



Towards a statistical framework for sustainable tourism: Session D

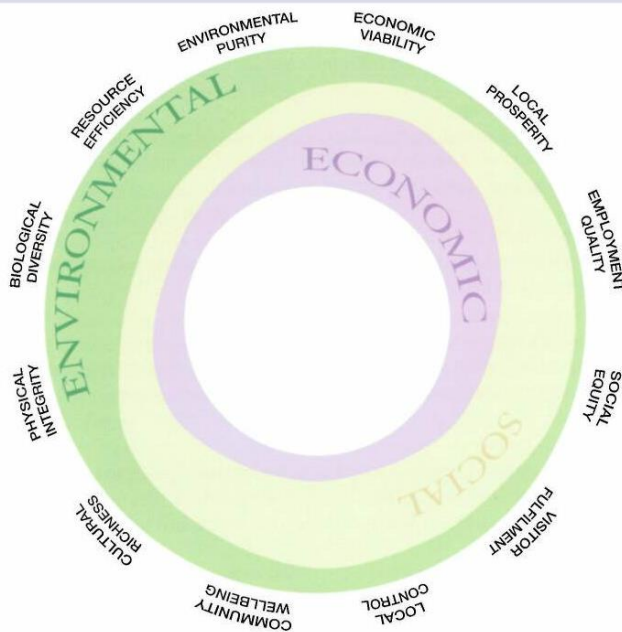
Meeting of the Working Group of Experts

Madrid, 20 & 21 October 2016

UNWTO Statistics and TSA Programme



Sustainable tourism



“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”

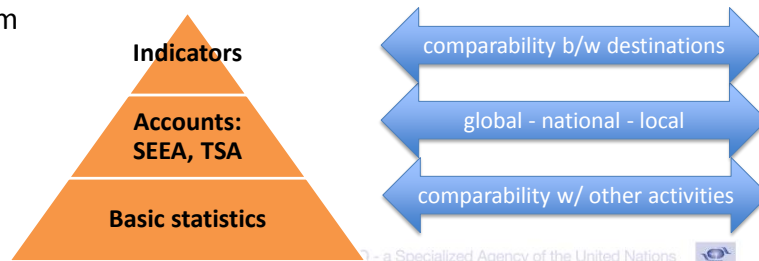
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Objective of MST

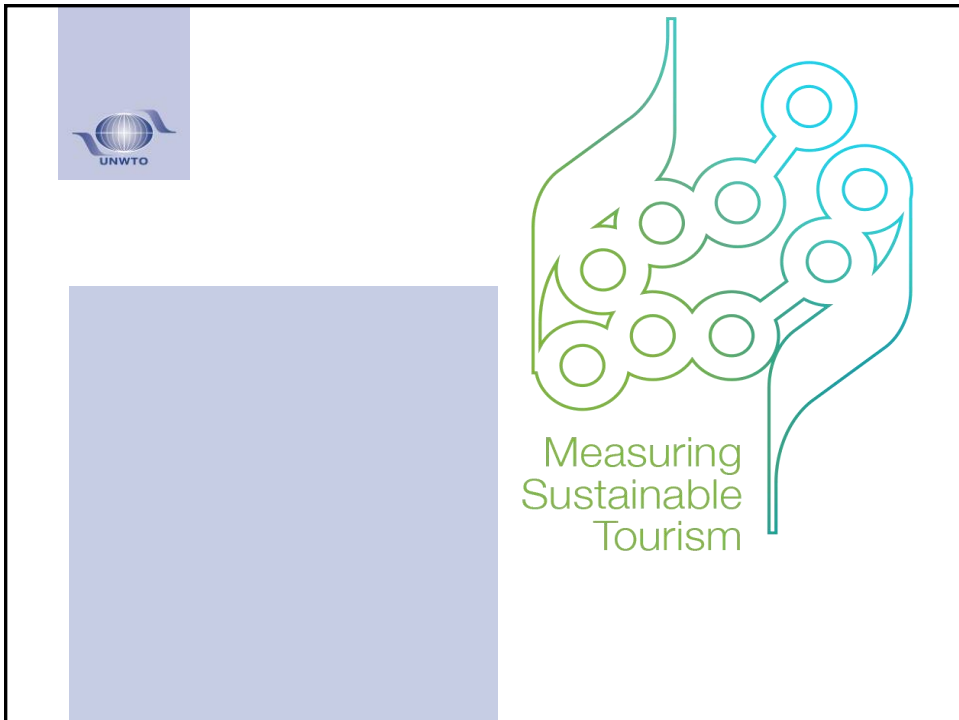
Develop a statistical framework for measuring sustainable tourism

1. Standardized framework for the collection and organisation of relevant 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



Points for discussion

1. Is a statistical framework useful to underpin the measurement of sustainable tourism?
1. What should be the scope of a statistical framework?
 - Tourism industry / Employment
 - Environment
 - Socio-cultural & Community
 - Spatial detail



Four measurement extensions

1. TSA based accounts: Tourism businesses characteristics and activity
 - Business characteristics (size, employment, ownership)
 - Value added, expenditure, visitor movements
 - Seasonality
 - Environmental transactions
2. SEEA based accounts: Physical flow accounts and tourism activity
 - Resource use, efficiency and residual flows by tourism businesses: Water, Energy, Solid waste, GHG emissions
 - Embodied environmental flows for tourism products



Four measurement extensions

3. Environmental assets and tourism infrastructure

- Measure stock and changes in stock (water, energy, fish)
- Land use and land cover (changes in composition)
- Tourism infrastructure (hotels, transport)

4. Sustainable tourism and ecosystem accounting

- Spatial level accounting
- Ecosystem condition/quality (protected areas, biodiversity, water quality, air quality, beach and reef condition)
- Ecosystem services (recreation, water)
- Assess environmental and local capacity – expected flows against available stock

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Level of spatial detail

Clear that local / destination / community level information critical since this is the level at which sustainability is being assessed

Increasing range of detailed spatial data

- Geo-referenced data sets, big data, remote sensing data, admin data

Challenge to delineate agreed spatial boundaries that are mutually exclusive (i.e. do not overlap) and relevant for multiple data sets (data layers) for economic, environmental and social data

Need for statistical techniques to align data sets and determine appropriate treatments (e.g. for transport)

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Discussion

1. What priorities for measurement seem appropriate?
2. What might be feasible to measure in the short, medium, long term?
3. Which spatial scales should be taken into account?
4. Are there measurement challenges that immediately spring to mind?

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Thank you!

Looking forward to your ideas,
suggestions and inputs!

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