Towards a Statistical Framework for Measuring Sustainable Tourism

DG GROW/UNWTO Workshop
Measuring the economic impact of tourism in Europe: the TSA
29-30 November 2017, Brussels
Clara van der Pol, UNWTO
• United Nations specialized agency

• Promotion of responsible, sustainable and universally accessible tourism

• Global forum for tourism policy issues, practical source of tourism know-how

• Mainstreaming tourism in global agenda

• 157 Member States, +500 Affiliate Members
About tourism

10% GDP (Direct, indirect and induced)

1/10 Jobs (Direct, indirect and induced)

US$1.4 trillion in exports

7% of world's exports

30% of services exports

WHY TOURISM MATTERS
WHAT IS A STATISTICAL FRAMEWORK?

Statistical framework = common language

Current State for Measuring Tourism

IRTS 2008, TSA: RMF 2008:
- Increase visitation
- More jobs through tourism
- Higher economic impact
- Visitor #s and avg expenditure
- Employment in tourism
- Tourism Direct GDP

Concepts, definitions, classifications:
- Visitor, Tourist
- Tourism expenditure
- Tourism industries
- Border, household surveys
- Mobile positioning, credit card data
- Links to BoP data
Measuring Sustainable Tourism: Measure better to manage better

WHY Measure Sustainable Tourism?

- Sustainable tourism is increasingly relevant in national agendas for fostering economic growth, social inclusiveness, protection of cultural and natural assets
- Recognition at highest international level:
  - 2030 Agenda + SDGs
  - 2017 International Year of Sustainable Tourism for Development
- Recognition that tourism is “seen and felt” and managed at subnational levels
- Need evidence to support policy, track progress

“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”
Target 8.9 – by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

**Tier II: 8.9.1** Tourism direct GDP as a proportion of total GDP and in growth rate

**Tier III: 8.9.2** Number of jobs in sustainable industries as a proportion of total jobs and growth rate of jobs, by sex

Target 12.b – develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs, promotes local culture and products.

**Tier III: 12.b.1** Number of sustainable tourism strategies or policies and implemented action plans, with agreed monitoring and evaluation tools

Target 14.7 – by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

[Custodian: FAO / can be complemented by above indicators]
**WHAT to measure?**

Requires integrated view:
- Tourism activity
- Economic – social – environmental
- Internacional – national – subnational

SDGs are an explicit call for more integrated policy

Integrated policy needs integrated data!
Towards a statistical Framework for Measuring Sustainable Tourism (MST)

1. standard definitions and concepts
2. means of integrating, comparing data:
   a. between destinations
   b. global – national – subnational
   c. with other activities
3. coherent base for deriving and populating indicators
Towards more integrated measurement to better capture the integrated nature of sustainable tourism

Current measurement:

- Statistical domains
  - Economy
  - Environment
  - Society
  - Tourism

New generation measurement:

- social
- environment
A logical first step in MST: linking TSA-SEEA

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

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

An important part of this linking is contained in the “Technical Note” to be finalized in 2018. It focuses on the following accounts:
- water
- energy
- greenhouse gas (GHG) emissions
- solid waste

Supports compilation of some SDG relevant tourism indicators in short term while MST Statistical Framework advances to support deriving more and more comprehensive SDG tourism indicators
Manila Call for Action on Measuring Sustainable Tourism

- Supported by UN Statistical Commission in (Mar 2017)
- Manila Conference: over 1,000 participants from 88 countries, including Ministers, Chief Statisticians, private sector, academia, international organizations
  - 1st draft MST Statistical Framework & technical note TSA-SEEA
  - Adoption “Manila call for Action”
    - Raising awareness
    - Garner support
    - Demonstrate commitment
    - Facilitate collaboration
    - Harness resources
- UNWTO General Assembly (Sept 2017)
- UN Statistical Commission (Mar 2020)
Towards a Statistical Framework for Measuring Sustainable Tourism (MST)

**HOW?**
- Engage, Research & Discuss
- Pilot studies
- Statistical standard
- Capacity building
- Int'l Database
- Analysis
- Policy & decision-making

**Development**
- 2015 - present
- 2016 - present
- 2016 - 2020
- 2018 onwards
- 2019 onwards
- ongoing
- ongoing

**Implementation**

**Collaboration**
Collaboration on Measuring Sustainable Tourism (MST)

How?

Statistics Netherlands
Fiji Bureau of Statistics
Instituto Nacional de Estadística y Geografía
United Nations Statistics Division
Conservation International
International Labour Organization
OECD

Canada
Istat
Eurostat

Die Informationsmanager
PHILIPPINE STATISTICS AUTHORITY
DEPARTMENT OF TOURISM
PHILIPPINES

wissen.nutzen.
Timeline

- Oct 2016: 1st meeting MST Working Group of Experts
- June 2017: Manila Conference
- Nov 2017 – Jan 2018: first consultation
- Feb 2018: UNWTO Committee
- Jun 2018: MST Working Group of Experts
- 2018: MST continue pilot studies, regional workshops
- Jan 2019: report on country testing and feasibility to UNWTO Committee
- 2019: work through necessary refinement and documentation
- 2020: Present to UN Statistical Commission
Thank you!

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