SF-MST Progress and status

UNWTO Committee on Statistics

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Measuring Sustainable Tourism

Linking data and decisions


What? Standard definitions, classifications & terms

How? Data & methods

Statistical Framework for MST

MST in practice: statistics, accounts & indicators

Spatial scales: Global, National, Regional, Local

MST and sustainable tourism policies

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


What? Standard definitions, classifications & terms

How? Data & methods
SF-MST Key steps in process to date

- Project commencement in late 2015
- Ongoing discussions through Committee on Statistics and the Working Group on Measuring the Sustainability of Tourism
- Drafting of Technical Note linking TSA and System of Environmental-Economic Accounting (SEEA)
- Drafts of SF-MST prepared for June 2017 International Conference on Tourism Statistics, Committee and WG meetings
- Ongoing research in sub-groups on specific topics
- Consultation rounds with experts

SF-MST Structure and coverage

- Introduction (Chapter 1)
- Measuring the economic, environmental and social dimensions (Chapters 2, 3 & 4)
- Defining spatial areas (Chapter 5)
- Indicators and analysis (Chapter 6)
- Classifications, glossary, references
Consultation feedback: Key issues (1)

- Role of the SF-MST
  - Explain rationale for measurement and the role of statistical standards and guidance
  - Link better to past work on sustainable tourism
  - Connect to issues on implementation and potential of new data sources

- Scope, structure and definitions
  - Clarify intended focus of sustainability – supply side, visitor, host community
  - Clarify the place of sub-national and local data
  - Describe links between proposed accounts and indicators

Consultation feedback: Key issues (2)

- Economic dimension
  - Highlight better the demand perspective
  - Consider degree of focus required on eco-tourism and sharing economy

- Employment
  - Recognised very high relevance of this theme
  - Scope needs to be clarified – limit to employment in tourism industries
  - Broad range of considerations not only green jobs and decent work
  - Recognise the challenges in measuring tourism employment – own account work, informal arrangements, seasonality, etc.
Consultation feedback: Key issues (3)

- Environment dimension
  - Highlight tourism dependence on environment particularly coastal areas
  - Improve link to local scales and communities and importance of context in measuring environmental aspects of sustainability

- Social dimension
  - Recognised very high relevance of this theme
  - Recognise that statistically this area is not as well advanced but the development of relevant indicators would be appropriate
  - Host communities perspective the most relevant

Consultation feedback: Key issues (4)

- Spatial aspects
  - Consider re-focusing the chapter on measuring sustainability at sub-national levels (i.e. not only on delineation)
  - General agreement on spatial scales but some labels to be reconsidered and not all scales relevant in practice
  - Aim to develop a toolkit for implementation in different contexts
  - Recognise not all data relevant at all spatial scales

- Indicators and analysis
  - New chapter is an important addition
  - Role of SDGs in framing indicators important but not only consideration
  - Focus on a limited set of indicators but need to consider spatial scale
Proposed responses

• Majority of comments are accepted and can be taken into account in the next round of drafting ahead of further consultation

• A further set of issues will be considered further in light of the advances by the sub-groups on employment, the social dimension, spatial areas and the consumption perspective

• Direction required in relation to the following points:
  • SF-MST approach to sustainability including scale and coverage across dimensions
  • Approaches to linking measurement at national and local scales
  • Approaches to establishing a core set of indicators
  • The potential for monetary valuation in assessment of sustainability.

Next steps

• Broad overview
  • Revised draft to be prepared following discussion at Committee meeting and with Editorial Board
  • Undertake round of global consultation (May-June 2019)
  • Revise draft based on feedback
  • Further consultation and review (Sept-Nov 2019)
  • Finalise draft (Dec 2019)
  • Submission to UN Statistical Commission (March 2020 meeting)
Thank you!
Looking forward to your ideas, suggestions and inputs!

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**Measuring Sustainable Tourism**

*Linking data and decisions*

**Statistical Framework for MST – Potential indicator themes**

**Economic**
- ECO1. Value added by tourism industries
- ECO2. Employment by tourism industries
- ECO3. Tourism establishments by tourism industry by tourism region
- ECO4. Visitor numbers by tourism region
- ECO5. Visitor expenditure by product by tourism region

**Environmental**
- ENV1. Water use by tourism industries
- ENV2. Energy use by tourism industries
- ENV3. GHG emissions by tourism industries
- ENV4. Solid waste from tourism industries
- ENV5. Land cover type by tourism region

**Social**
- SOC1. Community capacity by tourism region
- SOC2. Income distribution by tourism region
- SOC3. Decent work measures by tourism industries
- SOC4. Cultural heritage by tourism region
- SOC5. Visitor perceptions by tourism region