

MANILA CALL FOR ACTION ON
**MEASURING
SUSTAINABLE TOURISM**



Thresher Shark, Malapascua Island

88 COUNTRIES
21-23 June 2017

1,000 PARTICIPANTS

9 INTERNATIONAL ORGANIZATIONS

70 SPEAKERS

2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

6th International Conference on Tourism Statistics

Measuring Sustainable Tourism

21 – 24 June 2017
Manila, Philippines

Manila Call for Action

"...collective vision and commitment to collaborate on the further development and implementation of a Measuring Sustainable Tourism (MST) statistical framework."



22nd UNWTO General Assembly

"The conference has provided us a collective appreciation of the need for a cohesive methodological framework in determining the economic, social, and environmental impacts of tourism."







Coron, Palawan

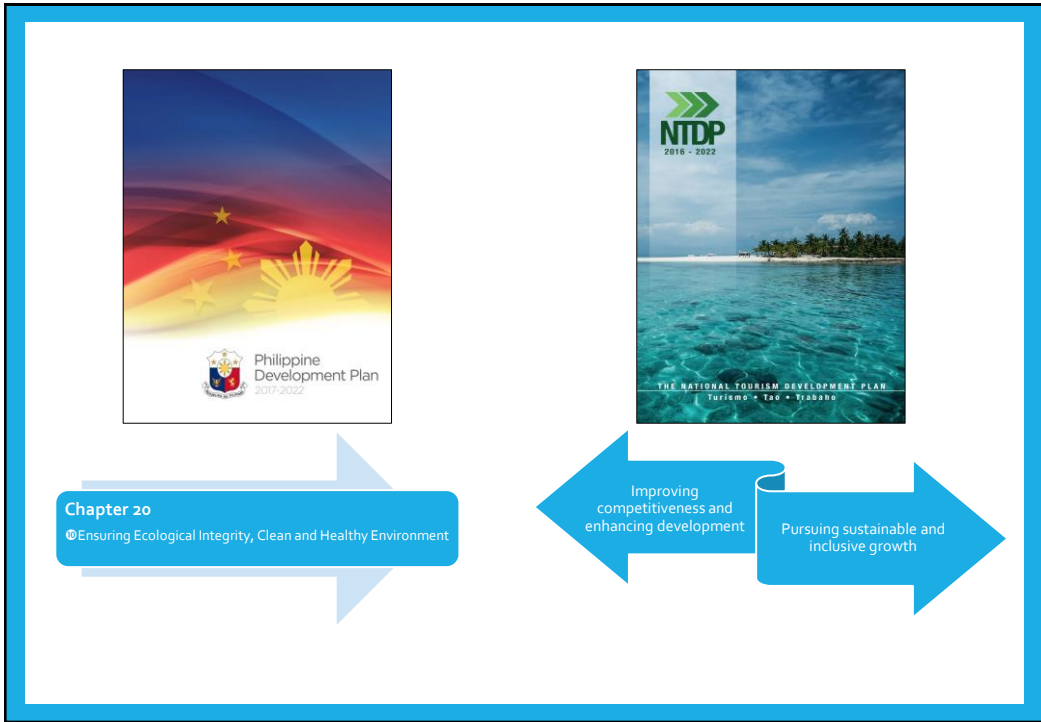
Sustainable Tourism

– *"Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."**

*Making Tourism More Sustainable: A Guide for Policy Makers



- ✓ Critical step in understanding sustainable tourism policies;
- ✓ Equip politicians and decision-makers in tourism, environment and statistics with a better appreciation of tourism statistics;
- ✓ Springboard to further the global discussion through pilot studies;
- ✓ Aid the discussion on vital policy issues on sustainable tourism; and
- ✓ Measure progress in achieving the SDGs.



- ✓ Creation of an MST Concept Note
- ✓ MST Pilot Study at the National and Sub-National Level
- ✓ Continuous conduct of Advocacy Programs on Sustainable Tourism Development