Measuring the Sustainability of Tourism

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Objectives

Mandate

"The United Nations recognizes the World Tourism Organization as the appropriate organization to collect, to analyse, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system."

3 pillars

• Development of international statistical standards
  – Speak common language, worldwide consensus building

• Implementation and capacity building
  – Assist countries in applying standards

• Data compilation and dissemination
  – Comprehensive database on tourism statistics
supported by all UN countries and ILO, IMF, World Bank, WTO, European Commission

The 2008 international consensus

Credible, comparable statistics

IRTS 2008: concepts, definitions, classifications for basic tourism statistics

TSA: RMF 2008: framework for the economic measurement of tourism consistent with SNA, BoP

System of Tourism Statistics

Tourism as an economic sector (i.e. GDP, etc.)

http://statistics.unwto.org/content/methodology-0
Why statistical standards?

- Speak common language, need to understand and agree on concepts, definitions
- Ensure comparability with others, ability to aggregate to regions and world
- Compare in time, build consistent series
- Compare with other sectors, e.g. to show contribution of tourism in economy
- Follow quality requirements
- Harmonisation with other variables, frameworks for coherence and consistency

(It is always possible to measure on ad-hoc basis for operational purposes, but this has not to be confused with statistics)
Statistical Framework for Measuring the Sustainability of Tourism (MST)

- MST is a major innovative initiative with the objective to expand the existing statistical framework beyond the economic dimension to measure also social and environmental dimensions.
- Launched in the framework of the UN 2030 Agenda, in partnership with UNSD, pioneering countries and international organizations.
- Aims to get comparable, comprehensive and consistent data on the impacts of tourism in the economy, environment and host communities coherent on national and subnational level.
- A core feature of the framework is the linking of the System of Environmental-Economic Accounting (SEEA) with the existing framework for tourism satellite account (TSA).
- Test in pilot studies.
MST is basis for the development of indicators for the Measurement of Sustainable Development Goals (SDGs)

- monitoring 17 SDGs with their 169 targets with statistically-based indicators as requested by UNGA
- UNWTO is custodian agency of 3 indicators and coordinates the development of tourism related indicators with countries and through the coordination within the formal process of the Inter-agency and Expert Group on SDG Indicators
- UN Statistical Commission recognises MST as the framework for the derivation of SDG indicators
Statistics - Measure better to manage better

International statistical standards

How?

• Technical work carried out by UNWTO, countries, international and regional organizations and experts through Working Group of Experts on MST
• Process of worldwide consensus building with countries under the leadership of UNWTO
• Multilateral coordination: UN system, UNWTO Statistics Committee, MST experts group
• Partnerships: UNSD, ILO, OECD, Eurostat, etc.
• Mobilise engagement, support and resources
• Adoption by UN Statistical Commission (UNSC)
Measuring the Sustainability of Tourism
Linking data and decisions


What? Standard definitions, classifications & terms

How? Data & methods

Statistical Framework for MST

Economic
- Tourism industry
  value added
- Tourism
  establishments
- Tourism
  employment
- Visitor numbers
- Visitor
  expenditure
- Investment & infrastructure

Environmental
- Water
- Energy
- Waste
- GHG emissions
- Land
- Ecosystems
- Biodiversity
- Protected areas / parks
- Natural resources

Social
- Community
- Health outcomes
- Education
- Income & wealth
- Decent work
- Governance
- Human rights
- Accessibility
- Culture / heritage
- Security

MST in practice: statistics, accounts & indicators

Spatial scales: Global, National, Regional, Local

MST and sustainable tourism policies
Statistics - Measure better to manage better

The way forward

Statistical Framework MST

• First discussions 2015/2016
• Regular meetings of Statistics Committee and Working Group of Experts
• 6th International Conference on Tourism Statistics: Measuring Sustainable Tourism – June 2017, Manila
• the Manila Call for Action represents a global commitment to create a consistent statistical approach to measuring the full impact of tourism
• present draft MST framework in Regional Commissions 2019
• aim is to get MST statistical framework adopted by the UN Statistics Commission (UNSC) as third international standard on tourism statistics

Thank you!

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www.unwto.org