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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Objectives

Mandate
"The United Nations recognizes the World Tourism Organization 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."

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
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).

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


What? Standard definitions, classifications & terms

How? Data & methods

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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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

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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

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


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Thank you!

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