



# Working Group of Experts on Measuring the Sustainability of Tourism

## Second meeting

UNWTO Headquarters  
Madrid, Spain  
24-25 October 2018

### Preliminary Programme (as of 16/10/2018)

#### Wednesday, 24 October

09:30 – 10:00 Registration

#### 10:00 – 10:45 **Session 1. Sustainable Tourism: a cornerstone of UNWTO's agenda**

*This session will provide an introduction to UNWTO's new management vision and priorities including the project on Measuring the Sustainability of Tourism (MST). The session will give an overview of the progress made since the first meeting of the Working Group of Experts (held in October 2016).*

##### **Opening**

Mr. Manuel Butler, Executive Director, UNWTO

##### **Welcome address by the Chair**

Mr. Peter Laimer (Austria) Vice Director, Directorate Spatial Statistics, Statistics Austria

##### ***Milestones of the Measuring the Sustainability of Tourism (MST) Project***

Mr. John Kester, Statistics Director, UNWTO

Round table of initial thoughts of the participants

10:45 – 11:15 **Group picture in UNWTO lobby and Coffee break**

#### 11:15 – 13:15 **Session 2. Advancing the Statistical Framework for Measuring the Sustainability of Tourism**

*In this session, the Working Group of Experts on MST will be informed of progress in the drafting of the Statistical framework for MST. Draft*

**World Tourism Organization (UNWTO)** - A Specialized Agency of the United Nations

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*chapters/sections will be presented with the aim of discussing measurement issues and agreeing on solutions.*

- 2.1. Updated draft of the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) and outcomes of the 1<sup>st</sup> consultation (doc) (ppt) – Mr. Carl Obst, Consultant, UNWTO

*(Discussion)*

- 2.2. Employment aspects in measuring the sustainability of tourism (draft Section 2.4)

2.2.1. Main issues identified by the sub-group on Employment (docs) (ppt) – Mr. Calvin Jones, Professor of Economics, Cardiff Business School

2.2.2. Green Jobs (ppt) – Mr. Igor Chernyshev, Vice-President, Green Jobs and Sustainable Development International Centre

*(Discussion)*

13:15 – 14:15 Lunch hosted by UNWTO

**14:15 – 17:00 Session 2. Advancing the Statistical Framework for Measuring the Sustainability of Tourism (Cont.)**

- 2.3. Measuring the environmental sustainability of tourism (draft Chapter 3)

2.3.1. The demand perspective in measuring the sustainability of tourism with specific focus on environmental aspects (doc) (ppt) – Mr. Cesare Costantino, Consultant, UNWTO

2.3.2. Application of ecosystem accounting principles to tourism (ppt) – Mr. Carl Obst, Consultant, UNWTO

*(Discussion)*

- 2.4. Measuring the social sustainability of tourism (draft Chapter 4)

2.4.1. Main issues identified by the sub-group on the Social Dimension (docs) (ppt) – Mr. Rodrigo Oliver, Director, Market Research and Statistics, Ministry of Tourism, Argentina (tbc)

2.4.2. Cultural ecosystem services in Mexico (ppt) – Mr. Raul Figueroa, Director of Satellite Accounts, National Institute of Statistics and Geography (INEGI), Mexico

*(Discussion)*

(incl. coffee break)

**Thursday, 25 October**

**09:00 – 10:00    Session 2. Advancing the Statistical Framework for Measuring the Sustainability of Tourism (Cont.)**

2.5. Overview of the International Network of Sustainable Tourism Observatories (INSTO) – Mr. Dirk Glaesser, Sustainable Development Director, UNWTO

2.6. Defining spatial areas for tourism measurement (draft Chapter 5)

2.6.1. Reflections on the measurement of tourism at subnational level (ppt) – Mr. Raúl Hernández Martín, Head of the Chair of Tourism Universidad de la Laguna, Canary Islands

*(Discussion)*

**10:00 – 13:00    Session 3. From theory to practice: initial steps towards implementation by countries**

*This session will provide a platform for exchanges of implementation done nationally and internationally. The goal of is to share best practices and to point out areas of difficulty in the compilation process. The Working Group will also discuss a preliminary outline for an implementation strategy and make proposals for contributions.*

3.1. Learnings from MST pilot studies (doc) (ppt) – Mr. Carl Obst, Consultant, UNWTO

3.1.1. Starting an MST pilot study in Germany (ppt) – Mr. Martin Balas, Research Assistant, University of Sustainable Development, Centre for Sustainable Tourism and Ms. Franziska Neumann, Analyst, Diw Econ

3.1.2. Initial results of the Philippines's MST pilot study (ppt) – Ms. Vivian R. Ilarina, Assistant National Statistician, Philippine Statistics Authority

3.1.3. Environmental measures for tourism based on the TSA when you don't have environmental accounts (SEEA) (ppt) – Mr. Faisal Abdullah Al-Saleemi, Information Department Manager, Tourism Information & Research Center, Saudi Commission for Tourism and National Heritage

3.2. Outline of an implementation strategy (ppt) – Ms. Demi Kotsovos, Chief Satellite Accounts and Special Studies, Statistics Canada

*(Discussion)*

(incl. coffee break)

13:00 – 14:00 Lunch hosted by UNWTO

**14:00 – 15:30 Session 4. MST's connections to sustainable development indicators**

*In its 2017 session, the UN Statistical Commission recognized the Statistical Framework for MST as the framework for deriving indicators for the Sustainable Development Goals (SDGs). The objective of this session will be to discuss a possible set of indicators for tourism in the context of the 2030 Agenda for Sustainable Development and beyond.*

- 4.1. Sustainable Development Goals (SDGs) indicators: overview of current indicators related to tourism and proposals for a tourism theme (doc) (ppt) – Mr. Peter Laimer (Austria) Vice Director, Directorate Spatial Statistics, Statistics Austria
- 4.2. Towards an international dataset for MST (doc) (ppt) – Mr. Carl Obst, Consultant, UNWTO
- 4.3. Mapping Sustainable Tourism Indicators in Europe (ppt) – Ms. Jennifer Iduh, Head of Research, European Travel Commission  
(Discussion)

15:30 – 15:45 Coffee break

**15:45 – 16:30 Session 5. Communicating MST: what to tell to whom and when?**

*Aware of the importance of effectively communicating in order to gain visibility and support for the MST project, this session will consist of group-based activities in which participants will identify audiences, propose means of dissemination, suggest how MST pilot studies could disseminate their results, etc...These activities will be followed by an introduction to a communication plan for MST.*

A Communication plan for MST (ppt) – Mr. Marcelo Risi, Communication Director, UNWTO  
(Discussion)

**16:30 – 17:15 Session 6. The way forward and closing**

*The purpose of this session is to discuss the plans to advance the work on the MST project and identify possible contributions from the Working Group of Experts.*

- 6.1. Next steps (ppt) – Ms. Leandry Moreno, Tourism Statistics Specialist, UNWTO  
(Discussion)
- 6.2. Closing remarks
  - 6.2.1. Mr. Peter Laimer (Austria) Vice Director, Directorate Spatial Statistics, Statistics Austria
  - 6.2.2. Mr. Manuel Butler, Executive Director, UNWTO