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This is a shaping up to be a great resource that not only provides guidance on measuring sustainable tourism but tries to integrate all recent developments and frameworks including experimental ecosystem accounting (SEEA EEA). I have just a couple of comments:

As an economist I found that monetary valuation has received little attention in this document, much less than it deserves. Economic valuation of cultural services in ecosystem services context has always been a big challenge. There are challenges in using mainstream economic principles, practices and methods (e.g. contingent valuation approaches or welfare-based measures) due to incompatibility with SNA principles. But that doesn't prevent us from developing/testing different options. This is true for both measuring tourism as an individual ecosystem service as well as as an ecosystem asset. For example, SEEA recommends on the use of net present value (NPV) of expected future flows to measure asset value. This is particularly powerful, as it goes beyond just reporting past and present of tourism indicators but actually tries to make future projections – which is the essence of sustainability that this document puts emphasis on. This also gives opportunities to think about making policies and development decisions in alternative scenarios.

The other comment I have is a suggestion to have an additional section on the analytical side and policy application. Measuring SF-MST is powerful. But this is not an end in and of itself. How all the data and information generated can be used for further analysis and how to provide policy support is the true strength of this whole work. Some methodological tools and analytical discussion to this end would be interesting.