



SF-MST Progress and status

UNWTO Committee on Statistics

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Measuring Sustainable Tourism

Linking data and decisions

Why? Who?
Context

What? Standard definitions, classifications & terms

How? Data & methods

MST and sustainable tourism policies

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 in practice:
statistics, accounts & indicators

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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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