

Measuring the Sustainability of Tourism





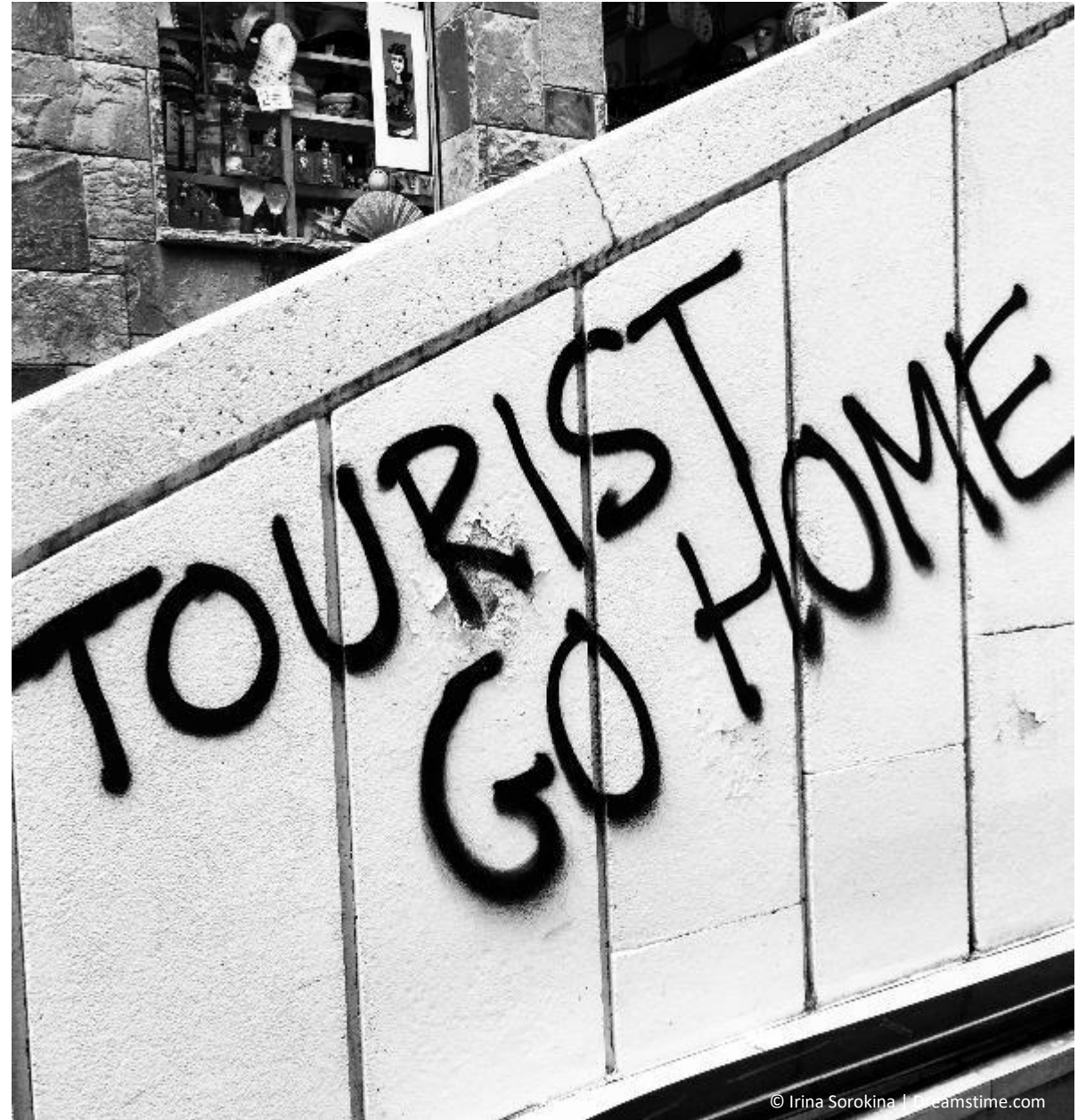
Tourism

- *... is a social, cultural and economic phenomenon related to the movement of people outside their usual place of residence*
- *... has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves*

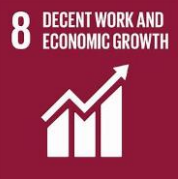


Sustainable Tourism

- *Makes optimal use of environmental resources, maintaining essential ecological processes*
- *Respects the socio-cultural authenticity of host communities, conserves their living cultural heritage*
- *Ensures viable, long-term economic operations, providing socio-economic benefits to all stakeholders*



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Target 8.9 “promotion of sustainable tourism”
Indicator: Tourism Direct GDP

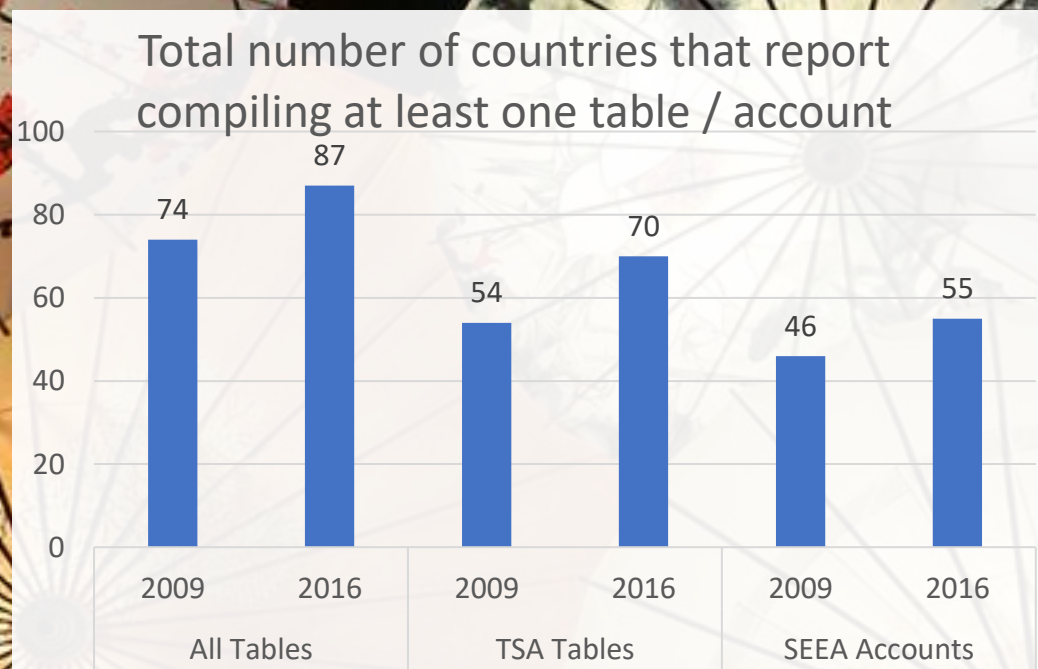


* Source: Data collected by UNWTO as part of the annual data collection for SDG indicator 8.9.1. For full dataset and metadata, please download the data.

** The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the UNWTO.



Target 12.b “develop/implement tools to monitor sustainable tourism”
Indicator: implementation of standard accounting tools (MST relevant tables from TSA and SEEA)



Role of UNWTO

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism

UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability

...to collect, to analyse, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system



How UNWTO supports tourism statistics

Projected sales of main products in 2013



Distribution of market share among the major industry players



Distribution of market share among the major industry players: IATA and UNWTO was 26% and 29% percent respectively. A further change in the existing situation in the market will be characterized by a more equal distribution of market share among players.

Share of market activity



Characteristics of the active market is associated with positive trends in market segments.

Frameworks

1. UN System
2. Stakeholder engagement and consensus building
3. Technical expertise and innovation

UNWTO Committee on Statistics

Projected sales of main products in 2013



Capacity

1. Compilation Guides
2. Capacity Building
3. Technical assistance



Data

1. UNWTO Database:
 - inbound, outbound, domestic
 - Industries
 - Employment
 - macroeconomic indicators
2. SDG indicators data

Dissemination: Country Fact Sheets, Dashboard, Barometer, thematic reports



Passive market share

How UNWTO supports tourism statistics

Projected sales of main products in 2013



Distribution of market share among the major industry players



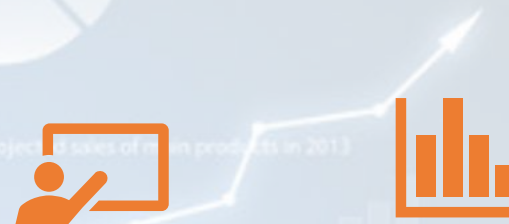
Distribution of market share among the major industry players: I & C and M & T was 74% and 26% percent respectively. A further change in the economic situation in the market will be characterized by a more equal distribution of market share among players.

Share of market activity



Characteristics of the active market is associated positive demand market seg.

Projected sales of main products in 2013



Passive market share



Core topic 1: visitors + industries (basic tourism statistics)

1. UN System
2. Stakeholder engagement and consensus building

1. Compilation Guides
2. Capacity Building
3. Technical assistance

1. UNWTO Database:
 - inbound, outbound, domestic

Core topic 2: economic contribution (Tourism Satellite Account)

- UNWTO Committee on Statistics

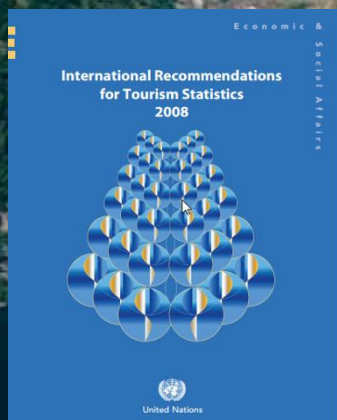
1. macroeconomic indicators
2. SDG indicators data

Core topic 3: sustainability (Measuring the Sustainability of Tourism)

- Dissemination: Country Experience Database, Barometer

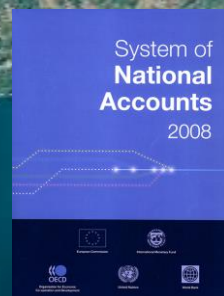
Frameworks

Basic tourism statistics

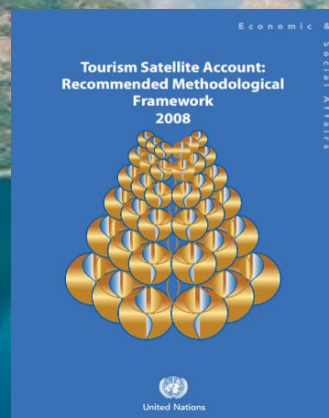


Visitors and their characteristics
Tourism expenditure
Tourism industries

Economic contribution



Tourism Direct GDP
Tourism GVA
Tourism employment

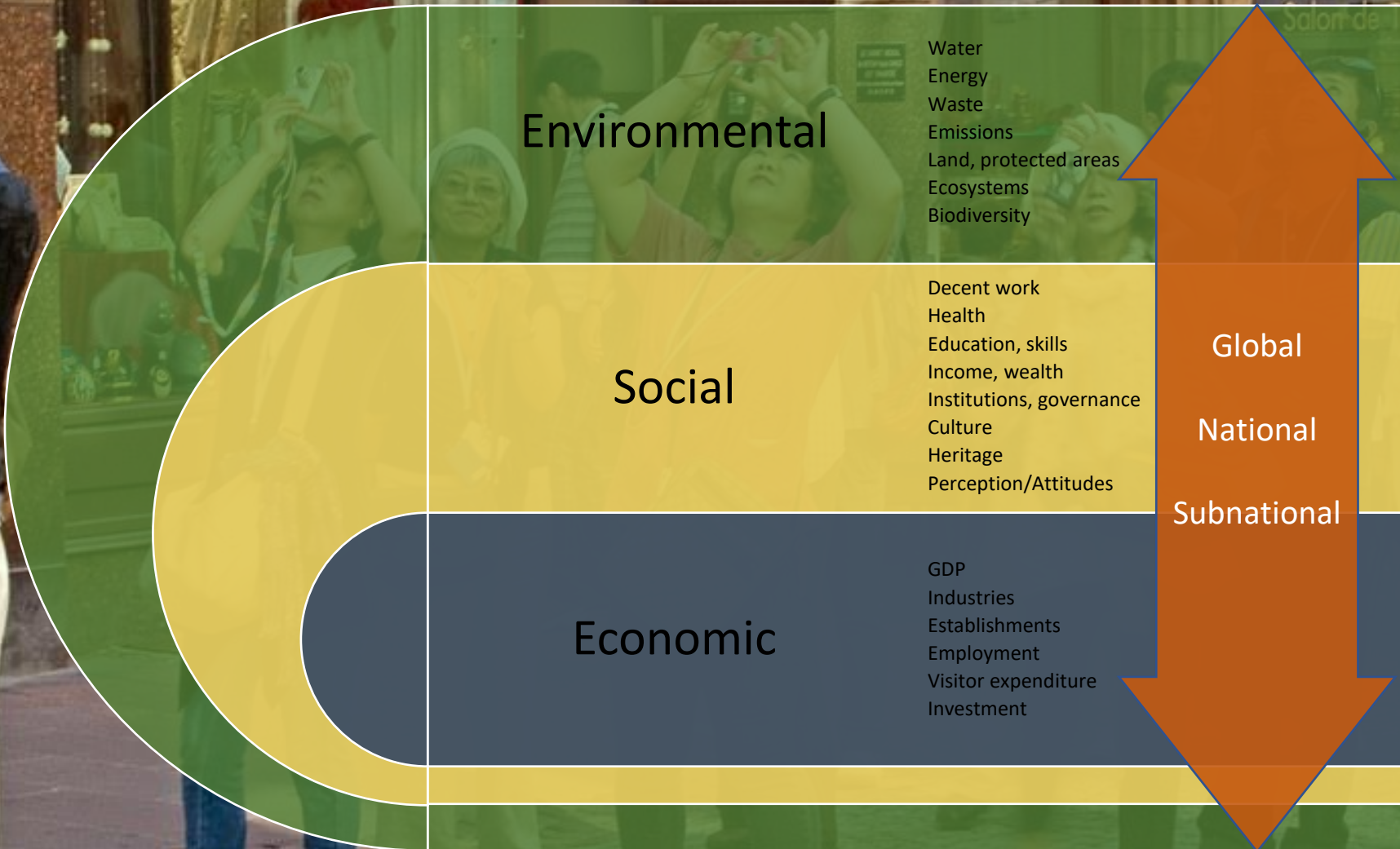


Sustainability

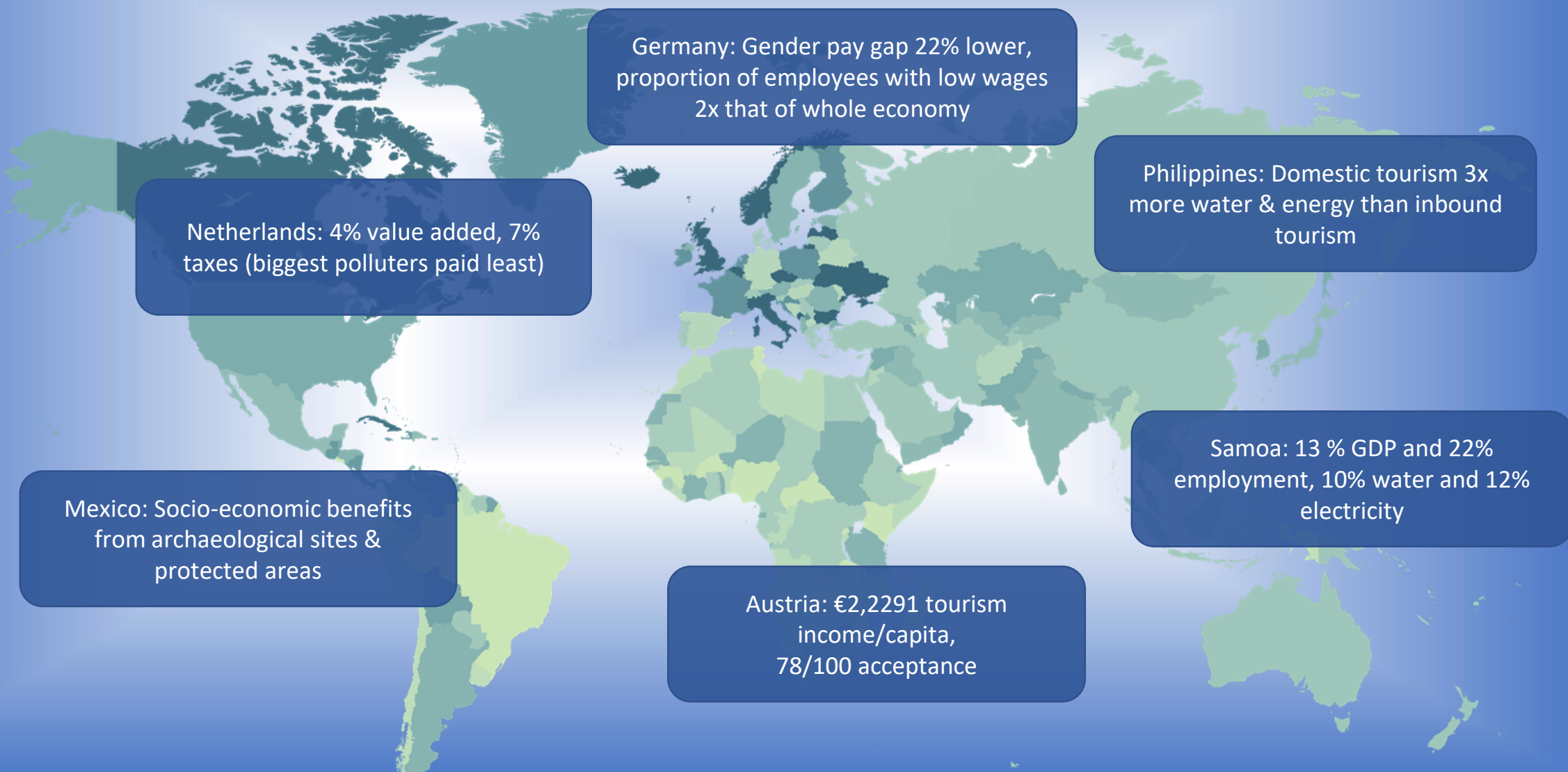


Environmental: emissions, water, energy, waste, land
Social: decent work, health, education, culture, heritage
Economic: industries, establishments, employment

Statistical Framework for MST



Country pilots



Netherlands: 4% value added, 7% taxes (biggest polluters paid least)

Germany: Gender pay gap 22% lower, proportion of employees with low wages 2x that of whole economy

Philippines: Domestic tourism 3x more water & energy than inbound tourism

Mexico: Socio-economic benefits from archaeological sites & protected areas

Austria: €2,2291 tourism income/capita, 78/100 acceptance

Samoa: 13 % GDP and 22% employment, 10% water and 12% electricity



UNWTO General Assembly

UN General Assembly

UN Economic and Social Council (ECOSOC)

UNWTO Executive Council

United Nations Statistical Commission
(decision-maker statistical standards)

National Tourism
Administrations

Manila Call for Action on
Measuring Sustainable
Tourism

G.20 Leaders Declaration -
Alula Framework

EU strategy for sustainable
tourism

UNWTO Committee on Statistics
Secretariat: UNWTO Department of Statistics

Working Group of Experts on MST (Austria)

Sub-groups:

- Employment (ILO)
- Social (Italy)
- Sub-national (France)
- SDGs (Austria)
- Implementation (Canada)

MST Editorial
Board
(The Philippines)

Development supported by
UN Statistical Commission

Regular reporting to UNSC,
UNCEEA & other
Committees of Experts

High Level Discussion on
Measuring the
Sustainability of Tourism

Global Consultation

National Statistical Institutes

A scenic view of a Dutch canal. In the foreground, a wooden bridge with a railing crosses the water. A small boat with a red and white hull is on the canal. In the background, a traditional Dutch house with a thatched roof and a small tower on top is visible. The scene is surrounded by lush greenery and trees.

Framework

Technical Note on linking TSA and SEEA (integrated into SF-MST)

Version Oct 2019

SDG indicators proposal

Policy and engagement

Manila Call for Action on Measuring Sustainable Tourism

Streamlining into policy frameworks: G.20, European Parliament

Implementation:

“Experiences from (13) Pilot Studies In Measuring The Sustainability of Tourism” presented to Ministers of Tourism at UNWTO Executive Council September (2021) +12 countries

Pacific (SPTO)

UNWTO technical assistance

Progress over
the years

Way forward

Relaunch Working Group of Experts, Editorial Board (Oct-Nov 2021)

Meeting of the Working Group of Experts (±Dec 2021) to discuss new version

UNWTO Committee on Statistics (±Feb 2022)

UNSC (Mar 2022)

- New version SF-MST as background document to UNCEEA Report + invitation for written comments
- High level side event (Feb 2022)

UNCEEA technical committee

Global consultation (Jun-Sept 2022)

Meetings of Working Group of Experts, Editorial Board

UNWTO Committee on Statistics + UNCEEA

UNSC (2023) for endorsement

Measuring the Sustainability of Tourism

Thank you