




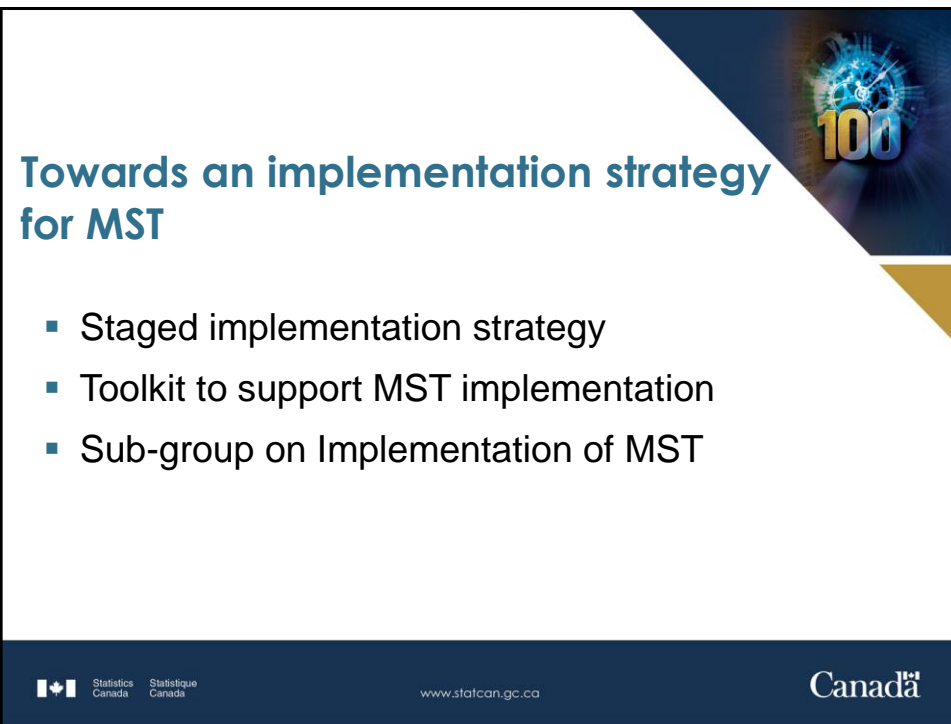
Measuring the Sustainability of Tourism: Implementation Strategy

100

STATISTICS CANADA
ONE HUNDRED YEARS AND COUNTING
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UNWTO Working Group of Experts on Measuring the Sustainability of Tourism
Madrid, Spain
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Towards an implementation strategy for MST

- Staged implementation strategy
- Toolkit to support MST implementation
- Sub-group on Implementation of MST

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The MST Toolkit

Statistical Framework for Measuring the Sustainability of Tourism

1. Purpose of Toolkit and Introduction to SF-MST

2. Core tables and Indicators for MST

- Economic, environmental and social dimensions
- SDG indicators

3. Implementation roadmaps, pathways and strategies

4. Readiness Assessment (tool)

- Defining boundaries and key features of tourism
- Stakeholders and data providers/users
- Policy and legislation
- Institutional arrangements
- Data availability
- Statistical Infrastructure and capacity

5. Various dimension & spatial measurement and Deriving indicators to assess sustainability

6. Documentation, flowcharts, inputs/output

Existing Frameworks

- IRTS 2008
- TSA:RMF 2008
- SEEA
- SNA 2008; Others?

MST HUB

Focal point for
resources

Preliminary outline for staged implementation strategy

- Toolkit to support implementation of MST
- Introductory module for MST
- Testing of methods
- Support for implementation
- Associated materials

Sub-group on Implementation

- Develop a staged implementation strategy for the Statistical Framework for MST
- Malaysia, University of the Aegean, Fiji, Canada
- Always open for other colleagues to join

Toolkit to support MST implementation

- Draft the various components of the toolkit
- Including the sharing experiences of countries conducting MST pilot studies
- Finalized for February 2019 - UNWTO TSA Committee meeting

Introductory Module for MST



- What is it?
- To be included in UNWTO technical assistance products (both national and regional)
 - [“Statistical Strengthening and Development of a Tourism Satellite Account”](#)
 - [Statistics Capacity Building Programme](#)

Testing of methods



- Test and provide comments on various methods proposed
 - Core tables and indicators
 - Document [“Proposals for estimating Tourism Direct GDP with limited data”](#)
 - Extending pilot studies
- Work in progress (ongoing work)
- UNWTO compiling various results to incorporate in summary report etc

Support for Implementation

- Training
- Technical assistance
- Program of Capacity building
- Extension of the number of Pilot studies
- Compilation guidance
- Implementation strategies and support



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Training Module on MST

- “Training the Trainer on MST Workshop”
- Workshop to be October 2019 (tentatively) back to back with the next Meeting of the Working Group of Experts on MST .
- Expand global roster of statistics experts
 - short or long term UNWTO assignments
 - better representation in the regions and languages
 - Participants to receive training on the main technical aspects of MST and its implementation in countries.



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Staged Implementation

- Work on many fronts
- Extension of number of pilot studies
- Program of capacity building
- Implementation support and compilation guidance
- Associated material

Discussion

- Questions, comments?



Thank you!