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REPORT OF THE UNWTO COMMITTEES

Note by the Secretary-General

The Secretary-General presents to the Members of the UNWTO Commission for Europe the Reports of the different Committees.

REPORT OF THE UNWTO COMMITTEES

A. REPORT OF THE PROGRAMME AND BUDGET COMMITTEE

1. Function of the Programme and Budget Committee (PBC):

The PBC is the main instrument of the Executive Council:

- a) for the **preparation of the Organization's budget and programme of work**;
- b) for the **monitoring** of the programme of work and its financial implementation; and
- c) for the systematic **evaluation and audit** of its outputs, results and overall performance.

The Programme and Budget Committee:

- a) **examines**, prior to their submission to the Council, **all documents** in relation with the budget and programme of work of the Organization;
- b) **reports to the Council** accordingly;
- c) **carries out any other tasks** which may be entrusted to it by the Council

2. The Members and terms of office are:

Chair: Argentina

Vice-Chair: to be elected at the next PBC meeting

- **Africa:** Angola* (2017), Cameroon ** (2019)
- **Americas:** Mexico* (2019), Argentina** (2019)
- **East Asia and the Pacific:** Japan* (2019), Malaysia** (2019)
- **Europe:** France* (2019), Hungary** (2019)
- **Middle East:** Saudi Arabia* (2019), Lebanon** (2019)
- **South Asia:** India* (2017), Maldives** (2019)
- **Associate Members:** Flanders
- **Affiliate Members:** Chairman of the Affiliate Members Board, Consolidated Tourism and Investment Consultants Limited (CTICO), Jamaica

Notes:

*PBC Members elected by the Executive Council have a mandate limited to their EC mandate

** PBC Members elected by the respective Regional Commission, until 2019

3. Meetings of the Committee:

Last meeting (11th): Madrid, Spain, 10 May 2017

The PBC notably reviewed the Draft Programme of Work and Budget for 2018-2019, taking into account the results of the survey

Next meeting (12th and 13th): Chengdu, China, September 2017

The PBC composition will partly be modified during the General Assembly

B. REPORT OF THE COMMITTEE ON TOURISM AND SUSTAINABILITY

1. The sixth meeting of the Committee was held via teleconference on 1 March 2016 with the participation of representatives from Bhutan, China, Colombia, Lithuania and Oman, and the representative of the Affiliate Members, the International Youth and Hostel Federation. During the meeting, the Secretariat provided the members with an overview on the previous and future activities of the Committee.
2. In this regard, reference was made to the report on the *Promotion of sustainable tourism, including ecotourism for poverty eradication and environment protection*, being prepared by UNWTO in 2016, in response to the UN resolution 69/233 on the same issue, for which the CTS Members were consulted and validated the work prepared by the Secretariat. It was pointed out that the CTS Members would also be involved in the preparation of the 2017 report on the implementation of UN resolution 70/196, entitled "Sustainable tourism and sustainable development in Central America".
3. An update on the Rules for the Operation and Management of the UNWTO International Network of Sustainable Tourism Observatories (INSTO), submitted to the last session of UNWTO GA, was provided. It was mentioned that since 2004, a total of ten UNWTO Observatories had been established: eight in China, one in Greece and one in Mexico. The observatories in process of incorporation were: the Observatory of Sustainable Tourism and Climate Change, in la Ceiba, Honduras; Iguassu Tri-National Tourism Observatory and Observatories in Brazil and in the Danube region¹. Furthermore, many expressions of interests had been received (eleven), which showed the need for further guidance on monitoring and measuring different issue areas covering all pillars of sustainability.
4. Regarding the Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP STP), it was highlighted that the programme was promoting the development of two lines of projects contributing to the achievement of the overall objectives of the 10YFP STP. The intended two lines of projects were Flagship projects and Catalytic projects. The call for project proposals to the 10YFP Trust Fund was issued last year; it received over 300 proposals out of which 120 were eligible. They were being evaluated and the final result was going to be communicated in due course.
5. The Secretariat informed the CTS Members that, in the absence of an Elected Chair, the Vice-Chair would function as an Acting Chair during the mandate.
6. The seventh meeting of the CTS took place on 24 June 2016 with the participation of representatives from China, Colombia and Morocco, and the representative of the Affiliate Members, International Youth and Hostel Federation. A representative of Chile joined as Observer.
7. At the meeting, the Secretariat reported on the INSTO Open Consultation Meeting on Advancing the Measurement of Sustainable Tourism Development, which took place on 7-8 June 2016 and informed the Members on the issues discussed and experiences presented. It was said that UNWTO welcomed more than 70 experts at its Headquarters in Madrid, to discuss and share experiences related to the measurement and monitoring of the impact that tourism has on destinations. Special focus was put on the relevance and the opportunities available from non-traditional data sources, including social media analysis, geospatial data mapping, big and live

¹ To date, there are sixteen observatories under operation: eight in China, one in Greece, one in Mexico, one in Brazil, three in Indonesia, one in Croatia and one in South Florida.

data collection and usage, as well as the analysis of credit card spending patterns and the flow of visitors based on mobile device information.

8. It was highlighted that the consultation took place in the context of recent achievements that underline and strengthen the role and responsibilities of sustainable tourism as a positive instrument for development such as the recently adopted Sustainable Development Goals (SDGs) as well as the upcoming International Year of Sustainable Tourism for Development, 2017. The two day meeting included presentations and discussions covering, among others, the processes of measuring sustainable tourism at the local level, common challenges and needs and the chances deriving from different data sources.
9. It was mentioned that, due to the fact that many of the CTS Members participate in major tourism international fairs, the Secretariat was proposing to organize the next CTS meeting in-person and in conjunction with one international event.
10. The Committee members, being informed of Chile's wish to participate in the technical committee as observer, welcomed the representative of Chile.
11. The Public Meeting of the CTS on the Occasion of the Official Opening of the International Year of Sustainable Tourism for Development took place in Madrid on 18 January 2017 in the framework of FITUR. It counted with the participation of representatives from China, Colombia (the Acting Chair, represented by the Vice Minister of Tourism, Ministry of Commerce, Industry and Tourism of Colombia), Lithuania, Morocco (the Secretary General of the Ministry of Tourism) and the representative of the Affiliate Members, International Youth and Hostel Federation as well as with distinguished invited experts, which included the Vice Minister of Tourism, Ministry of Foreign Trade and Tourism of Peru; the Undersecretary for Policy and Tourism Planning of the Mexico's Federal Secretariat of Tourism (SECTUR) and representatives from Sun Yat-sen University in China and the State Company for Tourism Technology and Innovation Management (SEGITTUR) of Spain.
12. The role of the CTS as a consultation mechanism of UNWTO was recalled, underlining the special format of its eighth meeting which had been extended to the public on the occasion of the official opening of the International Year of Sustainable Tourism for Development.
13. At the meeting it was stressed that sustainability is a process of continuous improvement which is vital to our sector long-term success and for fulfilling its role as an agent of change.
14. Participants learnt about the important work of the INSTO observatories and how they are positioning themselves as boosters of sustainability at destinations and as a functioning model for ensuring that tourism meet its full potential as a contributor to sustainable development.
15. The meeting stressed the vital importance of regular and timely measurement of tourism performance and of data monitoring and analysis as the foundation for policy development and implementation as well as the development of a holistic approach tackling the three dimensions of sustainability, particularly the socio-cultural dimension.

An update on the ongoing research on the inclusion of sustainable consumption and production patterns (SCP) into national tourism planning was presented. It was also highlighted the importance of data collection and of working closely with key stakeholders to help solve the local and global sustainability challenges relevant to the tourism sector.

C. REPORT OF THE COMMITTEE ON TOURISM AND COMPETITIVENESS (CTC)

I. Background

1. It is recalled that the **Committee on Tourism and Competitiveness (CTC)**, as a subsidiary organ of the Executive Council, was established at the 95th session of the Executive Council (Belgrade, Serbia, 27-29 May 2013).
2. Its Rules of Procedure and composition were approved by the Executive Council at its 96th session (Victoria Falls, Zimbabwe, 25 August 2013).
3. During the 21st session of the General Assembly (Medellín, Colombia, 12-17 September 2015) the new Members of the CTC were elected for the period of 2015-2019. Following the appointment of the CTC Members (CE/102/2(c)), Peru and Italy were elected as Chair and Vice-Chair, respectively.
4. Two (recent) meetings of the **UNWTO Committee on Tourism and Competitiveness (CTC)** – (a) 5th (In-person) Meeting (20 January 2017) and (b) 5th Virtual Meeting (2 March 2017) – provided a follow-up on the progress already achieved by the Committee. During both meetings, the CTC members reviewed the working document which outlined the potential lines of action regarding the draft list of quantitative and qualitative factors for destination competitiveness and discussed the list of definitions on some of the selected/prioritized tourism types. The Chair also presented a proposal for the work plan to be put in place for the period 2018-19 which mainly focuses on developing technical guidelines with the aim of assisting the UNWTO Members in their efforts to measure the competitiveness factors that they consider relevant to their situation. Once consensus is reached amongst its members, the CTC will submit the definitions on the prioritized tourism types to the statutory bodies of the Organization for endorsement.

II. Priorities

5. The key principles related to the work priorities of the Committee are to:
 - (a) Support the Organization in fulfilling its normative role;
 - (b) Provide a dialogue mechanism between the public and private tourism stakeholders and academia within a coherent framework to give guidance in building and strengthening tourism competitiveness policies and strategies;
 - (c) Build synergies and strategic alignments in the harmonization of the related activities of the Secretariat as well as other collaborating organizations/entities in order to ensure consistency and consensus in the delivery of the outputs and reinforce the official position of the Organization; and
6. Since its establishment, the CTC has focused its work mainly on assessing the current state of knowledge on the basic concept of **“tourism destination competitiveness”** and on identifying its key factors. This process has also included the identification, development and harmonization of concepts, models and operational definitions used in the **tourism value chain**. The objective is to lead to a validation process which will reinforce the normative role of the Organization while the technical outputs and recommendations can be used by the UNWTO Members for different purposes such as measuring, labelling and/or benchmarking.

III. Definitions

7. During its previous term 2013-2015, on the basis of the input provided by the UNWTO Secretariat, the **Committee on Tourism and Competitiveness (CTC)** elaborated and agreed upon the following definitions, namely: **Tourism Destination**, **Destination Management/Marketing Organization (DMO)**, **Tourism Product**, **Tourism Value Chain**, **Quality of a Tourism Destination**, **Innovation in Tourism** and **Competitiveness of a Tourism Destination**. These definitions were endorsed by the 103rd Executive Council held in Málaga, Spain, on 9-11 May 2016 and will be submitted to the 22nd Session of the General Assembly (Chengdu, China, 4-9 September 2017) for approval:

(a) Tourism Destination:

A Tourism Destination is a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness.

(b) Destination Management/Marketing Organization (DMO):

A Destination Management/Marketing Organization (DMO) is the leading organizational entity which may encompass the various authorities, stakeholders and professionals and facilitates tourism sector partnerships towards a collective destination vision. The governance structures of DMOs vary from a single public authority to a public/private partnership model with the key role of initiating, coordinating and managing certain activities such as implementation of tourism policies, strategic planning, product development, promotion and marketing and convention bureau activities.

The functions of the DMOs may vary from national to regional and local levels depending on the current and potential needs as well as on the decentralization level of public administration. Not every tourism destination has a DMO.

(c) Tourism Product:

A Tourism Product is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle.

(d) Tourism Value Chain:

Tourism Value Chain is the sequence of primary and support activities which are strategically fundamental for the performance of the tourism sector. Linked processes such as policy making and integrated planning, product development and packaging, promotion and marketing, distribution and sales and destination operations and services are the key primary activities of the tourism value chain.

Support activities involve transport and infrastructure, human resource development, technology and systems development and other complementary goods and services which may not be related to core tourism businesses but have a high impact on the value of tourism.

(e) Quality of a Tourism Destination:

Quality of a Tourism Destination is the result of a process which implies the satisfaction of all tourism product and service needs, requirements and expectations of the consumer at an acceptable price, in conformity with mutually accepted contractual conditions and the implicit underlying factors such as safety and security, hygiene, accessibility, communication, infrastructure and public amenities and services. It also involves aspects of ethics, transparency and respect towards the human, natural and cultural environment.

Quality, as one of the key drivers of tourism competitiveness, is also a professional tool for organizational, operational and perception purposes for tourism suppliers.

(f) Innovation in Tourism:

Innovation in Tourism is the introduction of a new or improved component which intends to bring tangible and intangible benefits to tourism stakeholders and the local community, improve the value of the tourism experience and the core competencies of the tourism sector and hence enhance tourism competitiveness and /or sustainability. Innovation in tourism may cover potential areas, such as tourism destinations, tourism products, technology, processes, organizations and business models, skills, architecture, services, tools and/or practices for management, marketing, communication, operation, quality assurance and pricing.

(g) Competitiveness of a Tourism Destination:

The Competitiveness of a Tourism Destination is the ability of the destination to use its natural, cultural, human, man-made and capital resources efficiently to develop and deliver quality, innovative, ethical and attractive tourism products and services in order to achieve a sustainable growth within its overall vision and strategic goals, increase the added value of the tourism sector, improve and diversify its market components and optimize its attractiveness and benefits both for visitors and the local community in a sustainable perspective.

8. In fulfilment of its mandate received from the 103rd Executive Council (Málaga, Spain, 9-11 May 2016), the CTC also decided to further elaborate definitions on tourism types for review and consensus. The list of tourism types includes the following:

a) Urban tourism	k) Marine / Coastal tourism
b) Mountain tourism	l) Nautical tourism
c) Rural tourism	m) Cruise tourism
d) Cultural tourism	n) Spiritual tourism
e) Ecotourism	o) Gastronomy tourism
f) Health tourism	p) Mega-events tourism
g) Wellness tourism	q) Sports tourism
h) Medical tourism	r) Shopping tourism
i) Adventure tourism	s) Education tourism
j) Business tourism (related to the Meetings Industry)	

9. The above is an open list which may be enlarged upon the proposal of the CTC members during the process.
10. During the 5th CTC Virtual Meeting held on 2 March 2017, the CTC recommended to prioritize 10 tourism types from the list above with a view to start elaborating definitions which should be finalized by June 2017. The survey conducted among the CTC members on the 10 prioritized tourism types for further definition at this stage yielded the following results:

- 1) Cultural tourism
- 2) Ecotourism
- 3) Rural tourism
- 4) Adventure tourism
- 5) Health tourism
- 6) Business tourism (related to the Meetings Industry)
- 7) Gastronomy tourism
- 8) Marine/Coastal tourism
- 9) Urban tourism
- 10) Mountain tourism

Note: Upon the request of Gambia and Qatar, members of the CTC, “education tourism” and “sports tourism” will also be reviewed and incorporated in the list.

11. Once consensus is reached on part or all of the definitions, the proposal on the operational definitions shall be submitted to the 106th Executive Council and for approval by the 22nd session of the General Assembly, both to be held in Chengdu, China, in September 2017.

IV. List of factors

12. The Secretariat drafted a provisional list of relevant quantitative and qualitative factors to inform research and policy-making decisions regarding **tourism destination competitiveness**. These factors will be more discussed within the CTC in terms of their relevance and priority before moving towards further research.
13. The following list does not indicate any ranking in terms of the predominance of factors:

<i>Factors related to governance, management and the market dynamics</i>	<i>Factors related to destination appeal, attractors, products and supply</i>
<ul style="list-style-type: none"> i. Sustainable tourism policy and regulations, ii. Strategic planning, iii. Public Private Partnership + vertical cooperation i.e. national-regional-local levels, iv. Governance structure, v. Safety and security, vi. Hygiene and health facilities, vii. Investment and entrepreneurship policy, and the business environment, viii. Promotion strategies and tools, ix. Economic impact, x. Entry visa facilitation, xi. Labour productivity in tourism services and human resources development, xii. Budget allocated to support the tourism sector, xiii. Volume of accommodation facilities + related and supportive facilities, xiv. Demand trends and patterns (number of visitors, length of stay, tourism revenues, tourism expenditure, seasonality, etc.) xv. Use of information technologies, xvi. Knowledge management and research, xvii. Capacity for innovation in tourism, xviii. Accessibility for all xix. Political and economic stability xx. Others 	<ul style="list-style-type: none"> i. Geographical location and connectivity, ii. Natural resources, iii. Cultural resources (tangible, intangible), iv. Public and private amenities, v. Infrastructure, vi. Quality, vii. Local community awareness, hospitality, viii. Authenticity, ix. Seasonality, x. Ethical and responsible tourism products and services, xi. Destination image, xii. Destination brand, xiii. Positioning in the domestic market, xiv. Positioning in the international market, xv. Innovative products and services, xvi. Price competitiveness, xvii. Others

14. Based on the consensus reached by the CTC members with regards to the draft list of quantitative and qualitative factors for destination competitiveness listed above, the CTC agreed on several lines of action for each of the factors, categorized as follows:
- (a) Draft an operational definition, or
 - (b) Draft a position paper / technical report (to be published), or
 - (c) Compile the information and data from the already existing available sources.
15. The CTC will identify, if needed, and suggest other quantitative and qualitative factors for destination competitiveness to enlarge the list proposed by the Secretariat.

16. The CTC has decided to initiate drafting brief technical reports and/or position papers on the prioritized factors for competitiveness in tourism destinations.

V. Future action

17. At its 5th (In-person) Meeting held in Madrid, Spain, on 20 January 2017, Peru (Chair) suggested that the Committee further elaborate guidelines to measure destination competitiveness for the upcoming work period (2018-2019). The guidelines will facilitate a methodology to evaluate the quantitative and qualitative factors at destination level without having the objective of making a ranking.
18. This proposal shall be subject to further discussion during the 6th (In-person) Meeting of the CTC envisaged to take place during the 22nd session of the General Assembly (Chengdu, China, September 2017) and a working document will be drafted for review and technical input.
19. The CTC also agreed to include in its work the input from other related areas in the Organization (i.e., Technical Committees, Affiliate Members Programme, etc.) as well as from other institutions and relevant tourism stakeholders to maintain consistency and legitimacy.

D. REPORT OF THE COMMITTEE ON STATISTICS AND TOURISM SATELLITE ACCOUNT

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

The [17th meeting of the Committee on Statistics and Tourism Satellite Account](#) gathered over fifty participants from 18 UNWTO Members States as well as Canada and Sweden, various UNWTO Affiliate Members and other representatives from academia, the private sector, regional tourism administrations and tourism observatories, in addition to the UN Statistics Division (UNSD), International Labour Organization (ILO), Organisation for Economic Cooperation and Development (OECD) and Eurostat.

Overview of the Committee on Statistics and Tourism Satellite Account

The Committee is a subsidiary advisory body of the Executive Council. As such, it contributes to the fulfilment of the [Agreement](#) signed with the United Nations whereby UNWTO became a UN specialized agency (Art. 13):

The World Tourism Organization recognizes that the United Nations is the central agency for the collection, analysis, publication, standardization and improvement of tourism statistics serving the general purposes of international organizations.

The United Nations recognizes UNWTO as the appropriate organization to collect, to analyze, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system.

Consequently, the Executive Council requires the collaboration of the Committee in:

- initiatives related to the design and implementation of international tourism statistics recommendations;
- promoting international comparability of tourism statistics by proposing initiatives relative to the collection, homogeneity, processing and dissemination of data;
- supporting efforts to integrate such data into the frameworks of the system of national tourism statistics and the Tourism Satellite Account (TSA);
- helping member countries in their initiatives to improve their respective national systems of tourism statistics and in the development of the TSA;
- liaising with other international bodies with delegated responsibilities for leadership and coordination of related international statistics and their standards within the sphere of the UN system.
- The Committee on Tourism Statistics and TSA has existed since the early 1990s and has a strong track record of professionalism, worldwide consensus building and pioneering developments, such as:
 - The International Recommendations for Tourism Statistics 2008
 - The Tourism Satellite Account: Recommended Methodological Framework 2008
 - The ongoing work towards a statistical framework for measuring sustainable tourism.

The Committee reports to the UN Statistical Commission, the highest decision making body in statistics. The Committee meets physically once a year, traditionally at UNWTO Headquarters, and works with its Secretariat, UNWTO's Statistics and Tourism Satellite Account Programme, throughout the year.

The Committee, held in January 2017, considered the following items **for discussion**:

1. The Statistical Framework for Measuring Sustainable Tourism (MST) under development
2. Measuring tourism at subnational levels
3. Sustainable Development Goals indicators
4. UNWTO's Programme of Work, including the official report to the UN Statistical Commission and the planned development of a TSA Compilation Guide

1. Towards a Statistical Framework for Measuring Sustainable Tourism (MST)

The Committee was informed of the progress on MST, including:

1. annotated outline of the Statistical Framework for Measuring Sustainable Tourism (SF-MST),
2. annotated outline and tables for the technical note on System of Environmental-Economic Accounting (SEEA) and TSA,
3. the discussion paper "Allocation of environmental flows to tourism",
4. proposed MST research programme, and
5. progress on pilot studies and countries' progress (Canada, Italy and The Netherlands were presented and the work of Fiji, Mexico and Wales/UK was referred to)

The Committee was informed about the Working Group of Experts (WGE) on Measuring Sustainable Tourism whose formation was welcomed by the Committee in its 16th meeting (26-27 January 2016) and subsequently set up by UNWTO with the support of UNSD. The Committee endorsed the conclusions of the 1st meeting of the WGE, emphasizing that:

- developing a Statistical Framework for Measuring Sustainable Tourism (SF-MST) is a priority;
- the core rationale for developing a statistical framework is to support the measurement of sustainable tourism in its various dimensions (economic, environmental and social) and at the relevant spatial levels (global, national, sub-national) by providing a common language for integration and an organizing structure;
- integrated data is needed to support integrated policy responses at national and subnational level;
- the statistical framework should make use of the richness of data already available;
- SF-MST is the natural evolution of and complement to the existing statistical standards on tourism statistics (TSA and IRTS);
- the starting foundation of MST is the bridging of economic and environmental dimensions through the linking of the TSA and the System of Environmental Economic Accounting (SEEA);
- the work will form a solid foundation for integrating in time the social and cultural dimensions (like the ongoing work on Cultural Satellite Accounting), notwithstanding, social and cultural data can already be considered in the framework acknowledging that these will for the moment not be sourced from an integrated framework;
- a standards-based statistical framework will support the credibility, comparability and outreach of data and of various measurement and monitoring programmes pertaining to sustainable tourism, including the Sustainable Development Goals (SDGs) indicators.

The Committee approved the Research Agenda, noting the need to develop a realistic work plan for the coming 1-2 years that reflects UNWTO's limited resources and welcoming suggestions from the group to set priorities.

The Committee warmly welcomed the pilot study work, highlighting that continued testing in countries of the relevance and feasibility of the framework under development is fundamental.

Overall, the Committee enthusiastically supported the work of the Working Group of Experts towards a Statistical Framework for Measuring Sustainable Tourism.

The Committee requested the progress to be taken to the next UNWTO Executive Council with the recommendation for the Council to support the conclusion by the Working Group of Experts on Measuring Sustainable Tourism and the UNWTO Committee on Statistics and TSA that developing a Statistical Framework for Measuring Sustainable Tourism is a priority, and to request the Secretary General and the General Assembly for support in its further development.

2. Measuring tourism at subnational levels

The Committee was informed of initiatives towards the measurement of tourism at subnational levels, notably the work of INRouTe entitled "Tourism, territory and sustainability: a statistical insight at subnational levels".

The Chair of the Committee transmitted a note with his recommendations to the Committee on this item. Following the discussion, the Committee acknowledged that subnational measurement is key and commended INRouTe for the document which is an impressive collection of thoughts, ideas, recommendations, references and research that very well substantiates the importance of measuring tourism at subnational levels and venues for doing so. The Committee noted that the INRouTe document be considered draft and recommended further work to be done, agreeing that (further) developments of some key elements of subnational measurement be integrated in the forthcoming statistical framework for Measuring Sustainable Tourism (following a systems approach) and a future TSA Compilation Guide.

The Committee encouraged all to provide comments to the INRouTe document as part of the global discussion process open until 28 February 2017.

3. Sustainable Development Goals (SDG) indicators

During the meeting, the Committee was informed of the status of development of SDG indicators by the Inter-Agency and Expert Group on Sustainable Development Goal Indicators (IAEG-SDGs). Concern was expressed on the recent modification made to indicator 8.9.2, which is now "Proportion of jobs in sustainable industries out of total tourism jobs", and concerns were reiterated on indicator 12.b ("Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools"). The Committee discussed the note prepared and agreed that it would serve as a statement by the UNWTO Committee to be shared by Chair with the IAEG-SDG and the UN Statistical Commission.

While the Committee generally supports the indicator framework proposed for Resolution, it feels there is a need to raise awareness about the issues confronting indicators 8.9.2 and 12.b. The Committee also hopes for closer collaboration with the IAEG-SDG on indicators related to sustainable tourism, and so as to link to the ongoing work towards a Statistical Framework for Measuring Sustainable Tourism. In this sense, there is the possibility of contributing to the process of the „annual minor refinements“ to indicators specified in para. 21 (c) of the UNSC Report of the IAEG-SDG (<https://unstats.un.org/unsd/statcom/48th-session/documents/2017-2-IAEG-SDGs-E.pdf>), or to the more „comprehensive review“ that will be submitted to the UNSC in 2020 according to para. 22 of the Report.

During the meeting, the Committee also stressed the importance that each member of the Committee informs the Chief Statistician of his/her country on the issue so that Chief Statisticians can voice these matters in the relevant platforms, notably the upcoming UN Statistical Commission in March 2017.

4. UNWTO's Programme of Work, including the official report to the UN Statistical Commission and the planned development of a TSA Compilation Guide

The Committee was informed on the report of UNWTO on tourism statistics that will be circulated for discussion and decision at the UN Statistical Commission in March 2017. The report describes the planned development of the SF-MST to support more integrated measurement and policy in the context of the SDGs and also proposes the development of a compilation guide for TSA, and a technical note on linking the System of Environmental Economic Accounting (SEEA) and the TSA.

The Committee welcomed the UNSD and UNWTO initiative to work on a Compilation Guide for TSA, underlining that many countries would benefit from this. The outline for the guide has been circulated among the Committee Members, and it should be based on and build on existing relevant work.

The Committee was also informed of the Lunchtime Seminar "[Accounting and statistics for sustainable tourism](#)" that will be held during the Commission meeting and in the framework of the 2017 International Year of Sustainable Tourism for Development.

The Committee welcomed all **items for information**:

1. 6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism, Manila, the Philippines, 21-24 June 2017

The Philippines informed the Committee about the Sixth UNWTO International Conference on Tourism Statistics. Its theme and importance warranted its designation as official event of the International Year of Sustainable Tourism for Development, 2017. A first preliminary programme has been shared with the Committee but further work is needed. The Philippines and UNWTO have committed themselves to having the first draft of the SF-MST be presented at the Conference, in addition to the first draft of the technical note on TSA and SEEA and other central papers.

2. Opportunities and challenges from big data

Eurostat presented the lessons learnt from the ongoing work of the international Task Force on Big Data. It was recognized that Big Data offers many opportunities, and more specifically tourism statistics is an area that is at the frontline of developments on big data, but there are also risks associated (continuity, ownership, quality controls, managing high volumes of data, etc.).

3. Roundtable discussion on the so-called "sharing economy"

UNWTO's Tourism Trends and Marketing Programme presented its work and provisional findings on private tourism services through digital platform. The City of Vienna presented their innovative approach to the policy challenge of newly emerging booking platforms and the implications it had for accommodation statistics.

4. Various (country) presentations

Presentations were given of the excellent work being carried out by Canada, Italy, Mexico, Peru and The Netherlands as well NECSTouR, Sun Yat-Sen University, and University of the Aegean which all contribute to promote the use and further development of tourism statistics worldwide.