



## Outcomes of the Meeting of the Working Group of Experts (20-21 October 2016)

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Statistics and Tourism Satellite Account  
17th Committee Meeting – UNWTO HQ  
24 January 2017



## Measuring Sustainable Tourism (MST)

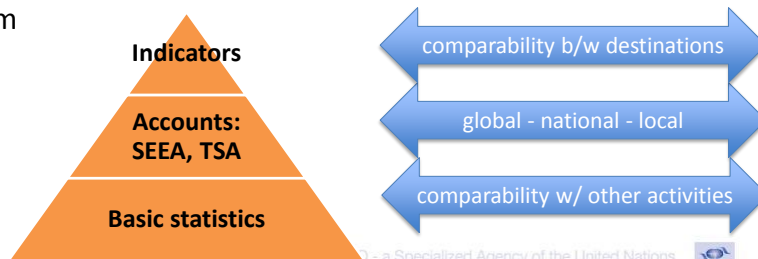
- UNWTO initiative with the support of UNSD and engagement of Austria, Fiji, Italy, Mexico, Netherlands, Wales
- To develop a statistical framework for sustainable tourism with a central feature: link SEEA - Tourism Satellite Account (TSA)
  - Already explored by Canada, Italy...
  - Mentioned in SEEA Applications and Extensions
  - Potential to link to other frameworks, in time
- Seeking to bring together and learn from data producers and users
- Recognizing the many developments over many years



## Objective MST

Develop a statistical framework for sustainable tourism

1. Standardized framework for the collection of meaningful information
2. Means to integrate tourism statistics with other economic, social and environmental information
3. Coherent information base for the derivation of indicators that are relevant for the monitoring and analysis of sustainable tourism



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## MST Group of Experts: 1<sup>st</sup> Meeting

- + 50 participants
- 8 Papers
  - Framing sustainable tourism
  - Applying and integrating the TSA and SEEA frameworks for measuring sustainable tourism
  - Role of statistical and accounting frameworks for MST
  - Measuring sustainable tourism at sub-national and destination level
  - Designing pilot studies
  - Collecting information on sustainable tourism at country level
  - Key issues for measuring sustainable tourism
  - Draft outline for a methodological document
- 6 pilot studies : Austria, Fiji, Italy, Mexico, the Netherlands and Cardiff University (Wales)



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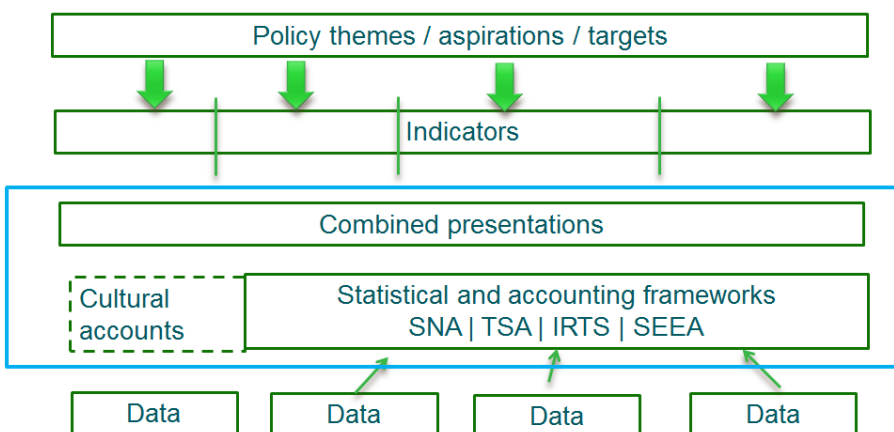
## MST Group of Experts agreed on:

- Utmost necessity of developing a statistical framework for measuring sustainable tourism
- Scope of the statistical framework
- First step is to link TSA/SEEA
- Identified challenges
- Main aspects of work towards MST



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## Statistical framework approach



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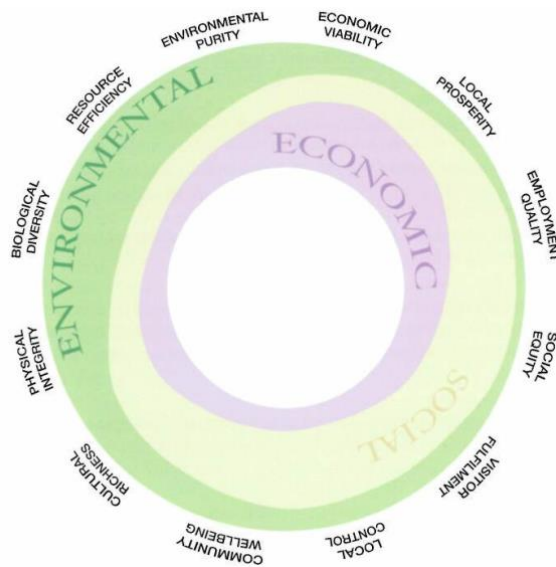
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## Scope MST statistical framework



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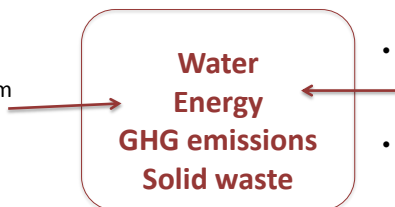


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## SEEA-TSA

### TSA

- Inbound, domestic, outbound tourism consumption
- Production by tourism industries
- Direct tourism GVA, GDP
- Employment in tourism industries



### SEEA

- Physical flows: water, energy, emissions, waste
- Stock (depletion) of resources: water, land, fish, timber
- Expenditures on the environment
- Ecosystems condition & services (ie spatially-based data accounts)

- Environmental impacts of tourism: GHG emissions, solid waste, wastewater, disruption of ecosystems and biodiversity
- Dependency of tourism on the environment: healthy and good quality ecosystems (beaches, reefs, forests), water and energy requirements to meet visitor consumption
- Environmental protection expenditure, environmental taxes
- Some socio-economic impacts and dependencies of tourism: employment,..

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## Some challenges identified

### Methodological challenges

- Integration of the visitor perspective with the supply side
- Attribution of environmental flows for international visitors
- Treatment of transport
- Seasonality
- Public / social costs and benefits
- Integrating social and cultural dimensions
- Visitor perception and community attitudes
- Indicators of sustainable tourism

### Measurement scale challenges

- Defining destinations for statistical purposes
- Delineating destination level and other sub-national boundaries
- System boundary for the assessment of sustainable tourism

### Statistical infrastructure issues

- Clarifying business register requirements
- Prioritisation of measurement areas and use of alternative data sources
- Determining classifications and Implementation and institutional arrangements



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## Main aspects of work towards MST

### Stream I: Statistical framework

- Describing TSA-SEEA links
- Key measurement challenges
  - Demand/supply
  - Attribution in context of crossing boundaries
  - Sub-national and destination
  - Social/cultural integration
  - ...

### Stream III: Data sources

- From existing statistical frameworks & infrastructures eco./env./tourism
- Administrative sources
- From social/cultural domain
- Link to work on “new” sources/ big data

### Stream II: Statistical framework –ensuring relevance

- Scope and framing of ST
- Link to key indicators (areas) that need to be sourced from ST
  - previous/existing work
  - SDG indicators proposals for IAEG-SDGI: 8.9, 12.b, 14.7
  - “Tourism theme”
- Analytical applications

### Stream IV: Feasibility, testing and implementation

- Pilot studies
- Status of implementation in countries, country experiences
- “Technical note”, compilation guides
- International reporting: SDGs and other international datasets
- Engagement, inter-institutional coordination
- Capacity building

## Research Programme

- Environmental flows
- Environmental assets and ecosystems
- Tourism employment, green jobs and environmental activity
- Tourism destinations
- Sustainable tourism indicators
- Cultural and social dimensions of sustainable tourism
- Data sources and compilation methods



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## Procedure: steps taken

Jan 2015	<b>UNWTO STSA Committee</b>	
June 2015	<b>UNCEEA Meeting</b> (UN Committee on Environmental Economic Accounting)	<ul style="list-style-type: none"> <li>- Supported UNWTO proposal <i>Mainstreaming tourism in sustainable development</i> and to link SEEA-TSA.</li> <li>- Stressed the need to bring communities together, in particular tourism statistics experts and SEEA experts.</li> <li>- Form a group to assist in the drafting of framework</li> </ul>
Oct 2015	<b>London Group</b> (SEEA Ecosystems) Meeting	MST as means to help make SEEA and Ecosystems accounting more policy relevant
Nov 2015	<b>preliminary meeting MST WG</b> in Puerto Rico	Austria, Italy, Mexico, Netherlands, Wales expressed interest in piloting
Jan 2016	<b>UNWTO STSA Committee</b> in Georgia	<ul style="list-style-type: none"> <li>- Welcomed and supported MST Project Overview, the proposed scope and timeline, and encouraged UNWTO to continue the work as outlined</li> <li>- Goal should be to propose an international statistical framework</li> </ul>
	<b>Formation of MST Working Group of Experts</b>	by UNSD/UNWTO, under auspices UNWTO Committee Statistics & TSA and UNCEEA
Jun 2016	<b>UNCEEA Meeting</b>	MST to highlight application of SEEA Ecosystem Accounting in spatial dimension
Sept 2016	<b>London Group Meeting</b>	
Oct 2016	<b>Meeting of Working Group of Experts on MST</b>	<ul style="list-style-type: none"> <li>- Scope, priorities</li> <li>- Next steps</li> </ul>
Oct 2016	<b>UNWTO Executive Council</b>	



## Procedure: steps ahead

### \* 2017 UN International Year of Sustainable Tourism for Development \*

Jan 2017	<b>UNWTO STSA Committee</b>	- Decisions and recommendations on MST
Mar 2017	<b>UN Statistical Commission</b>	UNWTO SG Report Possible side event
Apr 2017	<b>UNCEEA Technical Committee</b>	
May 2017	<b>UNWTO Executive Council + Regional Commissions</b>	
Jun 2017	<b>UNWTO 6th International Conference on Tourism Statistics</b>	Theme: Measuring Sustainable Tourism (21-24 June) Declaration
June 2017	<b>UNCEEA meeting</b>	
Sep 2017	<b>UNWTO General Assembly</b>	
Sep 2017	<b>London Group meeting</b>	
Jan 2018	<b>UNWTO STSA Committee</b>	
Mar 2018	<b>UN Statistical Commission</b>	

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**2017**  
**INTERNATIONAL YEAR**  
**OF SUSTAINABLE TOURISM**  
**FOR DEVELOPMENT**

Thank you

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