



COMMITTEE ON STATISTICS

Nineteenth meeting
UNWTO Headquarters, Madrid, Spain
26-27 February 2019

Measuring the social dimension of the sustainability of tourism

(discussion paper prepared by Emanuela Recchini^(*) and Cesare Costantino)

Findings of the MST sub-group on the social dimension

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Introduction

A sub-group on the social dimension established in 2018

- . to explore further the possibilities and ways of expanding tourism measurement to also include social considerations (Chapter 4 of SF-MST);
- . a research effort in the sub-group with focus on the statistical nature of SF-MST.

Reflections in the sub-group on the occasion of the 2nd meeting of the WGE-MST

individual studies plus a presentation at the WGE-MST meeting.

Written consultation on SF-MST with the WGE-MST

specific key questions for Chapter 4: approaches to consideration of the social dimension, areas of focus, perspectives, indicators.

Contributions linked to the 2nd meeting of the WGE-MST - 1

Individual contributions in the sub-group before the meeting

- . a first attempt to structure the potential areas of focus by referring them to the approaches considered in Chapter 4 for the social dimension;
- . a proposal of indicators for: inequality in enjoying tourism consumption; social exclusion related to informal employment induced by tourism;
- . a proposal of key indicators identified by combining an academic perspective with a policy-oriented perspective.

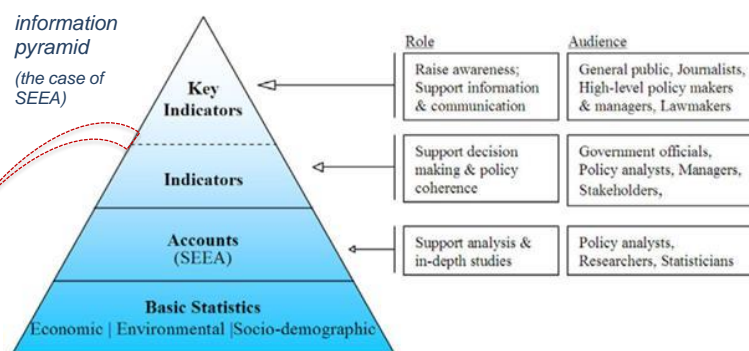
Contributions linked to the 2nd meeting of the WGE-MST - 2

Written consultation on SF-MST with the WGE-MST

Comments of particular interest from six respondents. In particular:

- . the overall multiple capitals-based approach of SF-MST provides a helpful conceptual structure;
- . the approaches identified in Chapter 4 for the social dimension - social capital, social inclusion, social equity and well-being - provide a solid basis for organizing data on the social sustainability of tourism; they complement each other;
- . the themes identified allow international comparability of data;
- . among the perspectives, those referred to actors in destination countries are particularly important.

Indicators as part of a structured supply of official statistics

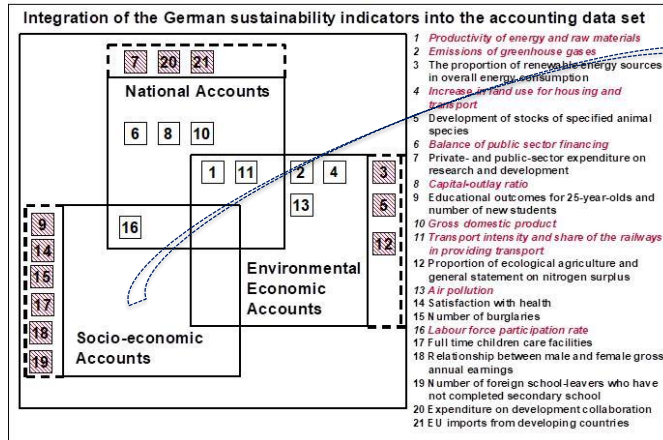


indicators need to be based on data from the lower layers of the pyramid

for identifying relevant indicators an active process of discussion and consultation across stakeholders is needed

Indicators integrated into a multiple capitals-based approach

Integrated decision-making typical of sustainable development policies requires great integration of the data that informs these policies



the concept of social capital underpins the accounting system together with other forms of capital

Source: https://www.destatis.de/EN/Publications/Specialized/EnvironmentalEconomicAccounting/Useofindicators.pdf?__blob=publicationFile

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Approaches and areas of focus

Two main points of the sub-group's research work

Approaches to consideration of the social dimension

- . insight into the approaches considered in Chapter 4;
- . consideration of the Social Accounting Matrix (SAM);

How to organize in SF-MST the scope and articulation of the data

- . perspectives based on the different actors involved in tourism activity;
- . population groups involved by tourism activity;
- . themes for measurement.

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Approaches to consideration of the social dimension

The social capital approach and the other approaches. All approaches identified deemed relevant: social capital, social inclusion/exclusion, social equity and welfare, social cohesion, well-being. The social capital approach as a fundamental conceptual reference, but no international statistical standard for social capital.

The four approaches linked to one another. By connecting all approaches to the social capital approach, the resulting overall conceptual approach is aligned with the broader multiple capitals-based approach.

SAM. An accounting tool (an extension of input-output tables) as a reference approach for analytical applications. Data of interest for the social dimension (e.g. access to health facilities) could be included.

How to organize in SF-MST the scope and articulation of the data The different perspectives

A clarification. The three perspectives identified are connected with the demand and the supply perspectives (IRTS 2008), also depending on the country of reference of the official statistics (of departure or of destination of the trip).

Articulation of the data. Areas of interest according to the three perspectives (visitors, host community, tourism/local businesses and employees): visitor satisfaction and discrimination; connections between tourism and standards of living for locals; violation of human rights induced by tourism; changes occurring on the side of tourism businesses in destination countries that positively or adversely affect local people

How to organize in SF-MST the scope and articulation of the data Themes for measurement

Areas of focus

The themes identified in Chapter 4 allow a broad coverage of the relevant social aspects. Few other themes emerged: the ownership of the projects by the host community; the access to basic rights, e.g. sickness pay; sexual exploitation of children and adolescents.

How to structure SF-MST

Together with articulating areas of interest according to the three perspectives and the population groups identified, linking the four approaches to one another based on the themes focused with the different approaches is a first step towards the organization of the scope and articulation of data on the social sustainability of tourism.

Thank you for your attention!

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