



Milestones of the Measuring the Sustainability of Tourism (MST) project

Second Meeting of the Working Group of Experts on Measuring the Sustainability of Tourism
UNWTO Headquarters, Madrid, Spain, 24 - 25 October 2018

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Mandate



"The United Nations recognizes the World Tourism Organization as the appropriate organization to collect, to analyse, 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."



3 pillars

- **Development of international statistical standards**
 - Speak common language, worldwide consensus building
- **Implementation and capacity building**
 - Assist countries in applying standards
- **Data compilation and dissemination**
 - Comprehensive database on tourism statistics



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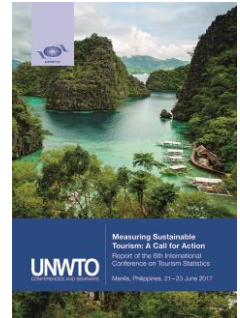


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Activities

Statistical Framework for Measuring the Sustainability of Tourism (MST)

- MST is a major innovative initiative with the objective to expand the existing statistical framework beyond the economic dimension to measure also social and environmental dimensions
- launched in the framework of the UN 2030 Agenda, in partnership with UNSD, pioneering countries and international organizations
- aims to get comparable, comprehensive and consistent data on the impacts of tourism in the economy, environment and host communities coherent on national and subnational level
- a core feature of the framework is the linking of the System of Environmental-Economic Accounting (SEEA) with the existing framework for tourism satellite account (TSA)



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Activities

MST is basis for the development of indicators for the Measurement of Sustainable Development Goals (SDGs)

- monitoring 17 SDGs with their 169 targets with statistically-based indicators as requested by UNGA
- UNWTO is custodian agency of 3 indicators and coordinates the development of tourism related indicators with countries and through the coordination within the formal process of the Inter-agency and Expert Group on SDG Indicators
- UN Statistical Commission recognises MST as the framework for the derivation of SDG indicators



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Measuring the Sustainability of Tourism Linking data and decisions

Why? Who?
Context

What? Standard definitions, classifications & terms

How? Data & methods

MST and sustainable tourism policies

Statistical Framework for MST

Economic

- Tourism industry value added
- Tourism establishments
- Tourism employment
- Visitor numbers
- Visitor expenditure
- Investment & infrastructure

Environmental

- Water
- Energy
- Waste
- GHG emissions
- Land
- Ecosystems
- Biodiversity
- Protected areas / parks
- Natural resources

Social

- Community
- Health outcomes
- Education
- Income & wealth
- Decent work
- Governance
- Human rights
- Accessibility
- Culture / heritage
- Security

Spatial scales: Global, National, Regional, Local

MST in practice: statistics, accounts & indicators

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Statistics - Measure better to manage better Where do we stand

Statistical Framework MST

- First discussions 2015
- 1st meeting MST Working Group of Experts October 2016
- UNWTO-led MST initiative supported by the 48th session of United Nations Statistical Commission (UNSC) in March 2017
- 6th International Conference on Tourism Statistics: Measuring Sustainable Tourism in June 2017, Manila, Philippines, set the roadmap to the first draft of the MST Statistical Framework
- the *Manila Call for Action* represents a global commitment to create a consistent statistical approach to measuring the full impact of tourism
- 2017 UNWTO General Assembly endorses the *Manila Call for Action* and recognises MST project as a strategic priority for the Organization



Manila Call for Action on Measuring Sustainable Tourism

We, the representatives of tourism, economic, environmental and other related administrations, statistical institutes, international and regional organizations, the private sector, the academia and civil society, gathered at the 6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism, organized by the Government of the Philippines and the World Tourism Organization (UNWTO) on 17-23 June 2017 in Manila, the Philippines, and in the occasion of the International Year of Sustainable Tourism for Development, 2017:

1. Acknowledge that sustainable tourism contributes to the three dimensions of Sustainable Development – economic, social and environmental – and to the 17 Sustainable Development Goals (SDGs) of the universal 2030 Agenda for Sustainable Development, as defined by the United Nations (UN) General Assembly when announcing the adoption of the international Year of Sustainable Tourism for Development, 2017¹.
2. Draw attention to the fact that tourism has become one of the fastest growing and most important economic sectors in the world, benefiting destinations and communities worldwide. With over 1.2 billion international arrivals² and more than 100 million jobs in 2016, the sector represents an estimated 10% of the world's GDP and 1 in 10 jobs globally. The growth comes with the need to address the fundamental of prosperity for tourism destinations: the equitable enjoyment of our planet and its diverse cultural heritage.
3. Recall that sustainable tourism is defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Sustainable tourism should thus make optimal use of environmental resources, respect host communities and ensure viable, long-term economic operations so that benefits are equitably distributed among all stakeholders.

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Where do we stand

Statistical Framework MST

- MST key agenda item in February 2018 meeting of UNWTO Committee on Tourism Statistics
- Sub-groups formed to the Working Group of Experts on Measuring Sustainable Tourism: 1) Social dimension, 2) Tourism employment, 3) Defining spatial areas, 4) SDG tourism indicators, 5) Implementation, 6) Communication
- Q1 2018: Round of consultation on the Statistical Framework for MST
- March 2018 UN Statistical Commission: Advancement of the work on linking System of Environmental-Economic Accounting (SEEA) to Tourism Satellite Accounts in support of the Measurement of Sustainable Tourism
- June 2018 technical note on linking TSA –SEEA approved by UNCEEA Committee
- various countries are testing in pilot studies to test relevance and feasibility

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Where do we stand

Meeting of the Working Group of Experts on MST, 24-25 October 2018

Areas of discussion

- update Statistical Framework for MST
- summary document on the MST pilot studies including relevant examples and results on linking TSA and SEEA
- implementation strategy for MST
- indicators to monitor the sustainability of tourism

Editorial board formed, 1st meeting on Friday

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The way forward

Statistical Framework MST

- 2019: work through necessary refinement and documentation of SDG tourism indicators
- present draft MST framework in Regional Commissions 2019 and UNWTO General Assembly
- aim is to get MST statistical framework adopted by the UN Statistics Commission (UNSC) as third international standard on tourism statistics
- <http://statistics.unwto.org/mst> and <http://statistics.unwto.org/mstconference>

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Thank you!

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www.unwto.org

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The screenshot shows the UNWTO Statistics website homepage. At the top, there is a navigation menu with links for Home, About, Data, Methodology, Measuring sustainability, UN System activities, Promoting excellence, Papers, Events, Contact, and FAQs. The main content area features a large banner image of a group of people at a conference, with the text "CREIBLE SUSTAINABLE TOURISM MEASUREMENT FOR IMPROVED DECISION MAKING". Below this, there is a quote from the United Nations recognizing UNWTO as the appropriate organization for tourism statistics. The page also includes sections for "Official statistics provide an indispensable element in the information system of a democratic society...", "Upcoming events" (listing a meeting in Spain in October 2018), "Recent events" (listing workshops in Algeria, Spain, and Belgium), and "Publications" (listing the "Compendium of Tourism Statistics, Data 2012-2016 (2018 Edition)").