



# **Working Group of Experts on Measuring the Sustainability of Tourism**

Second meeting

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## **MST Country pilot studies**

### **A summary of findings**

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# Background

- MST project recognized upfront need for demonstration and testing
- Interest shown very early on by a number of countries
- Tried 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