Towards an International data set for MST

Initial suggestions

Carl Obst, Consultant UNWTO
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**

- International (e.g. SDG)
- National
- Sub-national

**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
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
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