



UNWTO

World Tourism Organization

Measuring Sustainable Tourism

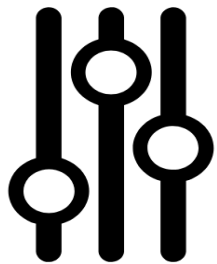
UNCEEA meeting – 21/22 June 2018

Ms. Leandry Moreno

Imoreno@unwto.org

World Tourism Organization

In the framework of the UN 2030 Agenda, UNWTO launched the MST initiative in partnership with UNSD, pioneering countries and international organizations.



Streams of work

1. **The development of a Statistical Framework** for Measuring Sustainable Tourism aimed at expanding the measurement of tourism, which currently is mostly focused on economics, to include also environmental and social considerations. A core feature of the framework is the linking of the SEEA with the existing framework for tourism satellite account (TSA);
2. the conceptualization and development of **SDG indicators** in coordination with the formal process of the Inter-agency and Expert Group on SDG Indicators; and
3. **implementation** of the Statistical Framework in countries.

ROLE

- Provide introduction to concepts, sources and methods
- Bridge to indicators and reporting
- Basis for testing, pilot studies, capacity building and user engagement
- Input to MST Framework

FOCUS

Four different environmental flows

- water
- energy
- greenhouse gas emissions
- solid waste

Practical guidance for measurement of tourism related environmental flows

KEY DEVELOPMENTS

6th International Conference on Tourism Statistics: Measuring Sustainable Tourism – June 2017, Manila

- Set the roadmap to the first draft of the Statistical Framework for Measuring Sustainable Tourism.
- Session dedicated to linking the TSA and the SEEA. Relevance and feasibility of work on linking these two areas of measurement were highlighted by pilot countries: Canada, Fiji, Mexico, Saudi Arabia and the Philippines
- The *Manila Call for Action* represents a global commitment to create a consistent statistical approach to measuring the full impact of tourism



Manila Call for Action on Measuring Sustainable Tourism

We, the representatives of tourism, economic, environmental and other related administrations, statistical institutes, international and regional organizations, the private sector, the academia and civil society, gathered at the 6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism, organized by the Government of the Philippines and the World Tourism Organization (UNWTO) on 21-23 June 2017 in Manila, the Philippines, and on the occasion of the International Year of Sustainable Tourism for Development, 2017:

1. Acknowledge that sustainable tourism contributes to the three dimensions of sustainable development – economic, social and environmental – and to the 17 Sustainable Development Goals (SDGs) of the universal 2030 Agenda for Sustainable Development, as affirmed by the United Nations (UN) General Assembly when announcing the adoption of the International Year of Sustainable

UNWTO GENERAL ASSEMBLY

- MST project is a strategic priority for the Organization
- Endorses the Manila Call for Action on Measuring Sustainable Tourism

KEY DEVELOPMENTS

UNWTO Committee on Tourism Statistics and TSA

- MST key agenda item in February 2018 meeting
- Round of consultation on the Statistical Framework for MST
- Pilot studies experiences: Canada, Italy, Mexico, Philippines and Saudi Arabia
- Sub-groups to the Working Group of Experts on Measuring Sustainable Tourism:
 - 1) Social dimension of sustainable tourism
 - 2) Tourism employment
 - 3) Defining spatial areas
 - 4) SDG tourism indicators
 - 5) Implementation
 - 6) Communication

UN Statistical Commission

- Advancement of the work on linking the SEEA to Tourism Satellite Accounts in support of the Measurement of Sustainable Tourism

NEXT STEPS

- Incorporate the comments received from the SEEA Central Framework **Technical Committee** to the Technical Note Linking SEEA and TSA
- Produce a summary document on the MST pilot studies including relevant **examples and results** on linking TSA and SEEA as per the approaches described in the Technical Note
- Meeting of the Working Group of Experts on MST (24-25 October 2018, Madrid, Spain)
- Update **Statistical Framework** for MST
- Design an **implementation** strategy for MST
- Finalize the **TSA Compilation Guide**, co-ordinated by UNSD

ISSUES FOR DECISION/DISCUSSION

- Endorsement of the SEEA/TSA Technical note by the UNCEEA
- Engagement in the MST project, notably by conducting pilot studies and testing the approaches described in the Technical Note
- Role of the UNCEEA in relation to the development and finalization of the Statistical Framework for MST
- Participation in the next meeting of the Working Group of Experts on MST



Save the Date

**Working Group of
Experts on Measuring
Sustainable Tourism**

Second meeting

UNWTO Headquarters
Madrid, Spain
24 – 25 October 2018