



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

Second meeting  
UNWTO Headquarters, Madrid, Spain  
24 – 25 October 2018

## **Towards an International data set for MST**

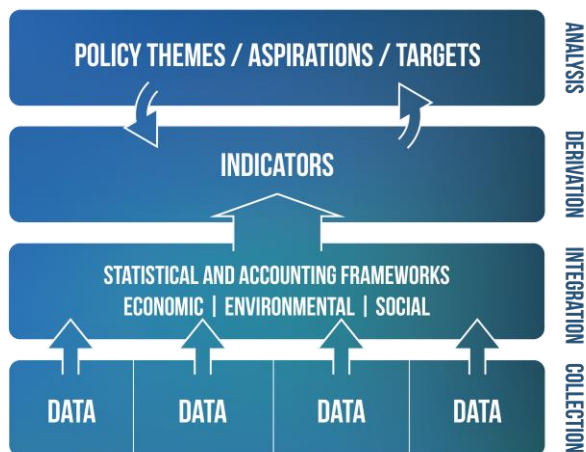
**Initial suggestions**

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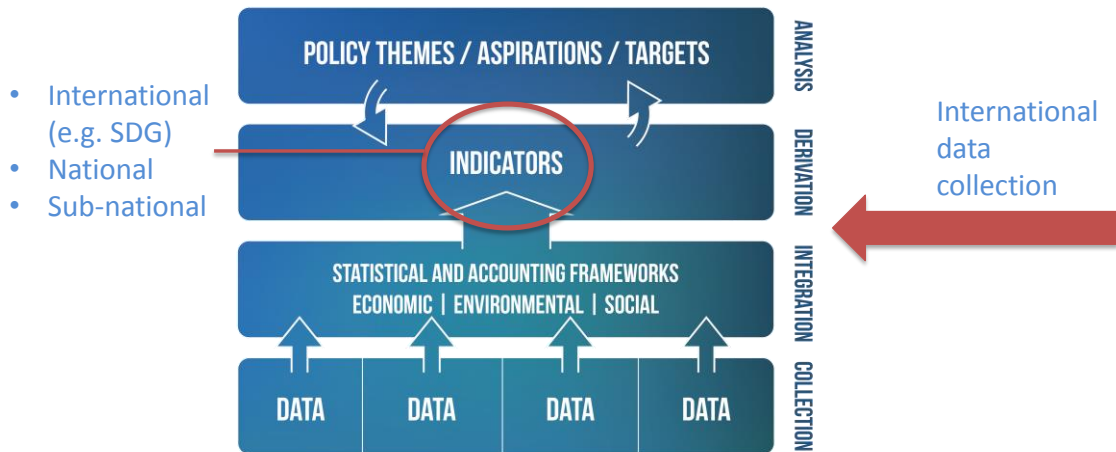
# Background

- The role of data and indicators in advancing the discussion of sustainable development is becoming increasingly recognized
- Critical driver is the measurement of progress towards the UN Sustainable Development Goals
- Much focus in MST on developing a common framework but recognize need to work in parallel on implementation, indicator selection and data collation for international comparison
- Work on indicators continues to progress, these are initial suggestions on data to be collected for international comparison purposes

## SF-MST information pyramid



# SF-MST information pyramid



## Approach

- Propose international data set starting from selected key themes and indicators
- Use current work on tourism indicators for SDGs as starting point for discussion
- Aim to link to existing tourism data collection for UNWTO Compendium
- Not a mandatory requirement
- Need to discuss proposals
  - In light of other indicator sets for sustainable tourism
  - Requirements at sub-national levels
  - Feasibility for collection

# Eight proposed data themes

- I. Economic activity : Output & value added; Visitor expenditure; International trade
- II. Employment: Tourism industries; Gender; Occupation; Education/skills; Income
- III. Infrastructure: Transport; Accessibility of tourism facilities
- IV. Environmental flows: Water, Wastewater,; Energy; GHG emissions; Solid waste
- V. Environmental assets: Marine & coastal areas; Protected areas
- VI. Visitor numbers: Flows and intensity
- VII. Crime: Rates; Visitor complaints
- VIII. Tourism statistics: Implementation rates; Budget allocations

# Data availability assessment

- I. Economic activity : Output & value added; Visitor expenditure; International trade
- II. Employment: Tourism industries; Gender; Occupation; Education/skills; Income
- III. Infrastructure: Transport; Accessibility of tourism facilities
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# Outstanding points & next steps

- Relatively low coverage of social and cultural themes
- Focus is national and international which may miss sub-national data requirements
- Assume annual data collection but sub-annual (quarterly or monthly) may be relevant for some indicators
- Need to discuss proposals
  - In light of other indicator sets for sustainable tourism
  - Potential for complementary nationally defined data and indicator themes
  - Requirements at sub-national levels
  - Feasibility for collection