



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



UNWTO Statistics and Tourism Satellite Account Programme

**COMMITTEE ON STATISTICS
AND THE TOURISM SATELLITE ACCOUNT**
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STATISTICAL FRAMEWORK FOR MEASURING SUSTAINABLE TOURISM

Draft outline

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Introduction

This outline is for a document intended for presentation at the forthcoming 6th UNWTO International Conference on Tourism Statistics that will focus on Measuring Sustainable Tourism (MST) to be held in the Philippines in June 2017. The Towards a Statistical Framework for Measuring Sustainable Tourism (MST) project has commenced under the leadership of UNWTO and a recent Working Group meeting of experts on MST endorsed the development of a Statistical Framework for Measuring Sustainable Tourism (SF-MST). Details about the MST project and the various issues can be found at http://statistics.unwto.org/wg_meeting.

Given the early stages in the technical development of the SF-MST and in order to ensure ongoing engagement and incorporation of the wide range of perspectives, the intent for the conference is to draft a document that incorporates as much available material and research for the description of the statistical framework recognizing that some areas will be the subject of further research and discussion. For example, the draft of the SF-MST for the conference in June will have good coverage of the technical requirements for measurement of the environmental and economic dimension of sustainable tourism but less material on the social and cultural dimension.

The document will also provide a platform for ongoing engagement on the development of the statistical framework and will link to the discussion of requirements and plans for testing and implementation, and description of uses and applications especially concerning indicators for sustainable tourism and for monitoring of the UN Sustainable Development Goals.

Some of the technical content of the SF-MST document will relate closely to the content of the planned Technical Note for MST which is also for presentation at the International Conference. The Technical Note will describe specifically the statistical linkages between the economic and environmental domains of sustainable tourism utilizing the connections between the accounting frameworks of the TSA and the SEEA (System of Environmental-Economic Accounting). The Technical Note will also address issues of account compilation. A draft outline for the Technical Note has been provided for discussion at the UNWTO Committee on Statistics and TSA.

The drafting of the SF-MST document will build on the discussion papers presented to the Working Group of Experts on MST in October 2016. It will also incorporate outputs from the proposed MST research program (see draft proposals submitted to this meeting) and from research planned in the context of the International Conference.

The proposed outline described in the following pages, is an initial version for discussion. At this stage, the primary feedback should concern the coverage of the document either in terms of missing items or proposals for exclusion. Comments on the precise structure would be welcome but it is to be recognised that the structure is likely to change as the document is drafted.

Proposed Outline for a Statistical Framework for Measuring Sustainable Tourism

Chapter 1: Introduction

Given that the SFMST will involve the integration of data from different statistical domains, it is important that the background and motivation for the document are well explained, including placing the roles of the different stakeholders in context. Also, the introduction needs to provide an articulation of the concept of sustainability that is to be adopted given the breadth of thinking in this space.

This chapter would cover:

- Measuring Sustainable Tourism (MST) project
 - Summary / history / context
 - International level interest:
 - International Year of Sustainable Tourism
 - SDG
 - 10 YFP sustainable consumption and production
 - National and destination level interest
 - Links to other measurement initiatives
 - Sustainable tourism observatories and INSTO
 - INRouTe
 - Extended national and wealth accounting
 - Rationale for a statistical approach and an accounting framework
 - Stakeholders
- Defining sustainable tourism for measurement
 - Definition of ST (UNWTO)
 - Summary of state of play on ST measurement and indicators
 - Tourism statistics and sustainability – the Gap
- Proposed scope of ST for measurement and relevant statistical domains
 - Initial focus on economic and environmental
 - Social and cultural to be developed
- Using the SF-MST for policy and analysis
 - The derivation of indicators (incl. for SDG)
 - Potential policy and analytical applications
- Structure of the SF-MST

Chapter 2: Overview of the SF-MST

Since the SF-MST is an integrated platform for information it is necessary to provide, upfront an overview of the design and the principles underpinning the connections in the framework.

This chapter would cover

- Elements of the statistical framework including statistical infrastructure, highlighting the role of accounting frameworks
- Descriptions of SF-MST data domains
 - Economic data domains (including income and employment)
 - Environmental data domains (environmental stocks and flows)
 - Social and cultural data domains
- Description and use of international statistical standards and frameworks, and other related work
 - International Recommendations for Tourism Statistics
 - SNA
 - TSA
 - SEEA Central Framework and SEEA Experimental Ecosystem Accounting
 - Framework for the Development of Environmental Statistics
 - INRouTe – spatially enabling tourism statistics
 - Others
- Key definitions and concepts
 - Visitors and usual environment
 - Tourism activity – characteristic industries and products
 - Environmental assets, including ecosystems and biodiversity
 - Environmental flows - natural inputs, residual flows
 - Spatial scales, including tourism destinations
- Basic statistical and accounting principles from SNA, TSA, SEEA Central Framework and SEEA Experimental Ecosystem Accounting
 - Economic units and business registers
 - Accounting principles of time of recording, valuation, measurement boundaries, etc.
 - Stocks, with distinct focus on produced and environmental assets, and flows, both monetary and in physical units
 - Quantities, prices and values
- Relevant classifications
- General form of statistical tables and accounts
 - Monetary supply and use tables
 - Flow accounts / Physical supply and use tables
 - Asset accounts
 - Combined presentations

Chapter 3: Defining spatial areas for the measurement of sustainable tourism

The measurement of the various domains of sustainable tourism will commonly be conceptualized at different scales from destination level to national and global levels. In practice, the assessment of sustainable tourism and the implementation of relevant policy responses often takes place at a destination level.

This chapter would cover:

- Defining destinations and associated spatial areas for measuring sustainable tourism
- Applying SEEA ecosystem accounting principles to sustainable tourism
- Approaches to compiling statistics at a fine spatial scales and destination level (recognizing the work undertaken by INRouTe in this area)
- Approaches to modelling and integrating national level accounting data at destination level
- Coherence and integration of data across different spatial scales

Chapter 4: Accounting for the economic dimension of sustainable tourism

This chapter would cover the following accounts and provide relevant description of accounting entries, measurement boundaries, methodological issues and extensions. The chapter will apply the general principles outlined in Chapter 2 and the spatial aspects outlined in Chapter 3.

- Description of accounts for tourism industries and production
 - Accounting for characteristics of tourism industries
 - Integrating measures of business demography including ownership, size, structure, location, management practices, etc
 - Accounting for employment aspects
 - Demographics including location
 - Skills and training
 - Decent work
 - Green jobs
 - Accounts for tourism built-infrastructure

Chapter 5: Accounting for the environmental dimension of sustainable tourism

This chapter would cover the following accounts and provide relevant description of accounting entries, measurement boundaries, methodological issues and extensions. The chapter will apply the general principles outlined in Chapter 2 and the spatial aspects outlined in Chapter 3. Note that some of the details in this chapter will be articulated in the proposed Technical Note on accounting for economic and environmental dimensions of sustainable tourism.

- Accounting for environmental flows for tourism industries
 - Water
 - Energy
 - GHG emissions
 - Solid waste
- Accounting for environmental flows of visitors (i.e. a consumption perspective on water use, energy use, GHG emissions and solid waste)

- Accounting for environmental activity and transactions (incl. environmental protection, taxes, eco-tourism)
- Accounts for tourism related environmental assets and their use
 - Tourism land accounts, including protected areas and national parks
 - Accounting for tourism related ecosystems and biodiversity
 - Accounting for tourism related natural resources including stocks of water resources

Chapter 6: Accounting for the social and cultural dimension of sustainable tourism

This chapter would cover the following accounts and areas of measurement some of which are less amenable or less developed in accounting terms. Nonetheless, since the social and cultural dimension is an important one for the assessment of sustainability this chapter will describe relevant measurement approaches.

- Accounting for cultural aspects of sustainable tourism, including measures related to local products and sustaining indigenous cultures (potentially building on work on cultural satellite accounts)
- Measurement of social capital in the context of sustainable tourism
 - For example, linking to measures of community well-being, crime rates, perceptions of residents
- Integrating indicators of management and governance for sustainable tourism
- Linking to measures of visitor satisfaction, health experiences, access and mobility

Chapter 7: Integrating the dimensions of sustainable tourism

Ultimately, assessment of sustainable tourism will require integration of information across the three dimensions. The accounts described in Chapters 4, 5 and 6 provide the core accounts for organizing the relevant information. This chapter will articulate the ways in which the information can be harnessed to provide integrated pictures.

This chapter would cover:

- Alternatives for integrating the dimensions of sustainable tourism
- The logic of combined presentations that present summary information from underlying accounts
- Indicators of sustainable tourism
 - For SDG and national reporting
 - For destination level analysis

Annexes

Relevant classifications

Research agenda

References

Glossary