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Tourism Indicators for Monitoring the SDGs

Central Paper



Overview



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3. SDGs with direct link to tourism
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Pre-conditions for tourism development:

- **attracting tourists depending** on an intact and unsoiled nature and picturesque landscapes;
- **high quality of the natural and social environment** is one of the most important production factors of tourism industry;

Therefore ...

... a **growing need recognizing** that tourism development has an impact on the social, economic and ecological environment is arising;

Status quo:

- in many countries/regions **sustainable tourism policies** are more or less well developed, but there is still a **lack of guidance** and information on how to monitor the progress;

Therefore ...

... the **development of indicators** measuring the economic, social and ecological sustainability applicable to the tourism industry was initiated by various organizations.



- Many countries are in the majority of **environmental areas well developed** which also concern the tourism industry but which might be difficult to **quantify and measure or present separately** for the **tourism industry** due to non-available data in this respect.
- **Tourism policy goals of the countries are different, regional and local conditions** must be taken into account; therefore, general statements related to tourism sustainability are not possible and comprehensive analysis is mainly possible on destination level, only.
- Figures related to sustainability should be well chosen, taking into account the **applicability and usability of the data** for tourism policy decisions; producing too much or unusable figures is a waste of time and money, from the producers' and users' point of view.

Therefore, a **well coordinated collaboration** between **tourism policy and (tourism/environment/social) statistics** is a prerequisite for achieving a **common understanding** related to sustainability measurement, taking into account all relevant governmental and non-governmental organisations.

SDGs with direct link to tourism (proposals)



Goal	Target	Indicators - proposals		Custodian Agency	Tier
		IAEG-SDGs	UNWTO		
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	8.9.1 Tourism direct GDP as a proportion of total GDP and in growth rate	8.9.1 Tourism direct GDP (as a percentage of total GDP and in growth rate)	UNWTO	II
		8.9.2 Proportion of jobs in <u>sustainable tourism industries</u> out of total <u>tourism jobs</u>	8.9.2 Number of jobs in tourism industries (as a percentage of total jobs and growth rate of jobs, by sex)	UNWTO	III
			8.9.3 Energy use in tourism: Net domestic energy use by tourism industries	UNWTO	.
12. Ensure sustainable consumption and production patterns	12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products	12.b.1 Number of <u>sustainable tourism strategies or policies</u> and <u>implemented action plans with agreed monitoring and evaluation tools</u>	12.b.1 Stage of implementation of monitoring tools which are the Tourism Satellite Accounts (TSA) and the System of Environmental-Economic Accounting (SEEA)	UNWTO	III
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development	14.7 By 2030, increase the economic benefits to small island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism	14.7.1 Sustainable fisheries as a proportion of GDP in small island developing States, least developed countries and all countries	See indicators 8.9.1 and 8.9.2	UNEP-WCMC, FAO	III

Source:
<https://unstats.un.org/sdgs/files/meetings/iaeg-sdgs-meeting-05/2017-2-1468-SDGs-E.pdf>,
<http://fcd.unwto.org/sites/default/files/04ofpdf/unwto-sdgs-tourism-indicators-march-2016.pdf>,
https://unstats.un.org/sdgs/files/meetings/iaeg-sdgs-meeting-04/Tier%20Classification%20of%20SDG%20indicators_21%20Dec%20for%20website.pdf,
[UNWTO concerns](#)

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Other SDGs and their link to tourism



However ...

- ... the proposed indicators **should not be limited** to the three SDG Targets that explicitly mention tourism, but should include indicators to inform other Goals or Targets where tourism might be relevant.
- ... **UNWTO** and its “Committee for Statistics and the TSA” also consider that tourism may be relevant in many more goals and targets beyond those that explicitly mention sustainable tourism.
- ... an **additional set of indicators** around a “tourism theme” could be developed to complement the above indicators in order to support global and national monitoring for the SDGs.

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Goal 1: End poverty



“As one of the largest and fastest growing economic sectors in the world, **tourism** is well-positioned **to foster economic growth and development** at all levels and provide income through job creation. Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women”.

Proposed indicators:

- “Tourism Direct Gross Domestic Product” (TDGDP), including the respective share related to overall economy;
- **persons employed** (expressed by “Full-time equivalents”; FTE) in the **tourism industries**, including the respective share related to overall employment.

Goal 4: Ensure education



“A **well-trained and skillful workforce is crucial for tourism to prosper**. The sector can provide incentives to invest in education and vocational training and assist labor mobility through cross-border agreements on qualifications, standards and certifications. In particular youth, women, senior citizens, indigenous peoples and those with special needs should benefit through educational means, where tourism has the potential to promote inclusiveness, the values of a culture of tolerance, peace and non-violence, and all aspects of global exchange and citizenship”.

Proposed indicators:

- **change in average skills** (years of training) of tourism workers;
- **proportion of employed persons** in tourism industries with school education compared to the share of overall population.

Goal 6: Ensure availability of water



“**Tourism can play a critical role in achieving water access and security**, as well as hygiene and sanitation for all. The **efficient use of water** in the tourism sector, coupled with appropriate safety measures, wastewater management, pollution control and technology efficiency can be key to safeguarding our most precious resource”.

Proposed indicators:

- **final water use** / Tourism GDP;
- **share of treated waste water** from tourism businesses;
- **waste water per visitor** for accommodation industry;
- **sewage water per day and capita** for tourists.

Goal 10: Reduce inequality within and among countries



“**Tourism can be a powerful tool for community development and reducing inequalities** if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development and reduce regional imbalances by giving communities the opportunity to prosper in their place of origin. Tourism is also an effective means for developing countries to take part in the global economy. In 2014, Least Developed Countries (LDCs) received US\$ 16.4 billion in exports from international tourism, up from US\$ 2.6 billion in 2000, making the sector an important pillar of their economies (7% of total exports) and helping some to graduate from the LDC status”.

Proposed indicators:

- **net tourism exports**;
- **average earnings** in tourism compared to national average;
- **share of tourism exports** related to total service exports;
- **average income** of persons working in tourism industries compared to residents (by region).

Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems



“**Majestic landscapes**, pristine forests, rich biodiversity, and natural heritage sites are often **main reasons why tourists visit a destination**. Sustainable tourism can play a major role, not only in conserving and preserving biodiversity, but also in respecting terrestrial ecosystems, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities”.

Proposed indicators :

- **change in protected areas** in tourism destinations;
- **contribution of national parks** to “TDGDP”;
- **share of protected areas** related to total area of a country.

Goal 16: Promote peaceful and inclusive societies for sustainable development, levels



“As tourism revolves around billions of encounters between people of diverse cultural backgrounds, **the sector can foster multicultural and inter-faith tolerance and understanding**, laying the foundation for more peaceful societies. Sustainable tourism, which benefits and engages local communities, can also provide a source of livelihood, strengthen cultural identities and spur entrepreneurial activities, thereby helping to prevent violence and conflict to take root and consolidate peace in post-conflict societies”.

Proposed indicators:

- number of **visitors registering complaints** with police;
- **change in rates of crime** in tourism destinations;
- **number of offenses** according to seasons;
- **rates of crime** in tourism destination compared to the ones in non-tourism regions.

Conclusions



- Tourism development has an impact on the **social, ecological and economic environment**.
- **Sustainability** and its **measurement is a regional phenomenon**.
- **Sustainability can never be measured by indicators alone** - regardless of qualitative or quantitative or both.
- A **solid group of experts** is demanded in order to **gain feasible results** consisting of experts from tourism policy, (tourism) statisticians and other relevant governmental and non-governmental organizations.
- **Doing analysis** based on sustainable indicators requires a **regular monitoring system** which provides information on continuous basis revealing trends over time.
- It is important to ensure that **data collection and compilation** is done in a **consistent way**.
- **Building on indicators beyond** those already considered for tourism within the scope of the 17 SDG goals, more and **additional work** has to be done.



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