

# Measuring the Sustainability of Tourism (MST)

Committee on Statistics  
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John Kester  
Director Statistics  
UNWTO



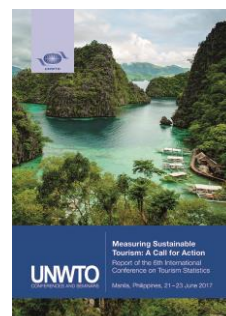
The screenshot shows the UNWTO Statistics website. At the top, there is a navigation menu with links for Home, About, Data, Methodology, Measuring sustainability, UN System activities, Promoting excellence, Papers, Events, Contact, and FAQs. The main content area features a large banner for 'CREDIBLE SUSTAINABLE TOURISM MEASUREMENT FOR IMPROVED DECISION-MAKING' with a group photo. Below this is a quote from the United Nations recognizing the UNWTO as the appropriate organization for tourism statistics. Further down, there is a section for 'Fundamental Principles of Official Statistics' and a commitment statement from the UNWTO Statistics Department. A 'Recent events' section lists the Nineteenth meeting of the Committee on Statistics in Spain (February 2019) and the Second Meeting of the Working Group of Experts on Measuring the Sustainability of Tourism in Madrid (October 2018). On the right side, there are sections for 'Join the UNWTO mailing list', 'Highlights', 'UNWTO NEWS' (November 2018), and 'Publications' (Compendium of Tourism Statistics, Data 2012).



## Statistics - Measure better to manage better MST Statistical Framework

### Statistical Framework for Measuring the Sustainability of Tourism (MST)

- MST is a mayor innovative initiative with the objective to expand the existing statistical framework (IRTS & TSA) beyond the economic dimension to measure also social and environmental dimensions
- launched in the framework of the UN 2030 Agenda, with participation of countries, UNSD 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)



# Sustainable Development Goals

## 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



## Measuring the Sustainability of Tourism

Linking data and decisions

**Why? Who?**  
Context

**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

**Spatial scales:** Global, National, Regional, Local

**MST and sustainable tourism policies**

**MST in practice:** statistics, accounts & indicators

#### Statistical Framework MST

- First discussions 2015
- work through UNWTO Committee on Tourism Statistics and MST Working Group of Experts, 2<sup>nd</sup> meeting October 2018
- *6<sup>th</sup> International Conference on Tourism Statistics: Measuring Sustainable Tourism* in June 2017 and the *Manila Call for Action*
- pilot studies in various countries to test relevance and feasibility
- consultation of countries
- **2019: Meeting Committee of Statistics ; present and discuss draft in RC meetings and GA**
- aim is to get MST statistical framework adopted by the UN Statistics Commission (UNSC) as third international standard on tourism statistics
- <http://statistics.unwto.org/mst> and <http://statistics.unwto.org/mstconference>



#### Manila Call for Action on Measuring Sustainable Tourism

We, the representatives of tourism, economic, environmental and other related administrations, national, international and regional organizations, the private sector, the academia and civil society, gathered at the 6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism, organized by the Department of the Philippines and the World Tourism Organization (UNWTO) on 20-22 June 2017 in Manila, the Philippines, and in the occasion of the International Year of Sustainable Tourism for Development, 2017:

1. Acknowledge the sustainable tourism continues to be the main drivers of sustainable development – economic, social and environmental – and to the 17 Sustainable Development Goals (SDGs) of the universal 2030 Agenda for Sustainable Development, as affirmed by the United Nations (UN) General Assembly when adopting the resolution of the International Year of Sustainable Tourism for Development, 2017;
2. Draw attention to the fact that tourism has become one of the fastest growing and most important economic sectors in the world, benefiting developing and developed worldwide. With over 1.2 billion international overnight visitors and more than 400 million jobs in 2016, the sector represents an estimated 10% of the world's GDP and 1 in 10 jobs globally. This growth comes with the need to update the foundation of statistics for tourism development, the core tourism indicators of the past and to improve future findings;
3. Recall that sustainable tourism is defined as "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". Sustainable tourism should thus make optimal use of environmental resources, respect local communities and ensure viable, long-term economic operations so that benefits are equitably distributed among all stakeholders.

- Make clearer connections between IRTS and TSA:RMF 2008 in Chapt. 1
- Agree on framing the consumption perspective
- Further development of Chapt. 6 (ex: articulate more clearly the relationship between accounts/indicators)
- Research work on the allocation of air emissions (transport)
- Keep engagement with SEEA Ecosystem Accounting and circulate examples
- Further work on compilation guidance and data sources (traditional & new, non TSA-non SEEA)
- Continue conceptual research work in the Sub-groups: employment, social dimension, spatial areas
- MST pilot studies show feasibility; encourage countries to conduct pilot and in particular on the social dimension
- Agree on the preliminary outline of the implementation strategy
- Interest in more work on a agreed set of indicators
- Sub-group on SDG indicators to test the proposed indicators
- Seek opportunities to communicate



## Statistics - Measure better to manage better

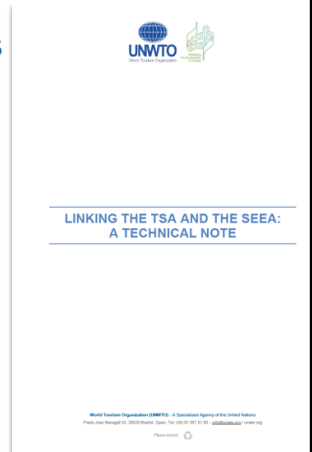
# Technical Note SEEA/TSA

### Role

- Provide introduction to concepts, sources and methods
- Bridge to indicators and reporting
- Basis for testing, pilot studies, capacity building and user engagement
- Input to MST Framework

### Focus

- Four different environmental flows
  - water
  - energy
  - greenhouse gas emissions
  - solid waste
- Practical guidance for measurement of tourism related environmental flows



# Thank you!

**Statistics Department**  
**World Tourism Organization (UNWTO)**  
**www.unwto.org**



