



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Sixth UNWTO International Conference on Tourism Statistics
MEASURING SUSTAINABLE TOURISM
Manila, Philippines, 21 – 24 June 2017

PRELIMINARY PROGRAMME

Wednesday, 21 June

08:30 - 09:30 **Registration**

09:30 - 10:30 **Opening Ceremony**

Guest of Honor

H.E. Ms. Wanda Corazon Tulfo-Teo, Secretary, Department of Tourism, Philippines

H.E. Mr. Ernesto M. Pernia, Socioeconomic Planning Secretary, National Economic and Development Authority, Philippines

Mr. Taleb Rifai, Secretary-General, UNWTO

10:30- 12:30 **Ministerial Roundtable: The Importance of Integrated Data for Tourism Policy**

The SDGs and the International Year of Sustainable Tourism for Development, 2017 constitute a unique opportunity to advance sustainable, inclusive and responsible tourism. The SDGs and national agendas worldwide require a shift towards more integrated policy across economic, social and environmental domains. This, in turn, must be underpinned by more integrated data. Developing a statistical framework to measure sustainable tourism is thus essential in fostering a common understanding for tracking progress and directing policy efforts. Ministers from around the globe will discuss the opportunities and challenges that sustainable tourism brings to their countries, and how the use of more integrated data is supporting them in paving the way towards a more sustainable future.

Panel of Ministers

12:30 - 14:00 **Luncheon**

14:00 - 15:30 **Session 1. Towards a Statistical Framework for Measuring Sustainable Tourism**

This session will present the first draft of the Statistical Framework for Measuring Sustainable Tourism (MST) under development by the Working Group of Experts on Measuring Sustainable Tourism. The framework will support more integrated and more sustainable management of tourism by providing a common language and organizing structure that integrates the economic, environmental and social dimensions of sustainable tourism. In doing so, the framework will support policy and analysis at the global, national and sub-national levels. A panel of Chief Statisticians from around the world will comment on this draft and discuss the two conditions for the framework to be truly solution-centered: relevance (whether the framework includes the information required by users) and feasibility (how statistical solutions can be found).

Central paper: "Statistical Framework for Measuring Sustainable Tourism" presented by UNWTO

Moderator: Ms. Lisa Grace S. Bersales, National Statistician, Philippine Statistics Authority

Panel of Chief Statisticians

15:30 – 15:45 **Coffee break**

15:45 – 17:15 Session 2. The Voice of Data Users

Quality statistics are, by definition, data that are fit for purpose. This session will cover some of the main expectations and requirements of data users at international, national and sub-national levels and how a statistical framework on MST should cater to these needs.

Perspectives to be discussed:

- International and national
- Sub-national destinations
- Private sector and civil society

20:30 **Welcome Dinner**

Thursday, 22 June

09:30 - 11:00 Session 3. Linking the Economic and Environmental Dimensions of Sustainable Tourism

The starting foundation of the MST statistical framework is to bridge the economic and environmental dimensions of sustainable tourism by linking two UN statistical standards: the Tourism Satellite Account (TSA) and the System of Environmental Economic Accounting (SEEA). This session will present an overarching technical note and some pioneering pilot studies integrating economic and environmental data for tourism.

Central paper: Linking TSA and SEEA: A Technical Note, presented by UNWTO

Presentations by pilot countries:

- Canada (tbc)
- Fiji (tbc)
- Mexico (tbc)
- The Netherlands (tbc)

11:00 - 11:15 **Coffee break**

11:15 – 12:45 Session 4. Employment and other aspects of the Social Dimension of Sustainable Tourism

The MST initiative considers the three dimensions of sustainability (environmental, economic and social). This session will address employment as a key consideration of the social dimension and highlight how these data and the important cultural aspects of tourism may be incorporated to provide an integrated data view.

Central paper: Measuring employment aspects of sustainable tourism, presented by ILO

Presentations

12:45 - 14:00 **Luncheon**

14:00 – 17:00 Session 5. Sub-national Measurement and Addressing Spatial Scales

Tourism is “seen and felt” at the destination level, with management taking place at this level. At the same time, broader policy direction and resource allocation is often made at the national level, and policy implementation can be the role of intermediate, regional authorities. There is also an overarching demand for global monitoring as reflected in the SDGs. The relevance of information at different spatial scales is a strong rationale for harmonization between data at national, regional and destination levels to facilitate policy coherence and effectiveness. This session will present advances in measuring tourism at sub-national level and the relevance for tourism management; as well as discussing at more technical levels the importance of delineating spatial areas and issues of comparability and coherence.

Presentations

Friday, 23 June

09:30 - 10:30 Session 6. Tourism Indicators for Monitoring the SDGs

The demand for high quality indicators to monitor progress has been most recently underlined by the adoption of the SDGs and the recognized importance of establishing clear, comparable and measurable indicators of progress towards these goals. There are three SDG targets that relate directly to sustainable tourism: 8.9, 12.b and 14.7. The session will address possible indicators for those 3 targets and the potential to identify indicators relevant to assessing the tourism contribution in other SDG targets.

Central paper: Tourism indicators for monitoring the SDGs, presented by Mr. Peter Laimer, Deputy Director, Directorate Spatial Statistics, Statistics Austria and Chair of the UNWTO Committee on Statistics and TSA

Panel of experts

10:30 - 10:45 Coffee break

10:45 - 12:00 Session 7. Sourcing Data on Sustainable Tourism

The world today produces more data than ever before. Irrespectively of who produces this data (National Statistical Institutes, Ministries, private sector, etc.) or by what means (from survey-based, administrative or big data sources), a statistical framework supports the production of trustworthy data that answer the questions at hand. It does so by making most effective use of data that are already available, identifying data gaps, promoting coherence and consistency, and helping to focus and prioritize resources for data collection. This session will explore the potential to use various data sources, particularly big data, for the measurement of sustainable tourism and propose approaches to measurement when data are more limited.

Central paper: An overview of big data and other sources for measuring sustainable tourism, presented by Eurostat

Panel of experts

12:00 - 12:45 Closing ceremony

Presentation, discussion and adoption of the Declaration

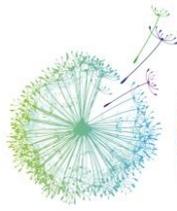
H.E. Ms. Wanda Corazon Tulfo-Teo, Secretary, Department of Tourism

Ms. Lisa Grace S. Bersales, National Statistician and Civil Registrar General, Office of the National Statistician (ONS), Philippine Statistics Authority

Mr. Márcio Favilla, Executive Director for Operational Programmes and Institutional Relations, UNWTO

12:45 - 14:30 Luncheon

Saturday, 24 June: Technical tour



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