Special Meeting
Committee on Statistics and the Tourism Satellite Account (TSA)
Agenda items 4(a) and 4(b)

22nd UNWTO General Assembly

12 September 2017
Chengdou, China
How do we work?

the statistical process

Engage, Research & Discuss
Pilot studies
Statistical standard
Capacity building
Int’l Database
Analysis
Policy & decision-making
Sustainable tourism increasingly relevant in national agendas for fostering economic growth, social inclusiveness, protection of cultural and natural assets.

Recognition at highest international level:
- 2030 Agenda + SDGs
- 2017 International Year of Sustainable Tourism for Development

Tourism “seen and felt” and often managed at subnational levels.

Need evidence to support policy, track progress.

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industries, the environment and host communities”

“[..] is a continuous process and requires constant monitoring of impacts”
Requires integrated view:
- Economic, social, environmental
- Tourism
- Internacional, national, subnational

**Integrated policy** needs integrated data!

Adapted from: R Hernandez
WHAT IS A STATISTICAL FRAMEWORK?

A statistical framework = common language

WHY a statistical framework?

COMMON LANGUAGE

e.g. SDGs
Towards a Statistical Framework for Measuring Sustainable Tourism (MST)

HOW?

Engage, Research & Discuss
Pilot studies
Statistical standard
Capacity building
Int’l Database
Analysis
Policy & decision-making

development
implementation

2015 - present
2016 - present
2016 - 2020
2018 onwards
2019 onward
ongoing
ongoing
WHERE
from, WHERE to?


- Raising awareness
- Garner support
- Demonstrate commitment
- Facilitate collaboration
- Harness resources

- UNWTO General Assembly (China, Sept 2017)
- Global Conference on Partnerships for Jobs & Inclusive Growth through Sustainable Tourism (Jamaica, Nov 2017)
- UN Statistical Commission (New York, Mar 2020)
Tourism Satellite Account (TSA) Compilation Guide
Thank you