



Working Group of Experts on Measuring the Sustainability of Tourism

Second meeting

UNWTO Headquarters
Madrid, Spain
24-25 October 2018

Programme

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 (ppt)

Mr. John Kester, Statistics Director, UNWTO

Round table of initial thoughts of the participants

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

11:45 – 13:30 **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 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 1st 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

(Discussion)

13:30 – 14:30 Lunch hosted by UNWTO

14:30 – 17:30 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

(Discussion)

- 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

(Discussion)

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

(Discussion)

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

- 2.5.1. 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)

(incl. coffee break)

Thursday, 25 October

09:30 – 10:00 Session 2. Advancing the Statistical Framework for Measuring the Sustainability of Tourism (Cont.)

- 2.6. Overview of the International Network of Sustainable Tourism Observatories (INSTO) – Mr. Dirk Glaesser, Sustainable Development Director, UNWTO
(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
(Discussion)
- 3.1.2. Initial results of the Philippines's MST pilot study (ppt) – Ms. Vivian R. Ilarina, Assistant National Statistician, Philippine Statistics Authority
(Discussion)
- 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
(Discussion)
- 3.2. Outline of an implementation strategy (WEBEX ppt) – Ms. Demi Kotsovos, Chief Satellite Accounts and Special Studies, Statistics Canada
(Discussion)
- 3.3. Measuring travel and tourism in Western African countries - Implementation and issues – Ms. Nour Barnat and Mr. Anton Sudzik (UNCTAD)

(incl. coffee break)

13:15 – 14:15 Lunch hosted by UNWTO

14:15 – 15:45 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

(Discussion)

4.2. Towards an international dataset for MST (doc) (ppt) – Mr. Carl Obst, Consultant, UNWTO

(Discussion)

4.3. Mapping Sustainable Tourism Indicators in Europe (ppt) – Ms. Jennifer Iduh, Head of Research, European Travel Commission

(Discussion)

15:45 – 16:00 *Coffee break*

16:00 – 16:45 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 present initial thoughts on a communication plan in which participants will have the opportunity to identify audiences, propose means of dissemination, and suggest how MST pilot studies could disseminate their results.

Towards a communication plan for MST (ppt) – Mr. Marcelo Risi, Communication Director, UNWTO

16:45 – 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

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