MST Country pilot studies

A summary of findings

Carl Obst, Consultant UNWTO
Background

• MST project recognized upfront need for demonstration and testing
• Interest shown very early on by a number of countries
• Trialed the general principles with limited guidance
• Various presentations to UNWTO Committee on Tourism Statistics, International Conference in Manila
• Highlight has been the interest from multiple and varying stakeholders both measurement and policy

Current work

• Suggestion early in 2018 to summarize experience to date
• In May circulated a template covering different aspects of the case studies
  • Background and context
  • Description of the study
  • Key findings
  • Challenges and learnings
  • Next steps
• Six responses – Netherlands, Mexico, Philippines, Saudi Arabia, Austria, Italy
Overall findings

- General focus on links between tourism activity and the environment, mostly environmental pressures (water, energy, GHG emissions, etc)
- Mexico focus on links to environmental and cultural assets
- Austria focus on sustainability indicators at sub-national level
- Different agencies involved but mainly National Statistical Offices and National Tourism Administrations
- Link to SDGs was important
- All countries have TSA and most SEEA accounts and environmental data (exception was Saudi Arabia)
- All applied a “testing mindset” to see what was possible and start the journey
- Most have plans for expansion of work in this area

Next steps

- Gather these case studies together with summary of findings to create a short “glossy” report for communication of MST potential
- Build with more examples over time
- Work to date demonstrates the potential of a harmonized framework to be used in different context to support different policy objectives