

UNWTO Statistics and Tourism Satellite Account Programme

**COMMITTEE ON STATISTICS
AND THE TOURISM SATELLITE ACCOUNT**

**Seventeenth meeting
UNWTO Headquarters, Madrid, Spain
24-25 January 2017**

**NOTE by the Chair of the UNWTO Committee on Statistics
and the TSA concerning the draft INRouTE Document
“Measuring tourism and sustainability:
a statistical insight at subnational levels”**

Preliminaries

1. The document elaborated by INRouTE is an impressive collection of thoughts, ideas, recommendations, references and research in regard to the measurement of tourism on the sub-national level. The value and the importance of the work done related to the measurement of tourism on sub-national level are highly appreciated.
2. The compilation of this material is explicitly welcomed and necessary for the further work and engagement in this field. Furthermore, the document points out appreciation of the many aspects and challenges in tourism statistics in general, and its subnational aspect in particular.
3. Tourism is occurring on regional and destination level; its measurement needs a solid and reliable statistical framework, therefore, for which the present document is a good starting point and a prerequisite for the further discussion in general, for the MST-project and the development of Regional TSAs in particular. In the most recent Working Group of Experts on Measuring Sustainable Tourism (MST; http://statistics.unwto.org/wg_meeting) and the UNWTO & INRouTe workshop Subnational Tourism Measurement (http://statistics.unwto.org/unwto_inroute_workshop) the consideration of the subnational/destination level has been defined as crucial.

Comments related to the content

4. Nevertheless, based on already done intensive reviewing process by UNSD, the UNWTO Secretariat, Mr. Carl Obst and the Chair the presently existing document has to be seen still as draft and reviewing work is recommended to be done in order to address mainly the following issues:
 - i. The document is partly using repetitions and text from already existing documentations.
 - ii. The same terms are used sometimes differently, partly also new terms, for which a link to the terms used in the glossary can hardly be made.

- iii. Lack of clarity or consistency of message around the intended scale of analysis and the proposed measurement scope for sustainability/sustainable development.
- iv. The definition of sustainability is mostly limited to the scope of the measurement to primarily economic and some environmental factors.
- v. More clarity is needed on the actual conceptual model for spatial areas and the role of territorial entities versus tourism related spatial areas.

Comments related to the process

5. Before starting a “World Wide Consultation”, initiated by UNWTO, further internal work and evaluation is still needed in order to become an official UNWTO/INRouTE document.
6. In addition it has to be taken into consideration, that - before a “UNWTO World Wide Consultation” - the formal procedures have to be taken into account which means a discussion and formal support of the Document by the „UNWTO Committee on Statistics and the TSA“ and the “Working Group of Experts on Measuring Sustainable Tourism”, respectively, in order to be able to continue with the consultation process.
7. The further treatment of the document has to be seen in a long-term perspective and considering the consultation process of the UNWTO bodies, therefore.

Further steps

8. Taking the above mentioned issues into considerations, the following steps are recommended:
 - i. In-depth reflections and discussions in the coming Committee meeting 24/25 January 2017 related to the content of the document, taking into account the objective of MST-project and considerations in regard to regional TSA.
 - ii. Decision/approval about the further steps related to reviewing and revision of the document and the procedure of becoming an official UNWTO document.
9. Nonetheless, the already existing work done by INRouTE is taken into account within the Report to the UN Statistical Commission in March 2017 within the scope of developing a “Statistical Framework for Measuring Sustainable Tourism” as an important and substantial body of work that can be further advanced as part of MST and TSA. Furthermore, the work will be taken into account as an important issue during the coming “6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism”.