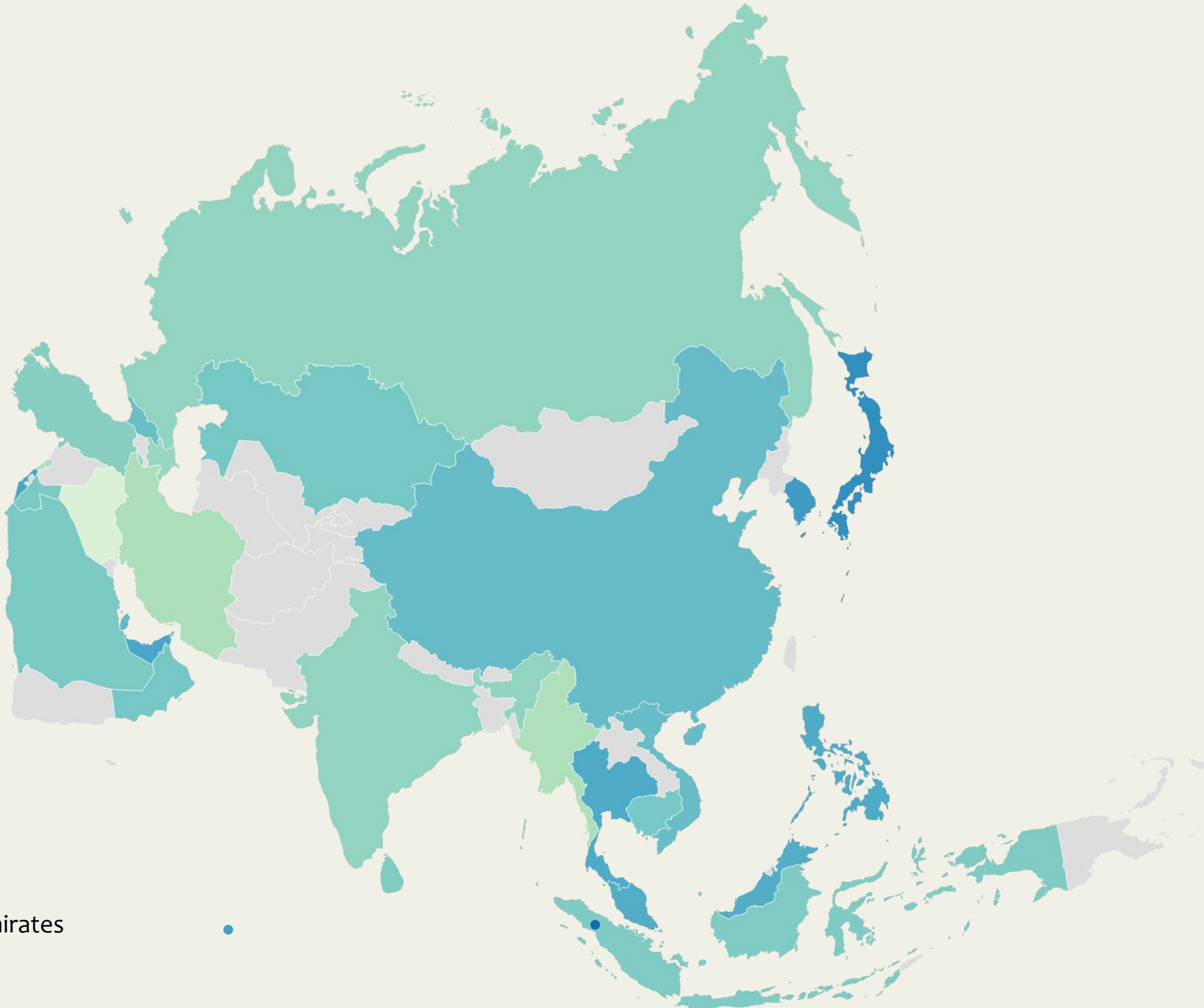
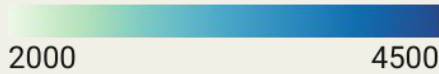
With Canada on the overall ranking position 18, the USA at 25 and The Bahamas at 26, North America and the Caribbeans are not presenting a very impressed image.

However, with the Dominican Republic at position 58, there is also no countries in the list which ended up in the bottom third of the total ranking.

Taken together, the Americas come in as a distant third behind Oceania and Europe.

MEANINGFUL TOURISM INDEX SCORE: ASIA

Meaningful
Tourism



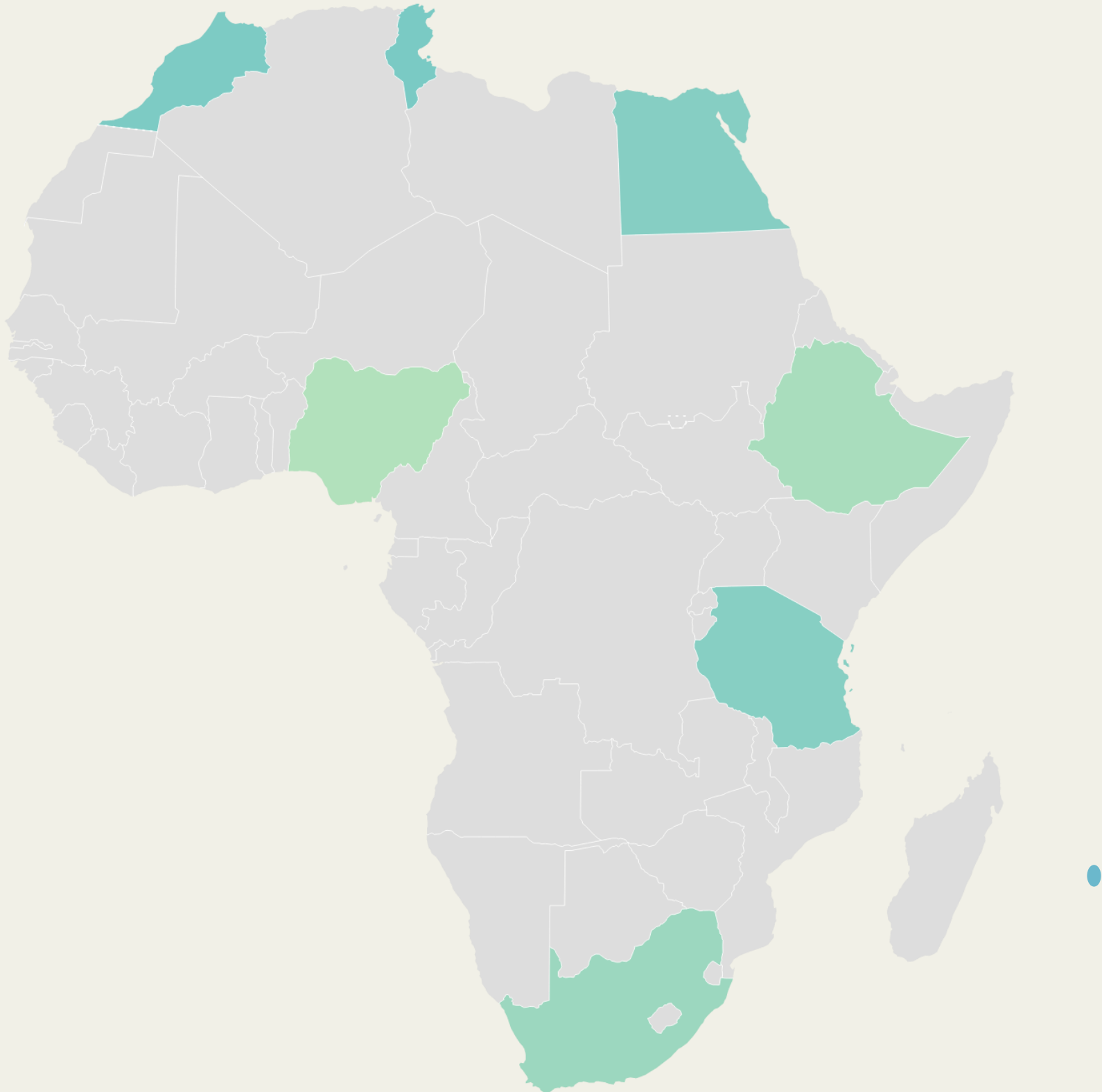
Asia TOP 10

- Singapore
- Japan
- Korea, Rep.
- Maldives
- Israel
- United Arab Emirates
- Thailand
- Philippines
- Malaysia
- Qatar

Singapore on the overall ranking position 10 can not fully satisfy, given the fact that 27 Asian countries could be included in the Index. Japan as Asia's No. 2 did not even make it into the overall Top 20.

At the other end, six out of ten countries of the Bottom 10 are Asian, showing that a lot of work awaits the Asian tourism industry on its way towards a Meaningful Tourism. Only Africa saves Asia from being the loser in the continental competition.

MEANINGFUL TOURISM INDEX SCORE: AFRICA



Africa TOP

- Mauritius
- Tunisia
- Morocco
- Egypt, Arab Rep.
- Tanzania
- South Africa
- Ethiopia
- Nigeria

The most dismal result in the comparison of the continents is provided by Africa. Mauritius as the first African countries is ranked on position 40, while Tunisia on position 66 just avoids the fate of the other six countries to be a part of the bottom quarter of the overall ranking.

Only Iraq keeps Nigeria from the dubious honour to be at the very bottom of the list. Africa is the loser in the continental competition.










MEANINGFUL TOURISM INDEX SCORE: OCEANIA



Two countries in Oceania created enough international tourism turnover to be included in the Meaningful Tourism Index 2023 and both found the way into the Top 10 in the overall ranking, making it the most advanced region for Meaningful Tourism.

Even though the results per category differ, in the end a gap of just seven point, representing less then 0.1%, keeps Australia ahead of New Zealand.

MEANINGFUL TOURISM INDEX RESULT FOR SDIS

	Country	Score	Rank
	Aruba	55.09	1
	Singapore	48.23	10
	Bahamas	43.37	26
	Maldives	41.53	29
	Mauritius	39.54	40
	Cuba	38.15	45
	Jamaica	37.17	52
	Puerto Rico	36.44	56
	Dominican Republic	36.29	58
	Bahrain	35.83	59


Ten of the 88 countries of the Index belong to the Small Developing Island States organisation.

Two of them, Aruba and Singapore, made it two the Top 10, Aruba even being the overall No. 1. Bahrain as the lowest placed is still on position 59.

This is mainly the result of the fact that most members do not have enough international tourism turnover to be ranked in the Meaningful Tourism Index 2023.

MEANINGFUL TOURISM INDEX RESULT FOR 20 COUNTRIES MOST DEPENDENT ON TOURISM*

Meaningful
Tourism

	Country	Score	Rank		Country	Score	Rank
	Aruba	55.09	1		Mauritius	39.54	40
	Iceland	54.85	2		Uruguay	37.99	46
	Netherlands	48.91	6		Jamaica	37.17	53
	Portugal	45.41	17		Panama	36.89	54
	Bahamas	43.37	26		Georgia	36.76	55
	Maldives	41.53	29		Dominican Republic	36.29	58
	Croatia	40.98	33		Albania	35.83	60
	Greece	40.81	35		Cambodia	35.21	64
	Thailand	40.07	37		Jordan	34.99	69
	Philippines	39.96	38		Lebanon	30.77	86

Calculated according to the percentage of the workforce in tourism and the importance of the tourism revenue, the 20 countries most depending on tourism out of the 88 countries of the Index have been identified.

The Top 6 of them are situated in the upper third of the overall ranking, but the bottom five of them find themselves in the bottom third of the overall ranking, despite their high dependency on tourism.

*based on % of tourism employees & % of tourism revenue

MEANINGFUL TOURISM INDEX SCORE: OECD MEMBERS

Meaningful
Tourism



- OECD TOP 10
- Iceland
 - Switzerland
 - Denmark
 - Norway
 - Netherlands
 - Australia
 - New Zealand
 - Finland
 - United Kingdom
 - Sweden

The graph covering the 36 OECD members included in the Index clearly shows the direct correlation between the level of GDP per person in the countries with higher results in the Index.

MEANINGFUL TOURISM INDEX SCORE: T-20

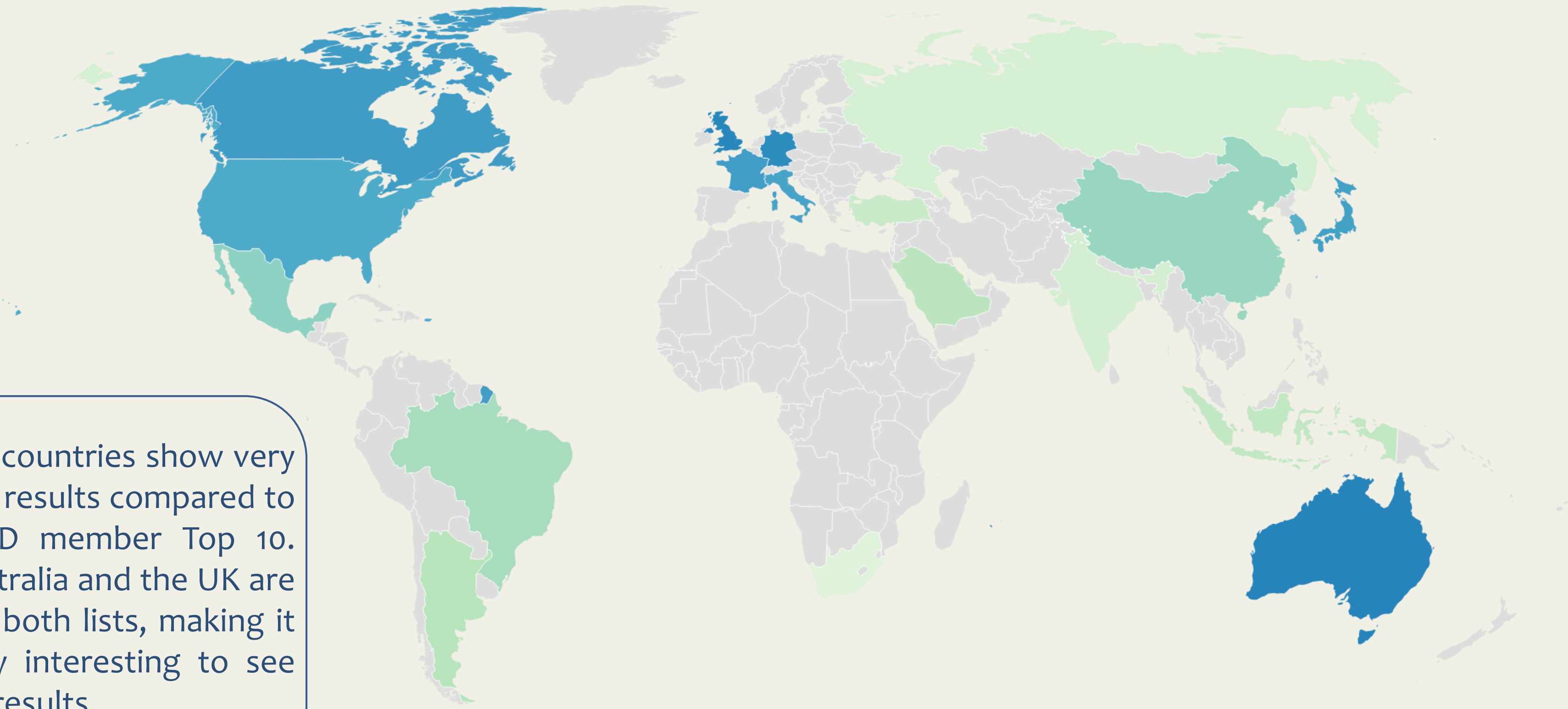
Meaningful
Tourism



T-20 TOP 10

- Australia
- United Kingdom
- Germany
- Canada
- France
- Japan
- Italy
- United States
- Korea, Rep.
- Mexico

The T-20 countries show very different results compared to the OECD member Top 10. Only Australia and the UK are found in both lists, making it especially interesting to see the T-20 results.



APPENDIX 1

OVERALL RANKING IN ALPHABETICAL ORDER PART 1

Country	Score	Rank
Albania	35.83	60
Argentina	35.30	63
Aruba	55.09	1
Australia	48.53	7
Austria	47.45	15
Azerbaijan	32.63	81
Bahamas	43.37	26
Bahrain	35.83	59
Belgium	44.13	23

Country	Score	Rank
Brazil	36.42	57
Bulgaria	36.94	53
Cambodia	35.21	64
Canada	45.29	18
Chile	38.93	41
China	37.39	50
Colombia	35.20	65
Costa Rica	41.02	31
Croatia	40.98	33
Cuba	38.15	45
Cyprus	40.67	36
Czechia	41.23	30

Country	Score	Rank
Denmark	49.52	4
Dominican Republic	36.29	58
Ecuador	34.99	68
Egypt	34.18	74
Estonia	42.10	28
Ethiopia	31.38	83
Finland	48.33	9
France	45.16	19
Georgia	36.76	55
Germany	47.51	14
Greece	40.81	35
Hungary	38.55	42

Country	Score	Rank
Iceland	54.85	2
India	33.29	79
Indonesia	34.64	72
Iran	31.00	84
Iraq	26.93	88
Ireland	46.04	16
Israel	41.00	32
Italy	44.26	22
Jamaica	37.17	52
Japan	44.69	21
Jordan	34.99	69
Kazakhstan	35.38	62

APPENDIX 1

OVERALL RANKING IN ALPHABETICAL ORDER PART 2

Country	Score	Rank
Republic of Korea	42.69	27
Lebanon	30.77	86
Luxembourg	47.62	13
Malaysia	39.58	39
Maldives	41.53	29
Mauritius	39.54	40
Mexico	38.19	44
Morocco	34.89	70
Myanmar	30.78	85

Country	Score	Rank
Netherlands	48.91	6
New Zealand	48.44	8
Nigeria	30.55	87
Norway	49.19	5
Oman	35.46	61
Panama	36.89	54
Peru	34.69	71
Philippines	39.96	38
Poland	37.67	48
Portugal	45.41	17
Puerto Rico	36.44	56
Qatar	37.78	47

Country	Score	Rank
Romania	37.51	49
Russian Federation	33.21	80
Saudi Arabia	35.00	67
Serbia	33.78	77
Singapore	48.23	10
Slovak Republic	38.37	43
Slovenia	44.12	24
South Africa	32.45	82
Spain	45.06	20
Sri Lanka	34.45	73
Sweden	47.93	12
Switzerland	50.40	3

Country	Score	Rank
Tanzania	34.11	75
Thailand	40.07	37
Tunisia	35.09	66
Turkiye	33.99	76
Ukraine	33.35	78
United Arab Emirates	40.83	34
United Kingdom	48.07	11
United States	43.47	25
Uruguay	37.99	46
Vietnam	37.23	51

APPENDIX 2: SOURCES

- Booking.com
- Central Intelligence Agency
- Country Reports
- Economist Intelligence Unit
- Environmental Performance Index
- Gallup
- Germanwatch
- Global Sustainable Tourism Council
- Human Development Reports
- International Air Transport Association
- International Labour Organization
- Institute for Economics & Peace
- IQAir
- Knoema
- OECD

- Our World in Data
- Passport Index
- Protected Planet
- Sustainable Development Goals Index
- The Global Economy
- Transparency International
- TripAdvisor
- UNESCO
- UNWTO
- World Bank
- World Economic Forum
- Worldometer
- World Travel & Tourism Council

and others

APPENDIX 3: DEFINITIONS

Basic	Traveller	Hosts	Staff	Company	Government	Environment
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Number of indicator	Name of indicator	Short Definition
B1	Tourism turnover per person	The amount of money spent by a tourist during a trip.
B2	Workforce in Tourism	The percentage of people employed in the tourism industry.
B3	International Arrivals	Total number of people who cross international borders and arrive in a country by air, land, or sea.
B4	International Tourism receipts	The revenue generated by international tourists in a country.
B5	Domestic Tourism receipts	The revenue generated by tourists who travel within their own country.
B6	Domestic vs International tourism revenue ratio	A comparison of the amount of revenue generated by domestic tourism and international tourism.
B7	Total Tourism and Travel revenue	The revenue generated by the tourism industry in a country.
B8	Tourism and Travel contribution to GDP	The percentage of a country's GDP that is generated by the tourism industry.
B9	Tourism Revenue Growth	The percentage increase or decrease in the amount of revenue generated by the tourism industry over a specific period of time.
B10	Population in the largest city	The percentage of the total urban population in a country that resides in its largest city.
B11	Seasonality	The percentage of revenue generated during its three busiest months of the year.
B12	Democracy Index	A measure of the state of democracy in countries around the world.

APPENDIX 3: DEFINITIONS

Basic	Traveller	Hosts	Staff	Company	Government	Environment
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Number of indicator	Name of indicator	Short Definition
T1QT	Average expenditure per arrival	The average amount of money spent by a visitor during a trip to a country.
T2QT	Occupancy rate/ rooms	The percentage of available rooms that are currently occupied by guests.
T3QT	Inbound length of stay/ arrival number	The average length of stay per visitor in a country.
T4QT	Road connectivity index	A measurement of quality & efficiency of a road network within a country.
T5QT	Air connectivity score	A measure of the quality and efficiency of air transport connections between countries.
T6QT	Railroad density	The length of railway tracks in a country.

T1QL	Number of Google searches for keyword: "[countryname] travel"	The total number of times that users have searched for travel-related information about a country on Google's search engine.
T2QL	Arrival number growth	The percentage increase or decrease in the amount of arrivals in a country.
T3QL	Number of posts per hashtag "[countryname]travel"	The popularity and level of engagement of Instagram users with travel-related content about a particular country.

APPENDIX 3: DEFINITIONS

Basic	Traveller	Hosts	Staff	Company	Government	Environment
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Number of indicator	Name of indicator	Short Definition
H1QT	Poverty rate	The percentage of the population living below a certain income threshold.
H2QT	Social protection basic coverage	The percentage of the population that has access to social protection in a country.
H3QT	COVID-19 cases (% of deaths)	The percentage of individuals who died from COVID-19 in a country.
H4QT	Literacy rate	The percentage of individuals between the ages of 15 and 24 who are able to read and write at a basic level.
H5QT	Life expectancy at birth	The average number of years a newborn is expected to live, based on current mortality rates.
H6QT	Average hourly salary	The average amount of money an employee earns per hour.
H1QL	Gender inequality index	A measure of gender-based inequalities in three key areas: reproductive health, empowerment, and economic activity
H2QL	Gini coefficient	A measure of inequality that is commonly used to assess the distribution of income or wealth within a population.
H3QL	Happiness Index	A measure of overall happiness and well-being within a country based on people's evaluation on their level of happiness or life satisfaction

Basic	Traveller	Hosts	Staff	Company	Government	Environment
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Number of indicator	Name of indicator	Short Definition
S1QT	Women in managerial positions	The percentage of women who hold managerial roles in companies.
S2QT	Employment with advanced level of education	The percentage of people who hold at least a degree among the total employed population.
S3QT	1)Ranking in Education Index 2)Number of Hospitality & Leisure Management universities	<ul style="list-style-type: none">A measure of country's position in a global ranking of education systems.Number of universities that offer study programs related to the tourism and hospitality industry.
S4QT	Unemployment rate	The percentage of the labor force that is currently without employment but is actively seeking and available for work.
S5QT	Seats held by women in national parliaments	The percentage of seats in a country's national parliament that are held by women.
S6QT	Working age foreign citizens	The percentage of foreign citizens who are of working age (15-64 years old) in a given country.

S1QL	Labour productivity rate	A measure of the output per worker per hour worked.
S2QL	Decent work and economic growth	The engagement of a country in improving the quality of work and protecting workers' rights.
S3QL	Tourism employee number growth	The percentage increase or decrease in the number of people employed in the tourism industry.

APPENDIX 3: DEFINITIONS

Basic	Traveller	Hosts	Staff	Company	Government	Environment
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Number of indicator	Name of indicator	Short Definition
C1QT	Hotel price index	A measure of an average price paid by travelers for overnight accommodation.
C2QT	Number of operating airlines	The total number of airlines that are currently providing scheduled/ unscheduled passenger and/or cargo services.
C3QT	Number of tourism enterprises	The total number of businesses or organizations that are directly or indirectly involved in providing goods & services to tourists.
C4QT	Firms that spend on Research & Development	The percentage of companies that allocate funds towards R&D activities.
C5QT	Number of accommodation establishments	The total number of properties that provide accommodation services to tourists.
C6QT	Ease of doing business rank	A ranking system that measures the ease of doing business in a particular country

C1QL	Quality of tourism infrastructure	The assessment of the tourism-related infrastructure of a country.
C2QL	Growth of accommodation establishments	The percentage change in the number of accommodation establishments over a specific period of time.
C3QL	Number of GSTC certified hotels	The total number of hotels in a country that have been certified by the Global Sustainable Tourism Council.

APPENDIX 3: DEFINITIONS

Basic	Traveller	Hosts	Staff	Company	Government	Environment
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Number of indicator	Name of indicator	Short Definition
G1QT	Research and Development expenditure	A total amount of money a country spends on R&D activities as a percentage of its GDP.
G2QT	Law and order index	A measure of how safe and secure people feel in their countries.
G3QT	Corruption Perceptions Index	A measure of the perceived level of corruption in the public sector of countries around the world.
G4QT	Number of COVID-19 measures to support the travel and tourism sector	An assessment of the extent and effectiveness of government actions to support tourism industry during the COVID-19 pandemic.
G5QT	1) Existence of Tourism Ministry 2) Tourism Organisation Memberships	<ul style="list-style-type: none">• A metric that measures whether a country has a dedicated government ministry.• The country's participation in regional/ international tourism organizations.
G6QT	Peace Index	A measure of the level of peace and security in a country.

G1QL	Spillover Index	A measure of the extent to which a country's environmental & social, economy & finance, and security affects other countries in its region.
G2QL	World Openness Score	A measure of the degree of visa-free travel and global mobility afforded to citizens of a country.
G3QL	Government prioritization of travel and tourism industry	A measure of the extent to which a country's government actively promotes and prioritizes the development and growth of its travel and tourism industry.

APPENDIX 3: DEFINITIONS

Basic	Traveller	Hosts	Staff	Company	Government	Environment
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Number of indicator	Name of indicator	Short Definition
E1QT	Global Climate Risk Index	A measure of the impacts of climate change on countries around the world.
E2QT	Number of World Heritage sites	The total count of cultural and natural landmarks, structures, or areas that have been inscribed on the World Heritage List maintained by UNESCO.
E3QT	Carbon Dioxide emissions per capita	A measure of the amount of carbon dioxide emitted by a country per person.
E4QT	Sustainable Development Index	A measure of the progress of countries towards achieving the United Nations' Sustainable Development 17 Goals.
E5QT	Air Quality	The level of fine particulate matter (PM) in the air. **
E6QT	Renewable energy share	The percentage of total energy generation that comes from renewable sources such as solar, wind, hydro, geothermal, and biomass.

E1QL	Environmental performance index	A measure of a country's efforts to protect environmental health, enhance ecosystem vitality, and mitigate climate change.
E2QL	Red List Index	A measure of the overall conservation status of species and provides an indication of the trend in biodiversity.
E3QL	Marine protected areas	The percentage of a country's territorial waters that are designated as protected areas where human activity is restricted in order to conserve marine ecosystems and biodiversity.

**WHO classifies air quality into the following criteria:

- Good: PM2.5 concentrations <10 µg/m³.
- Moderate: PM2.5 concentrations between 10 & 25 µg/m³.
- Unhealthy for sensitive groups: PM2.5 concentrations between 25 and 50 µg/m³.
- Unhealthy: PM2.5 concentrations between 50 and 100 µg/m³.
- Very unhealthy: PM2.5 concentrations between 100 and 250 µg/m³.
- Hazardous: PM2.5 concentrations >250 µg/m³.

APPENDIX 4: SDGs AND MEANINGFUL TOURISM INDEX INDICATORS



Stakeholder	MEANINGFUL TOURISM Level	Indicators	SDG connected
Guests	Quality	Average expenditure per arrival (USD) Occupancy rate per rooms (%) Inbound length of stay per arrival	8) Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
	Benefits	Road connectivity index Air connectivity score Railway Density (per 1000 sq. kms)	3) Halve the number of global deaths and injuries from road traffic accidents 9) Develop quality, reliable, sustainable and resilient infrastructure
	Satisfaction	Number of Google searches International tourists arrival number growth (%) Number of Instagram posts	8) Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
Hosts	Quality	Poverty rate (%) Literacy rate COVID-19 cases (% of deaths)	1) Reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions 2) End hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round 3) Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks 4) Ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy 6) Support and strengthen the participation of local communities in improving water and sanitation management
	Benefits	Social protection basic coverage (%) Average hourly wage (USD) Life expectancy at birth (years)	1) Implement nationally appropriate social protection systems and measures for all 3) End preventable deaths of newborns and children under 5 years of age 10) Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality
	Satisfaction	Gender inequality index Gini coefficient Happiness Index	5) End all forms of discrimination against all women and girls everywhere 10) Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

APPENDIX 4: SDGs AND MEANINGFUL TOURISM INDEX INDICATORS

Stakeholder	MEANINGFUL TOURISM Level	Indicators	SDG connected
Staff	Quality	Ranking in Education Index & Number of Hospitality & Leisure Management universities Percentage of employment with advanced level of education Labour productivity rate	4) Ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university 8) Achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value
	Benefits	Percentage of working-age foreign citizens (%) Unemployment rate (%) Proportion of seats held by women in national parliaments (%)	4) Substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship 5) Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life 8) Achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value
	Satisfaction	SDG 8 development (Decent work and economic growth) Percentage of women in managerial positions (%) Tourism employee number growth (%)	8) Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products 10) Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status
Companies	Quality	Number of operating airlines Number of tourism enterprises Number of accommodation establishments	8) Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products 16) Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements
	Benefits	Firms that spend on R&D (% of firms) Ease of doing business rank (1=most friendly) Hotel price index (USD)	8) Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services 16) Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements
	Satisfaction	Quality of tourism infrastructure Growth of accommodation establishments (%) Number of GSTC certified hotels	9) Develop quality, reliable, sustainable and resilient infrastructure 11) Provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport

APPENDIX 4: SDGs AND MEANINGFUL TOURISM INDEX INDICATORS



Stakeholder	MEANINGFUL TOURISM Level	Indicators	SDG connected
Government	Quality	Corruption Perceptions Index Peace Index Law and order index	11) Significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters 16) Promote the rule of law at the national and international levels and ensure equal access to justice for all. Substantially reduce corruption and bribery in all their forms
	Benefits	Existence of Tourism Ministry & Tourism Organisation Membership Research and development expenditure (% of GDP) Number of COVID-19 measures to support the travel and tourism sector	7) Enhance international cooperation to facilitate access to clean energy research and technology 8) Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products 17) Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation and enhance knowledge sharing on mutually agreed terms
	Satisfaction	Spillover Index World Openness Score Government prioritization of travel and tourism industry	8) Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products 17) Promote a universal, rules-based, open, non-discriminatory and equitable multilateral trading system under the World Trade Organization, including through the conclusion of negotiations under its Doha Development Agenda
Environment	Quality	Air Quality (PM2.5 - µg/m³) Number of World Heritage sites Renewable energy share (%)	7) Increase substantially the share of renewable energy in the global energy mix 11) Strengthen efforts to protect and safeguard the world’s cultural and natural heritage [...]paying special attention to air quality and municipal and other waste management
	Benefits	Carbon Dioxide emissions per capita (tons) Global Climate Risk Index Sustainable Development Index	12) Achieve the sustainable management and efficient use of natural resources 13) Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries 15) Ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services
	Satisfaction	Environmental performance index Red List Index Marine protected areas	13) Integrate climate change measures into national policies, strategies and planning 14) Sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts 15) Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species

MEANINGFUL TOURISM PUBLICATIONS

The Meaningful Tourism Center published in 2022 the first publication about Meaningful Tourism. The eBook provides an introduction plus 18 Best practice examples based on the projects and activities of the winners of the Meaningful Tourism Award 2022, which was organised for and staged during the ITB ASIA in Singapore in September 2022.

The topic range from tours guided by former homeless persons around their old hang-outs to labour unions for African porters, to sustainable offers by luxury resorts and booking platforms for meaningful trips across the globe.

The eBook is available from <https://payhip.com/b/NHTvF>

Free periodical: Meaningful Tourism Weekly.

The first weekly publication for Meaningful Tourism provides links to carefully selected articles about events in the development of sustainable tourism with a focus on positive examples of holistic solutions supporting Meaningful Tourism plus an exclusive topical editorial.

The Meaningful Tourism Weekly is available from: <https://mtweekly.substack.com/>



MEANINGFUL TOURISM TRAINING

The online Meaningful Tourism Training (MTT) offers a quick but substantial introduction into the Meaningful Tourism paradigm and how it can help destinations, tourism and hospitality service providers and government institutions to provide more quality and satisfaction to all stakeholders involved.

The MTT provides more than three hours on materials and insights, with checklists and toolboxes for immediate practical application. The six toolboxes are each focusing on one of the six stakeholders (guests, hosts, staff, service providing companies, governments and environment). Each toolbox providing and explaining six KPIs for Quality, Benefits and Satisfaction and features an interview with a leading expert. The Checklist of each toolbox provides and explains eight activities to implement Meaningful Tourism, directly adaptable for participants. MTT is currently available in English, German and Spanish.

All participants of MTT are provided with an official MTT certificate which can be used to show the forward proofing approach of each individual participant and of companies and organisation using the training for their employees or members.

MTT is self-administered and can be online at the convenience of the participant during a day, a weekend or a few evenings during a 30 days period of access.

Contact for inquiries: info@meaningful-tourism.com

MEANINGFUL TOURISM WORKSHOPS

The Meaningful Tourism Center offers workshops both online and in-house for organisations and companies as a first step towards the development and implementation of a Meaningful Tourism strategy.

The form, content, duration and number of participants is available in customised form.
Workshops are offered in several languages including English, German, Italian, French and Spanish.

A typical workshop for one day would consist of two parts:

- ❖ The morning session is dedicated to provide up-to-date information using the compact Meaningful Tourism Training 2023, focussing on the basic elements of the Meaningful Tourism paradigm including Positive Psychology and Positive Sustainability and the tools for the implementation of quality, benefits and satisfaction for all stakeholder groups including KPI Key Performance Indicators.
- ❖ The afternoon session is organised as a intensive roundtable discussion with enough time and space to use the tools introduced in the morning for a draft of a possible strategy with identification of strengths and weaknesses, existing alignments of interest to leverage and possible contradictions to remove.

Contact for inquiries: info@meaningful-tourism.com

MEANINGFUL TOURISM INDEX 2023 DETAILED RESULTS & ANALYSIS

Offer for ministries, NTOs, DMOs and other organisations and companies interested in the detailed data, results, rankings, analysis and recommendation for a specific country

Package including per country:

- Dataset for each of the 72 indicators and for each of the seven categories (Basic plus six stakeholders) for the country:
Absolute points reached and position in ranking as Excel sheet and Power Point presentation
- Plus detailed analysis of strengths and weaknesses of performance of country
- Plus comparison with selected results of the three main competing countries
- Plus recommendations for improvement of performance and of ranking position
Report (30 pages) and Power Point presentation

Cost complete dataset and report	2,800 €
Additional offer: ½ day Workshop: Results and recommendations	1,500 €*
Additional offer: ½ day Training Meaningful Tourism strategy	1,500 €*
Bundle offer Dataset, report and full day training and workshop	4,800 €*
*online or in-house (in-house plus travel cost) plus VAT if applicable	

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Editor and Project Group Leader: Wolfgang Georg Arlt

Production and Cover: Sofija Šarafejeva

Production Assistance: Ana-Maria Tapalaga, Louise Arditti

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Meaningful Tourism Center * Nordkanalstr. 52 * 20097 Hamburg/Germany

info@meaningful-tourism.com * <https://meaningful-tourism.com/>

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