



**UNWTO**

World Tourism Organization

# Committee on Statistics and Tourism Satellite Account (TSA)

63<sup>rd</sup> Meeting of the Commission for  
Europe  
(Prague, Czech Republic)  
12 June 2018

# UNWTO Statistics mandate

*“The United Nations recognizes UNWTO as the appropriate organization to collect, to analyze, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system.”*

The Statistics Committee is a subsidiary advisory body of the Executive Council. As such, it contributes to the fulfilment of Article 13, paragraph 3 of the Agreement signed between the United Nations and UNWTO (above)

# Statistics Committee: mission

- proposing initiatives related to the **design** and **implementation** of tourism statistics international standards;
- promoting **international comparability** of tourism statistics by proposing initiatives relative to the collection, homogeneity, processing and dissemination of data;
- supporting **efforts to integrate** such data into the frameworks of the system of national tourism statistics and the Tourism Satellite Account;
- helping member countries in their initiatives to **improve** their respective **national systems of tourism statistics** (STS) and in the development of the Tourism Satellite Account (TSA);
- liaising with other international bodies with delegated responsibilities for **leadership** and **coordination** of related international statistics and their standards within sphere of the UN system.

# Statistics committee: members

## Members

Austria (chair 2016-2017)

Brazil

Chile

France

Georgia (vice chair)

India

Mozambique

Peru

Philippines

Saudi Arabia

South Africa

Spain (chair 2018-2019)

## Representative of the Associate Members

Macao, China (2019)

## Representative of the Affiliate Members

Chairman of the Affiliate Members Board (2019)

Instituto de Calidad Turística Española (ICTE), Spain

# Main current activities

1. Measuring Sustainable Tourism (MST)
  - a. Statistical framework
  - b. SDG indicators
  - c. Implementation toolkit
2. TSA Compilation Guide
3. Capacity Building activities
4. Data compilation

# 1. Measuring Sustainable Tourism (MST)

Against the background of the UN 2030 Agenda, UNWTO in partnership with the „UN Statistical Division“ (UNSD) launched the MST-project, led by the multidisciplinary UNSD-UNWTO Working Group of experts on sustainable tourism. This project has three main streams of work:



1. A **Statistical Framework** to expand tourism statistics beyond its largely economic focus to also integrate environmental and social considerations, and at the relevant spatial scales (global, national and subnational);
2. Engagement with the definition and measurement of **tourism SDG indicators**, including the development of a complementary set of sustainable tourism indicators;
3. A **Toolkit to support the implementation** of the Statistical Framework for Measuring Sustainable Tourism (SF-MST).

## 2. TSA Compilation Guide

### Background

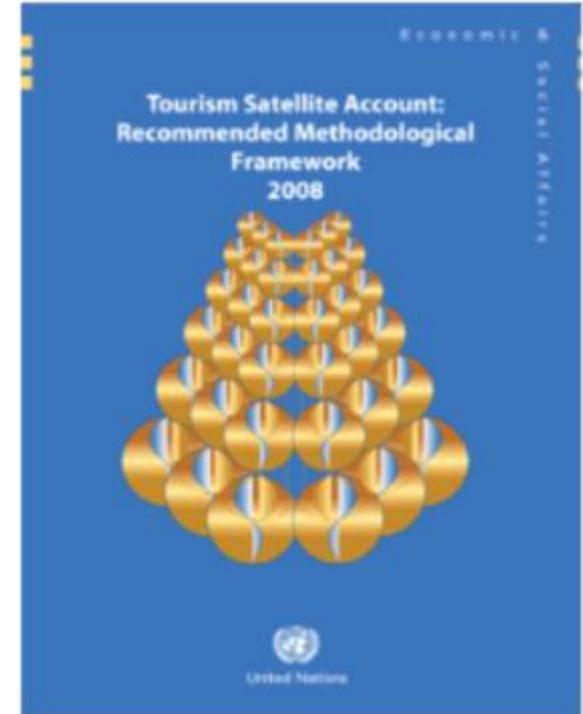
In March 2017, the United Nations Statistical Commission officially requested the preparation of a Compilation Guide for the TSA under the supervision of the UNWTO Committee on Statistics and TSA.

### Objective

The Compilation Guide would support countries, particularly developing countries, in producing a TSA and consequently would support to derive TSA indicators such as Tourism GDP and employment related to tourism, which are both indicators for the Sustainable Development Goals.

### Timeline

The Compilation Guide should be finalized throughout 2019.



# 3. Capacity Building activities

## Tourism Statistics

**Objective:** Strengthening national experts' capacity to develop their Systems of Tourism Statistics through the implementation of the *IRTS 2008* and *TSA:RMF 2008*

### **Methodology**

- A series of 3-4 Workshops hosted by a country in each region which is considered to be the most advanced in terms of the development of tourism statistics
- Regional Seminar aimed at sharing experience and knowledge

Ongoing Programme in Algeria (2017-2019) for Northern and Western African countries. 1st workshop was held in Algiers:

- ✓ 15 countries participated
- ✓ More than 70 people trained

2nd workshop to be held on September 2019 in Algiers



# 3. Capacity Building activities

## Tourism Satellite Account

### Workshop on Measuring the economic impact of tourism in Europe: the TSA

Brussels, Belgium, 29-30 November 2017

Jointly organized by UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW – European Commission) and in collaboration with Eurostat.



#### • **Objective**

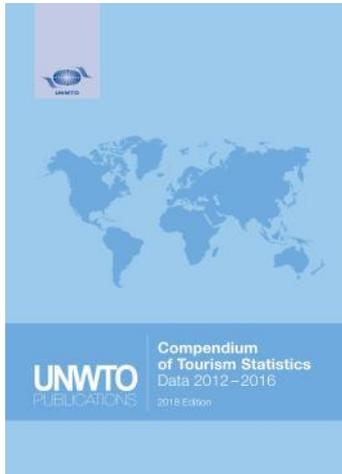
Bring policy makers (data users) and data producers to uncover the main elements for successful TSA implementation. This ranged from technical requirements to institutional arrangements and political leadership.

#### • **+ 100 Participants from 35 countries**

Policy makers, managers and statisticians from the National Tourism Administration, the National Statistics Office, the Central Bank from European countries and enlargement countries signatories of the COSME programme.

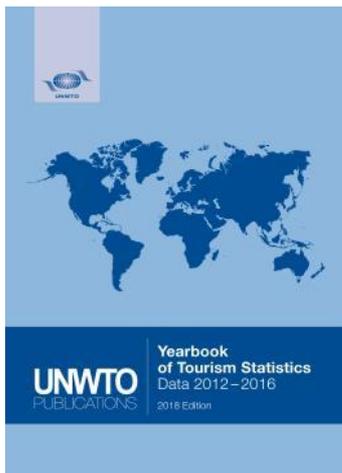
# 4. Data compilation

## Compilation and dissemination of the most comprehensive international statistical database on tourism



- **Insight into tourism's multiple facets**
  - 145 indicators, 202 countries → *Compendium of Tourism Statistics*

- Inbound, domestic, outbound tourism
- Tourism industries
- Employment
- Macroeconomic indicators



- Plus: arrivals by country of origin, 196 countries → *Yearbook of Tourism Statistics*
- Enables **analysis** of: *one country's current situation; one country's historical evolution since 1995; many countries at a point in time; many countries over time*
- Useful **tool and reference guide** for advocacy, policy design, strategy and results-based management



**Thank you!**

**<http://statistics.unwto.org/>**