

UNWTO Commission for Africa

Sixty-First meeting and Tourism Statistics, A Catalyst for Development
Seminar
Abuja, Nigeria
Date: 4 – 6 June 2018

Guidelines
Madrid, May 2018
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“Tourism Statistics: A Catalyst for Development” Seminar Transcorp Hilton Hotel, Abuja, Nigeria on Tuesday 5 June 2018

Guidelines for Moderators and Panelists

INTRODUCTION

Dear panelist,

We wish to express our sincere appreciation for your active participation in the upcoming **“Tourism Statistics: A Catalyst for Development” Seminar to be held in Abuja, Nigeria, Tuesday 5 June 2018, at Transcorp Hilton Hotel** within the framework of the 61st UNWTO Regional Commission for Africa. We are delighted to have you as a participant in this seminar. The following guidelines have been designed to ensure that the event flows smoothly both in regards to time and structure. Your compliance with the guidelines below will be greatly appreciated.

The seminar aims to bring together stakeholders from the public and private sectors to discuss on the pivotal role of tourism statistics in Africa a tool for measuring tourism’s volume, value and impact for improved tourism policies and strategies. The Seminar is structured as follows:

- (i) **Ministerial dialogue - *The importance of tourism statistics: “better measure to better manage”;***
- (ii) **Session one: *Tourism statistics in practice, how to move ahead;* and**
- (iii) **Session two: *Broadening the scope, Establishing a statistical tourism framework for Measuring Sustainable Tourism in Africa.***

GENERAL GUIDELINES FOR MODERATORS AND PANEL MEMBERS

- The Master of Ceremony (MC) will announce the commencement of the ministerial dialogue and the sessions and introduce the moderators.

- At the start of each session, the moderator shall invite the keynote speaker who will give a brief overview on the subject to be discussed and will briefly introduce each of the panelists before giving them the floor. Therefore, we kindly invite all **moderators, keynote speakers and panelists** to share with us their short biography (50-100 words max.) indicating how they would like to be introduced. Please send it no later than **20 May 2018** to caf@unwto.org.
- The **moderators** will manage the sessions, indicating who should speak from the panel and from the audience, thereby ensuring a lively debate and interaction between panelists and other participants attending the seminar. He/she also will control the time of the answers (3-5 minutes each) and can adjust the session in regards to how the debate evolves.
- Each **panel session** will start with a **key note speech of maximum 10 minutes to set the scene**, in order to frame the discussions among the panelists. **Each panelist** is kindly expected to make a formal intervention of 3-5 minutes. **Therefore panelists** are requested to be concise in their replies to permit more interactive discussion between them and the audience. At the end of each session, the Moderator will do a brief summary of the discussions.
- For the **panelists** participating in the session on **“Tourism Statistics in practice, how to move ahead” PPT presentations (maximum of 4 slides) are required whereby case studies will be presented.** It will be highly appreciated to receive their presentation by email **two weeks prior** to the event to allow the organizers to upload them in advance on the computer that will be used during the said session and at a later stage on the UNWTO website.
- Issues to be addressed are provided below and will be sent to all prior to the seminar. You will find enclosed herewith the provisional programme of the seminar with the names of the panelists and the concept note.
- For easier coordination, we will put each moderator in contact with her/his panelists and assist him/her in setting up meetings prior to the seminar.

Stage set-up and media coverage:

- The stage set-up will be lounge seating in circular form slightly separated in the middle for the moderator and keynote speaker.
- The entire seminar will be filmed and photographs will also be taken during the event.
- Conclusions, photos and video will appear on www.UNWTO.org and <http://africa.unwto.org/>

Please note that you can find all the information concerning the **“Tourism Statistics: A Catalyst for Development” Seminar** to be held in Abuja, Nigeria on **Tuesday 5 June 2018 in the framework of the 61st UNWTO Commission Meeting for Africa** <http://africa.unwto.org/>

In case of any further questions, please do not hesitate to contact Mrs. Lydia Bebe Kum, Programme Officer at lbebe@unwto.org

We wish you a safe trip to Abuja and very much look forward to welcoming you at the seminar.

THEMES FOR THE SESSIONS

Ministerial dialogue - The importance of tourism statistics: “better measure to better manage”

Background

Tourism is increasingly being recognized as a transformative socio-economic sector that can contribute substantially to the diversification of national economies and the improvement of livelihoods in Africa. The number of international arrivals to and receipts earned by destinations in the region has shown a sustained growth in the past decades. After a brief setback in 2015, tourism growth in Africa has been on the rebound. In 2017, international tourist arrivals grew by an estimated 8%. This strong momentum is expected to continue at a rate of 5% to 7% in the current year. Last year, 1.3 billion international tourists travelled around the world, out of which 62 million visited African destinations (5% of the world total). According to the UNWTO long term outlook *Tourism towards 2030*, this number is expected to more than double to reach 134 million by 2030. However, the share of Africa in worldwide tourism is still comparatively modest and does not fully reflect the huge potential of the tourism and travel industry of the continent.

In order to build a strong tourism sector, it is paramount to implement the adequate strategies and policies. This only can be done properly when the relevant information is available, i.e. there is a need to better measure, to better plan and manage.

Session overview

This interactive ministerial session will act as a critical scene-setter for the Seminar.

The discussion will therefore be starting at a high level, with Ministers encouraged to share their personal, in-country experiences with the measurement of tourism, applying tourism data in the implementation of tourism objectives in national agendas. The Ministers will be guided through open discussion by the Moderator on the relevance of tourism statistics as a tool for developing effective strategies for sustainable tourism and its contribution to national economies. The session will also address the need to build a sound system of tourism statistics and the engagement of national stakeholders and institutional partnerships required to reach this.

Areas of focus

In view of the above, the ministerial dialogue will reflect on the following:

1. How relevant are tourism statistics to elaborate sound policies and strategies for the development of the sustainable tourism sector?
2. What are the decisive factors that enable the production of sound tourism statistics and their subsequent use by the policy-makers?
3. How is the statistical measurement and analysis organized in your country, what resources are put into it and how do you coordinate between the various institutions involved?
4. What are the challenges when it comes to measuring the tourism sector to be able to better manage in a proper way?

5. What experiences could you share on how tourism statistics are being produced and what type of data are you using to make it happen?
6. How can policy makers strengthen partnerships among institutions in charge of statistics for improved coordination which is key to be able to produce reliable tourism statistics?
7. **(for Nigeria only)**. UNWTO just completed a needs assessment mission to undertake a thorough evaluation of the country's system of tourism statistics. Please share with us in a nutshell the main findings on this mission and how do you intend to move onto the next phase. How relevant would the setting of a TSA system be for Nigeria?

Session one: Tourism statistics in practice, how to move ahead (PPT presentations could be used)

Background

For tourism development to be both sustainable and competitive, countries need a thorough understanding of their tourism sector and its role in the economy. This can only be achieved through a reliable and accurate System of Tourism Information (STI). Traditionally, this information has been limited to a collection of tourism statistics which measures the flows of foreign travelers to a country, combined with hotel occupancy rates, information provided through visitor surveys, and estimates of tourist expenditures based on balance of payments data.

However, many countries have found the need for more comprehensive information on types of visitors (both international and domestic), the activities they engage in, and their consumption of goods and services. On the supply side, it was equally important to understand the industries which provide tourism services, in particular their processes of production, use of labour, capital investments and so on.

In the area of tourism, two UN international statistical standards have been developed under the leadership of UNWTO in close collaboration with countries and adopted by the UN, that guide countries for the elaboration of tourism statistics:

- *International Recommendations for Tourism Statistics 2008*: for measuring physical and monetary flows of tourism
- *Tourism Satellite Account (TSA): Recommended Methodological Framework 2008*: for measuring tourism as an economic sector

The *International Recommendations for Tourism Statistics 2008* defines tourism and the basic variables to measure it. The Tourism Satellite Account (TSA) enables to understand tourism as an intrinsic part of an economy and to describe it as an activity that has important impacts on other activities and sectors. A TSA, based on a robust System of Tourism Statistics (STS), can become a reliable instrument to monitor and to orient public policies on tourism development while serving as a powerful tool for National Tourism Administrations (NTAs) to show tourism's importance and to advocate its cause.

Session overview

The two UN international statistical standards, the *International Recommendations for Tourism Statistics 2008* and the *Tourism Satellite Account (TSA): Recommended Methodological Framework 2008*, form the

basis of the current system of tourism statistics. This session will take stock of the current state of tourism measurement in African countries and the implementation of these standards. The different case studies that will be presented will give the opportunity to share experiences, challenges faced and lessons learned.

Areas of focus

This session's objective is to address the following issues:

1. What is the state of implementation of the *International Recommendations for Tourism Statistics 2008* and the *Tourism Satellite Account (TSA): Recommended Methodological Framework 2008* in your country?
2. How is the statistical measurement and analysis organized in your country, what resources are put into it and how do you coordinate between the various institutions involved?
3. What are your experiences with the implementation and what challenges have you come across? What best practices, strategies and tools you could recommend towards a successful implementation?
4. How do we enhance the information supply value chain (i.e. data collection, management of data, dissemination, analysis and use for policy and strategy)? What are the best examples of institutional arrangements and cooperation between data compilers and users?
5. How have you used the tourism statistics and TSA data to enhance tourism in your country? What are major insights you gained from your statistics, how do you communicate these and what is the use made of it by the various stakeholders?

Session two: Broadening the scope, establishing a statistical tourism framework for Measuring Sustainable Tourism in Africa

Background

Tourism does not only impact economies, but also the natural and built environment, the local population in the places visited and the visitors themselves. Tourism has significant potential to drive socioeconomic development and environmental conservation and is mentioned in 3 of the 17 Sustainable Development Goals (SDGs), relating to sustainable economic growth and decent employment, sustainable production and consumption, and the conservation and sustainable use of oceans. Indeed, the SDGs embody a worldwide commitment towards sustainable development through more holistic, integrated approaches. Integrated policy requires integrated data.

A common and robust set of data is critical for governments and stakeholders to design, implement and monitor effective sustainable tourism policies. Indeed, evidence-based decision-making requires the development of a rigorous, statistical approach to the measurement of sustainable tourism. In recent years, the focus of UNWTO and the international community for the further development of tourism statistics has been on Measuring Sustainable Tourism (MST). The objective of MST is to expand the current measurement of tourism, which is mostly focused on economics, to include also environmental and social considerations. This is in part motivated by Member States requests and part by the need to be able to measure the SDGs.

Session overview

This session will address the relevance and potential of measuring sustainable tourism (MST) in African

countries. The panellists will share their views on the MST framework approach that includes environmental, social and cultural components of the sector that aims at achieving the 17 SDGs of the 2030 UN Agenda on Sustainable Development.

Areas of focus

1. What is the relevance and feasibility of implementing the Statistical Framework for MST in African countries?
2. What are the key challenges of measuring the impact of tourism development and operations on the environment and socio-cultural conditions of our destinations?
3. What sustainable indicators are essential for providing the fundamental building blocks for planning, management and monitoring processes and how do we develop complementary measurement options to capture environment and social-cultural impact on sustainable tourism (ie. Satellite data, internet of things (IOT))
4. How can existing tourism frameworks be enhanced to integrate the SDGs in tourism planning and how do we determine the relative focus on environment and social outcome? (change in environmental stock and the quality or environmental pressure, water use, pollution, and emissions of CO₂, carbon footprint, environmental good/services, wildlife, cultural heritage and preservation and conversation etc.).
5. What is the potential for a statistical framework to support advances in the sustainable tourism information base? What is the information required to support decision-making in sustainable tourism?

Important Note

The Abuja Call for Action on the Development of Tourism statistics for Africa which has been previously circulated to member states for their comments will then be shared with the audience for final approval and adoption by the Ministers and heads of delegations.