



## Statistical Framework for Measuring Sustainable Tourism: Draft Outline

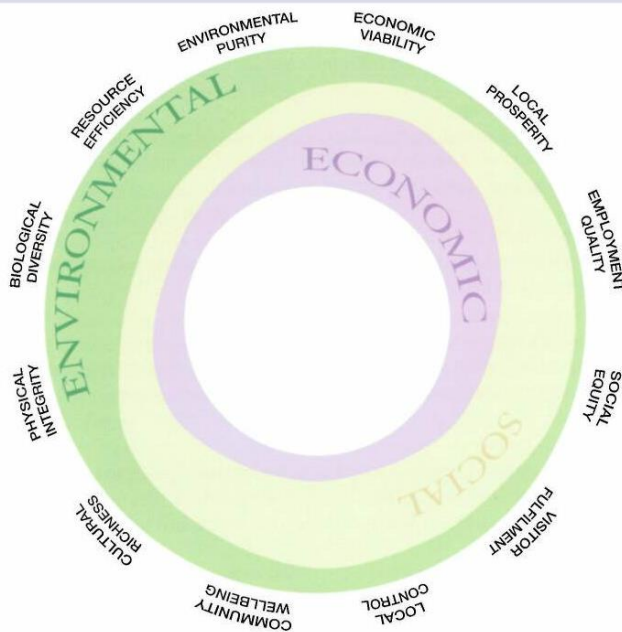
UNWTO Committee on Statistics and TSA

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## Sustainable tourism



*“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industries, the environment and host communities”*

*“[...] is a continuous process and requires constant monitoring of impacts”*

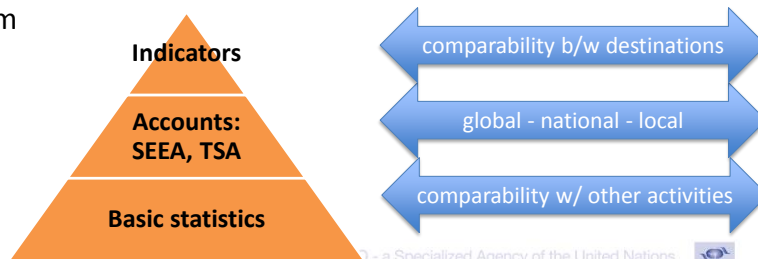
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## Objective of MST

Develop a statistical framework for measuring sustainable tourism

1. Standardized framework for the collection and organisation of relevant 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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## Logic of the outline

- Follow general structure used in other statistical frameworks of an accounting nature - SNA / SEEA / TSA
- Focus is on scope, definitions, descriptions of tables and accounts
  - The “WHAT” of measurement
- Less focus on “WHY” and limited focus on “HOW”
- Specific challenge here is to bring four dimensions together which are equally relevant

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## The Draft Outline

- Chapter 1: Introduction
  - Background and context
  - Defining sustainable tourism
  - Summary of policy and analytical rationale
- Chapter 2: Overview of the statistical framework
  - Elements and data domains
  - Associated standards and frameworks
  - Key concepts and principles – espec. accounting
- Chapter 3: Defining spatial areas
- Chapter 4-6: Accounting for economic, environmental and social dimensions
- Chapter 7: Integration and indicators

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## Next steps

- Update outline based on Committee feedback
- Commence drafting building on
  - MST Working Group papers
  - Existing frameworks and associated materials
  - MST research program outputs (incl Technical Note)
  - Results of pilot studies
- First draft for presentation to 6<sup>th</sup> International Conference on Tourism Statistics in June 2017
- Ongoing consultation and drafting through 2017

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## Thank you!

Looking forward to your ideas,  
suggestions and inputs!

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Measuring  
Sustainable  
Tourism