



## Towards a statistical framework for sustainable tourism

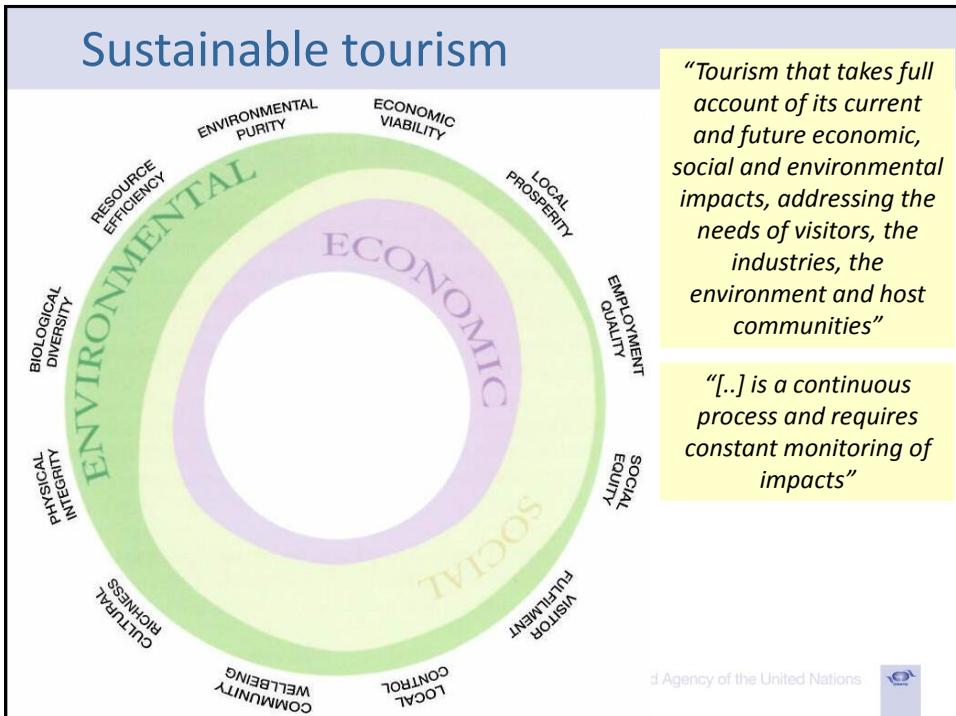
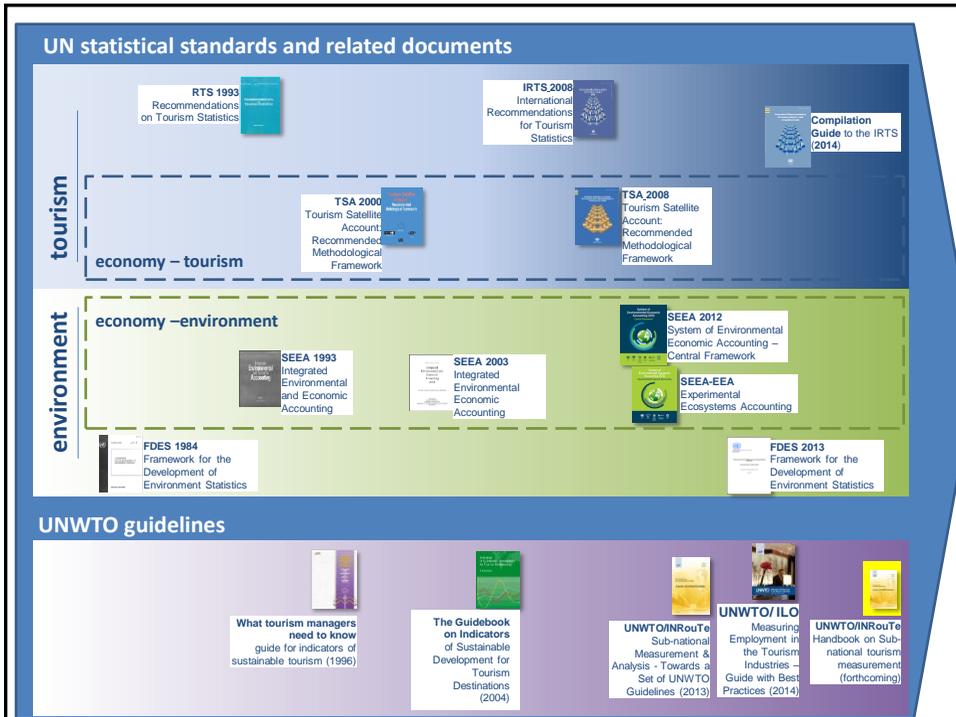
Meeting of the Working Group of Experts on Measuring Sustainable Tourism  
20-21 October 2016, UNWTO HQ  
UNWTO Statistics and TSA Programme



## Measuring Sustainable Tourism (MST)

- UNWTO initiative with the support of UNSD and engagement of Austria, Fiji, Italy, Mexico, Netherlands, Wales
- To develop a statistical framework for sustainable tourism with a central feature: link SEEA - Tourism Satellite Account (TSA)
  - Already explored by Canada, Italy...
  - Mentioned in SEEA Applications and Extensions
  - Potential to link to other frameworks, in time
- Seeking to bring together and learn from data producers and users
- Recognizing the many developments over many years





## Drivers: information needs

*sustainable tourism*  
in policy, planning  
and management

*sustainable tourism*  
in current  
measurement

↑ requests by  
countries/  
destinations for  
support

SDGs: "sustainable  
tourism" in Target 8.9,  
12.b and 14.7



2017 International  
Year of Sustainable  
Tourism for  
Development

Statistical standards:  
TSA, IRTS



but:

- Tourism more than just economic activity
- Need for subnational information

Various indicator  
initiatives (issues-  
driven, local)

but:

- Not statistically based
- Limited comparability
- Limited outreach beyond tourism circles

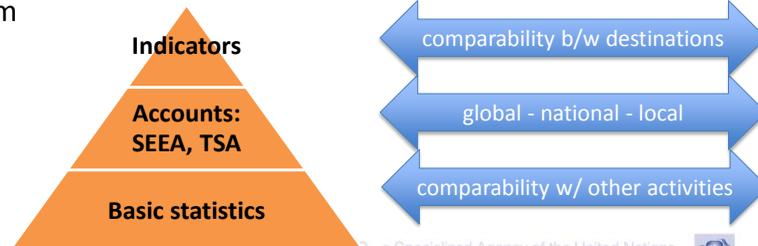
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## Objective MST

Develop a statistical framework for sustainable tourism

1. Standardized framework for the collection of meaningful 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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# What is a statistical framework?

*“Organizing structure for a common understanding [...]”*

*“Aspirational, inspiring thinking about what to produce—not what is currently produced—by providing a rationale and structure for thinking about the statistics that are needed.”*

*“Used to focus, prioritize resources towards statistics that matter most.”*

*“... Aligns concepts, definitions and related terminology with the information needs of users...”*

*“How to measure these concepts: [...] key data sources, relevant classifications, methods, variables and indicators.”*

*“Helps identify data gaps and areas of duplications”*

plantilla.jpg

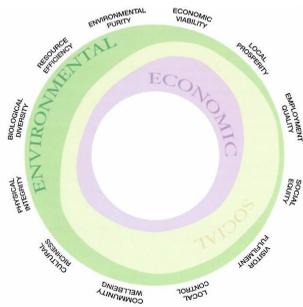
Australian Bureau of Statistics

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# Scope MST statistical framework

First: economic-environmental, some social (employment). Why?



1. Tourism measurement has a particularly significant gap in relation to the environment, and yet so much policy interest (degradation/conservation)
2. Relatively more progress on economic-environmental integration
3. These integrated frameworks are extendable to measurement at multiple scales, very important in tourism

In time: social/cultural

- e.g. UNESCO’s work on Culture Satellite Accounts
- **! Social/cultural indicators can be considered, but it is acknowledged these will not be sourced from an integrated framework**

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## Measuring Sustainable Tourism (MST)

1. Would a statistical framework be useful?
2. Scope of a statistical framework? Can the scope be aligned between a policy perspective and a statistical perspective?
3. What perspectives are missing from the discussion and how might we engage them?
4. Is the proposed approach OK in terms of the proposed priorities, the use of accounting and thoughts about spatial scale?
5. What are the key measurement challenges?
6. What are the next steps?



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## Thank you

Looking forward to your ideas,  
suggestions and inputs!

Visit us at [unwto.org](http://unwto.org)



Measuring  
Sustainable  
Tourism