



Meeting of the Working Group of experts on Measuring Sustainable Tourism
at UNWTO Headquarters in Madrid, Spain

20 – 21 October 2016

Venue: Lonati Room

Final Agenda

Thursday 20 October, 2016

08:30 – 09:00 Registration

09:00 – 10:30 Session A. Setting the scene and introductions

The goal of this session is to welcome participants and set the scene for both the meeting and the initiative provisionally entitled “Towards A Statistical Framework for Measuring Sustainable Tourism” (MST). Participants will have the chance to voice initial thoughts on the introductory words and on the documents received.

09:00 – 09:15 **Opening**

Mr. Márcio Favilla (UNWTO Executive Director for Operational Programmes and Institutional Relations)

09:15 – 09:30 **Welcome address by the Chair**

The importance of measuring sustainable tourism and of having a statistical framework

Mr. Peter Laimer (Austria), Chair of the UNWTO Committee on Statistics and TSA

09:30 – 09:45 **Overview of the Measuring Sustainable Tourism (MST) initiative**

Ms. Clara van der Pol (UNWTO)

Background document:

- Overview of the initiative Towards a Statistical Framework for Sustainable Tourism

09:45 – 10:30 Round table of **introductions** and **open floor** for thoughts from the Group followed by a **summary by the Chair**

Group picture in UNWTO lobby and Coffee break (10:30 – 11:00)

11:00 – 13:40 **Session B: Understanding the policy, analytical and reporting requirements**

This session provides an overview of the importance for measuring sustainable tourism as perceived from representatives of some of the key stakeholder groups: national governments, sub-national players and the international momentum behind the SDGs. A first attempt at framing the concept of sustainable tourism from a statistical perspective is presented for discussion. The group will consider whether, and to what degree, a statistical framework could be useful for informing on sustainable tourism.

Moderator for this session: Mr. Márcio Favilla (UNWTO Executive Director for Operational Programmes and Institutional Relations)

Invited presentations (11:00 – 12:30, 15min each):

- Ms. Marta Valero (Spain): *Some key policy views on sustainable tourism in Spain*
- Mr. Karoly Kovacs (UNSD): *UNSD's support to improving the compilation of indicators for sustainable tourism*
- Ms. Sofia Gutiérrez (UNWTO): *Information needs at destination level as observed through the International Network of Sustainable Tourism Observatories (INSTO)*
- Mr. Calvin Jones (Cardiff University): *Mainstreaming Sustainable Tourism: Approaches from Wales*
- Mr. Bimlesh Krishna (Fiji): *Key findings from pilot study*

Papers:

- Pilot study report Fiji
- Discussion Paper #1: Framing Sustainable Tourism

Discussion (12:30 – 13:30)

Summary by the Chair of the key requirements for a statistical framework (13:30 – 13:40)

13:40 – 14:30 **Lunch break**

14:30 – 16:30 **Session C: Building on standards and experience to advance MST**

The session presents a selection of the valuable experiences, internationally and nationally, that are deemed relevant for the development of a statistical framework for sustainable tourism to build on. The group will discuss whether and how to go about improving the approach in pilot studies, ensuring all relevant stakeholders are engaged and how to collect relevant information from countries to further support the design of a statistical framework and assessment of the feasibility of measuring sustainable tourism.

Invited presentations (14:30 – 15:45, 15min each):

- Ms. Leila Rohd-Thomsen (UNSD): *Integrated data for the 2030 agenda: the SEEA and TSA*
- Mr. Juan Pablo Castañeda, (World Bank): *The WAVES Experience in Developing Countries: Challenges and opportunities for institutionalizing Natural Capital Accounting*
- Mr. Peter Laimer (Austria): *MST Pilot study in Austria*
- Ms. Angelica Tudini (Italy): *Starting an MST Pilot Study in Italy*

Papers:

- Pilot study report Austria
- Pilot study report Italy
- Discussion paper #5: Designing pilot studies
- Discussion paper #6: Collecting information on sustainable tourism at country level

Discussion (15:45 – 16:20)

Summary by the Chair (16:20 – 16:30)

16.30 – 17:30 Session D: Towards a statistical framework for measuring sustainable tourism

This session will provide an introduction to some of the key elements in the proposed statistical framework and their rationale, discuss preliminary accounting tables, and present a proposal for fleshing out a methodological document. The group will discuss the views/papers presented, make any proposals for modifications, and set a general scope and conceptual way forward for MST.

Presenter and Moderator: Mr. Carl Obst (UNWTO Consultant)

Papers:

- Discussion Paper #2: Applying and integrating the TSA and SEEA frameworks for measuring sustainable tourism
- Discussion Paper #3: Role of statistical and accounting frameworks for measuring sustainable tourism
- Discussion Paper #4: Measuring sustainable tourism at sub-national and destination level
- Discussion Paper #8: Draft outline for a methodological document describing a statistical framework for measuring sustainable tourism (building on draft discussed in Nov 2015)

20:30 Dinner hosted by UNWTO

Specialties from the Spanish region of Asturias in restaurant "[Teitú](#)"

Friday, 21 October 2016

09:00 – 12:30 Session E: Key measurement issues in linking tourism, environment and spatial scale

This session aims to present and discuss the main conceptual and measurement issues, identify missing points or perspectives, and set a direction for resolution/advancement. The conclusion should be to summarize/prioritize key topics for discussion within the WG in the short term.

Invited presentations (15 min each):

- Mr. Carl Obst (UNWTO Consultant): *Indicators, statistical framework and data*
- Mr. Arturo de la Fuente (Eurostat): *Some lessons from SEEA for the measurement of sustainable tourism*
- Mr. Maarten van Rossum (Netherlands): *Green growth indicators for the tourism sector in the Netherlands*
- Mr. Raúl Figueroa (Mexico): *Towards the "greening" Tourism Satellite Account. Mexican proposal*

- Mr. Antonio Massieu (INRouTe): *Lessons from the work on the Handbook on sub-national measurement of tourism (no presentó)*
- Ms. Ana Moniche (Andalucía Regional Government): *Key measurement issues in linking tourism, environment and spatial scale - Policy relevant indicators statistically based*

Coffee break (10:30 – 11:00)

- Mr Carl Obst (UNWTO Consultant): *Introduction to the key issues for measuring sustainable tourism*

Papers:

- Discussion Paper #4: Measuring sustainable tourism at sub-national and destination level
- Discussion Paper #7: Key issues for measuring sustainable tourism

Discussion (11:00 – 12:15)

Summary by the Chair (12:15 – 12:30)

12:30 – 14:00 Session F: Way forward and closing

The Group will return to the framing of statistical framework for measuring sustainable tourism and to the questions posed on Thursday. It will consider the views/papers presented, make any proposals for modifications or other guidance, and agree on a general scope and way forward for MST. The Group may provide thoughts on possible engagement approaches with users and producers of data, and express any ideas for furthering the involvement of Working Group of Expert.

Papers:

- Discussion Paper #1: Framing Sustainable Tourism
- Discussion Paper #2: Applying and integrating the TSA and SEEA frameworks for measuring sustainable tourism

Background documents:

- Next steps
- 2017 UN International Year of Sustainable Tourism for Development

13:30 – 13:45 Concluding Remarks by the Chair

13:45 – 14:00 Closing

Mr. Carlos Vogeler (UNWTO Executive Director for Member Relations)