



Linking SEEA & TSA towards a statistical framework for sustainable tourism

UNCEEA Meeting 22 June 2016

UNWTO Statistics and TSA Programme



Measuring Sustainable Tourism (MST)

- UNSD/UNWTO initiated programme of work
- To develop a statistical framework for sustainable tourism with a central feature: link SEEA - Tourism Satellite Account (TSA)
 - Already explored by Canada, Italy...
 - Mentioned in SEEA Applications and Extensions
 - Potential to link to other frameworks, in time
- Seeking to bring together and learn from data producers and users
- Recognizing the many developments over many years



“Sustainable tourism”

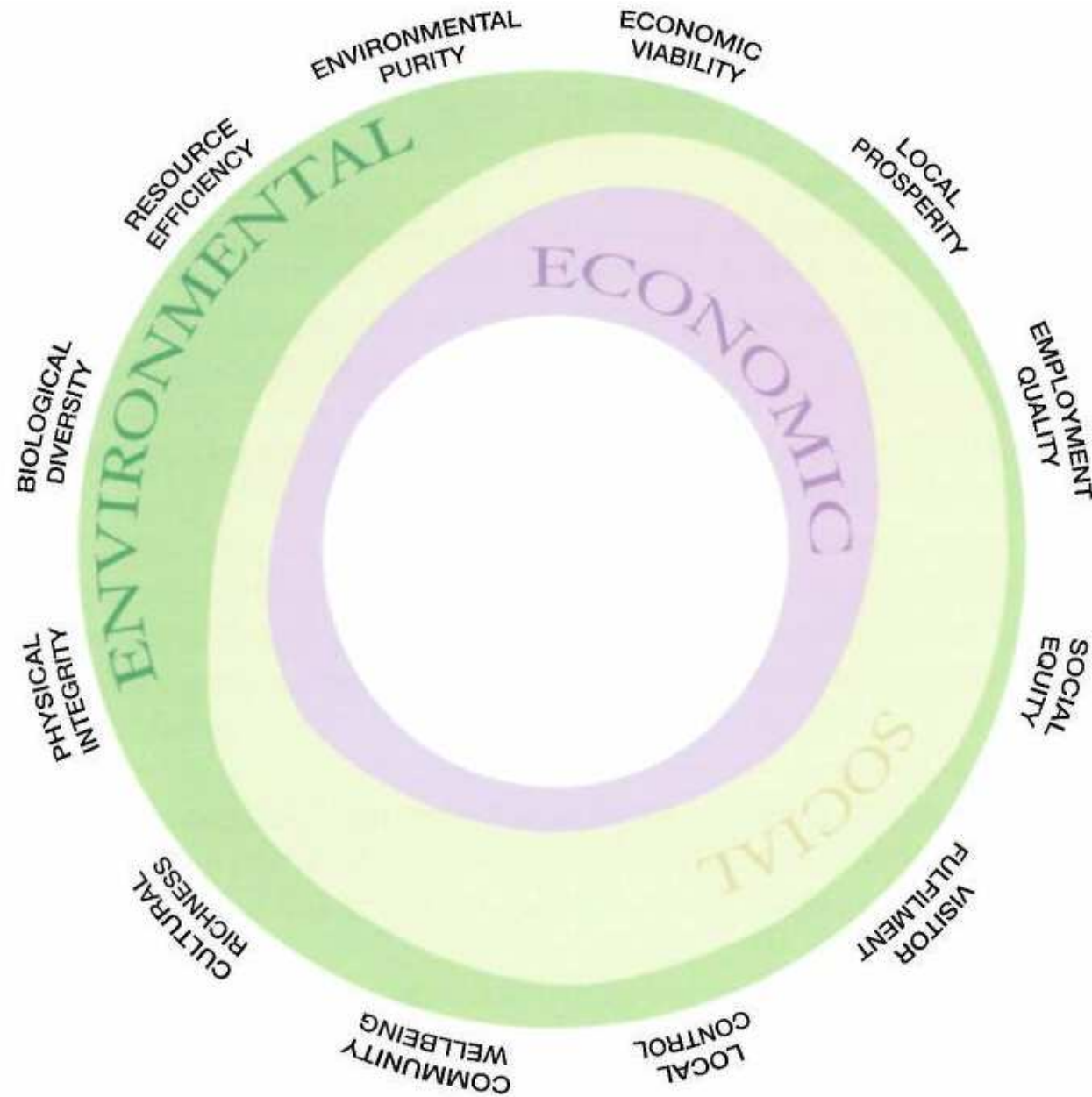
UNWTO/UNEP (2005) “Making tourism more sustainable: A guide for policy makers”

Tourism considered to be in a special position in the contribution it can make to sustainable development. Why?

- Important economic contribution in many countries / destinations
- Unlike most other sectors, the consumer of tourism (visitor) travels to the producer/product. This yields complex relationship b/w consumers (visitors), industries, environment and local communities:
 1. Interaction: between visitors, host communities and local environment
 2. Awareness: people (visitors, hosts) become more conscious of sustainability issues in “production process”, not only while travelling
 3. Dependency: on intact and clean environments, attractive natural areas, water and energy requirements, authentic historic and cultural traditions, welcoming hosts, qualified workforce, transport infrastructure and public facilities



Sustainable tourism



“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industries, the environment and host communities”

“[...] is a continuous process and requires constant monitoring of impacts”

Drivers: information needs

sustainable tourism
**in policy, planning
and management**

sustainable tourism
**in current
measurement**

↑ requests by
countries/
destinations for
support

SDGs: “sustainable
tourism” in Target 8.9,
12.b and 14.7

2017 International
Year of Sustainable
Tourism for
Development

Statistical standards:
TSA, IRTS

Various indicator
initiatives (issues-
driven, local)

but:

- Tourism more than just economic activity
- Need for subnational information

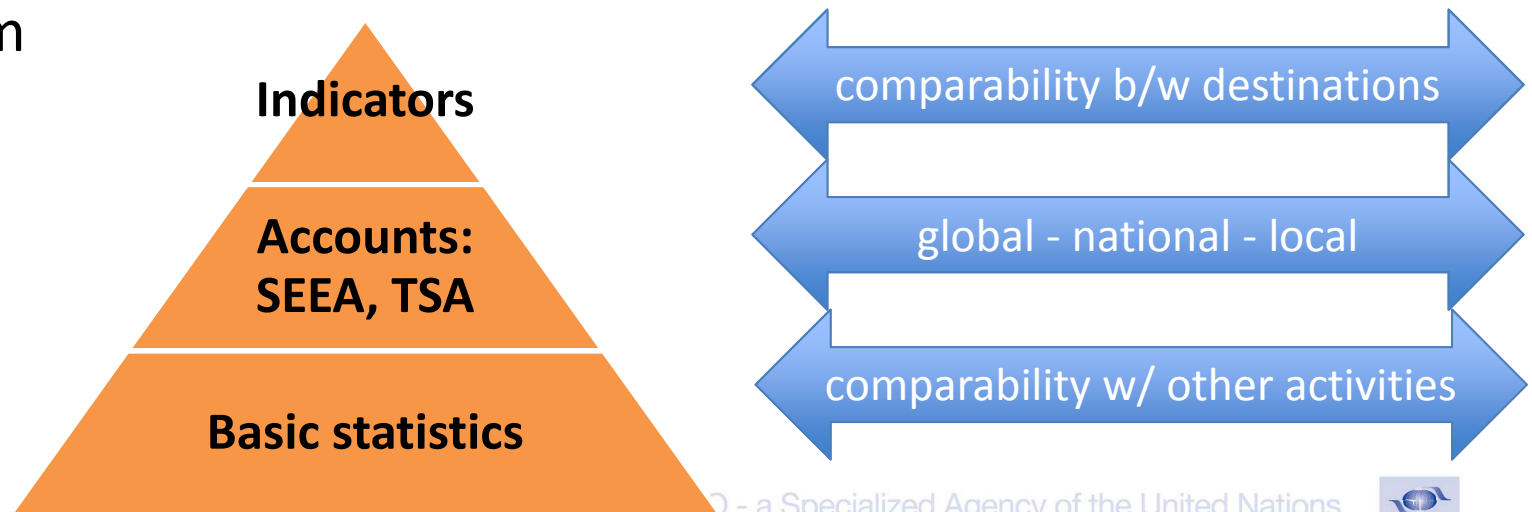
but:

- Not statistically based
- Limited comparability
- Limited outreach beyond tourism circles

Objective MST

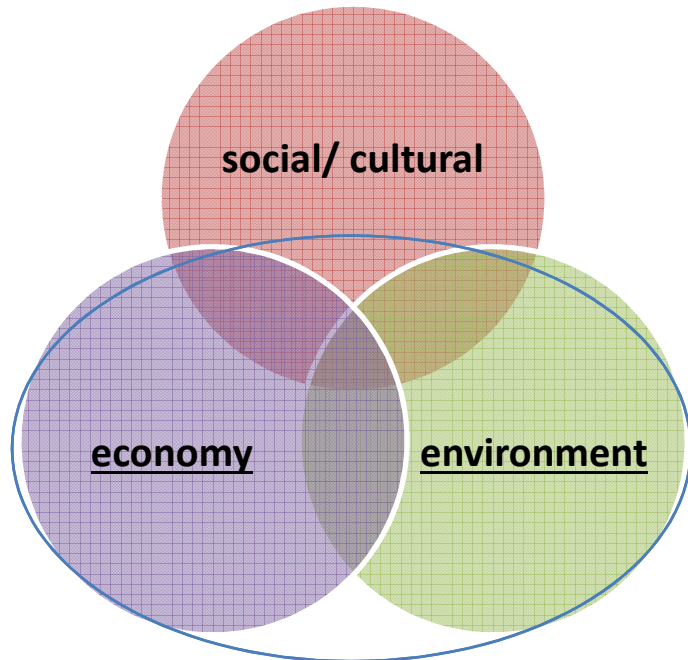
Develop a statistical framework for sustainable tourism

1. Standardized framework for the collection of meaningful information
2. Means to integrate tourism statistics with other economic, social and environmental information
3. Coherent information base for the derivation of indicators that are relevant for the monitoring and analysis of sustainable tourism



Scope MST statistical framework

First: economic-environmental,
some social (employment). Why?



1. Tourism measurement has a particularly significant gap in relation to the environment, and yet so much policy interest (degradation/conservation)
2. Relatively more progress on economic-environmental integration
3. These integrated frameworks are extendable to measurement at multiple scales, very important in tourism

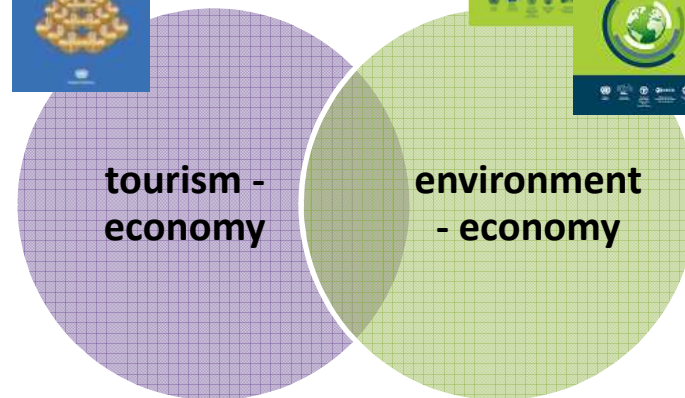
In time: social/cultural

- e.g. UNESCO's work on Culture Satellite Accounts
- **!** *Social/cultural indicators can be considered, but it is acknowledged these will not be sourced from an integrated framework*

SEEA-TSA: some topics to be considered

TSA

- Inbound, domestic, outbound tourism consumption
- Production by tourism industries
- Direct tourism GVA, GDP
- Employment in tourism industries



SEEA

- Physical flows: water, energy, emissions, waste
- Stock (depletion) of resources: water, land, fish, timber
- Expenditures on the environment
- Ecosystems condition & services (ie spatially-based data accounts)

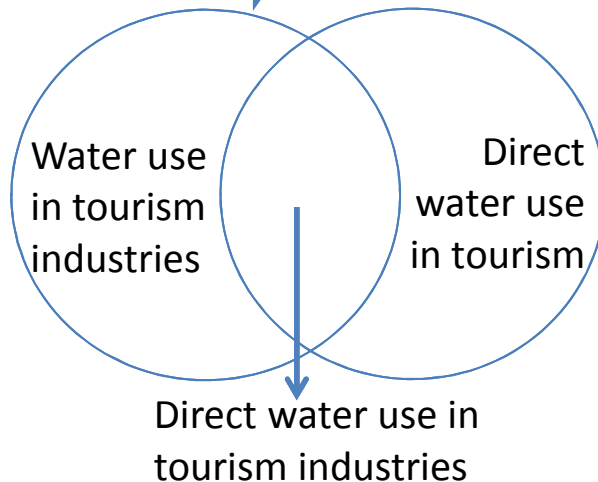


- Environmental impacts of tourism: GHG emissions, solid waste, wastewater, disruption of ecosystems and biodiversity
- Dependency of tourism on the environment: healthy and good quality ecosystems (beaches, reefs, forrests), water and energy requirements to meet visitor consumption
- Environmental protection expenditure, environmental taxes
- Some socio-economic impacts and dependencies of tourism: employment,...

Challenges in SEEA-TSA linking

SEEA takes primarily a supply perspective

Tourism is defined from the demand side



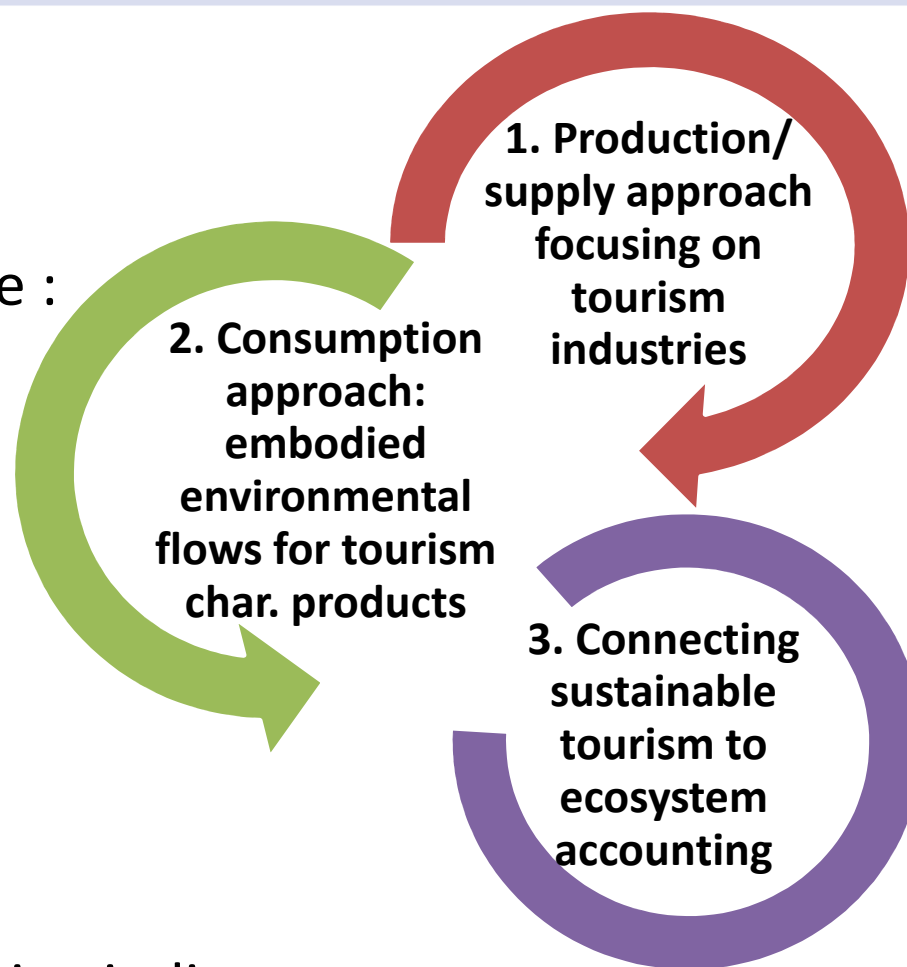
e.g. WATER: what share of water use by restaurants might be attributable to tourist activity?

Tourism characteristic products (CPC based)	Tourism characteristic industries (ISIC based)
1. Accommodation services	1. Accommodation
2. Food and beverage serving services	2. Food and beverage serving activities
3.- 6. Passenger transport services (rail, road, water, air)	3.- 6. Passenger transport services (rail, road, water, air)
7. Transport equipment rental services	7. Transport equipment rental services
8. Travel services	8. Travel services
9. Recreation, culture and sports activities	9. Recreation, culture and sports activities
10. Special services	10. Special services
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism charac. goods

- Not 100% consumed by visitors
- Other industries also cater to visitors

Potential of integrated tables & indicators

SEEA-TSA linking should consider and may involve :



- Should enable deriving indicators
- SDGs: “Tourism Direct GDP” and “Employment in tourism industries” but environmental dimension missing!

Advancing the MST statistical framework

- UNSD/UNWTO initiated programme of work, under auspices of UNCEEA and UNWTO's Committee on Statistics and TSA
- MST Working Group of experts seeking to bring together, learn from, and engage relevant data users and producers:
 - Tourism statistics
 - Environment statistics
 - National accounts, employment, trade
 - Environmental-economic accounting
 - Tourism satellite accounts
 - Transport and mobility
 - Geo-spatial and regional statistics
- Recognizing and building on the many developments over many years



Next steps

Bringing together, consulting stakeholders (MST Working Group)

Understanding and incorporating lessons from past and ongoing work

Studying key measurement issues: issue papers

Test relevance, feasibility: case studies

- MST Working Group of experts (20-21 Oct in Madrid, Spain) to discuss:
 - issue papers on key measurement issues
 - case studies (Austria, Fiji, ...)
 - Technical note SEEA-TSA
- 2017 UN International Year for Sustainable Tourism
- International Conference on Tourism Statistics 2017: “Measuring Sustainable Tourism”
- Papers for London Group of experts, SEEA CF Technical Committee



Thank you!

Looking forward to your ideas,
suggestions and inputs!

Also by e-mail:
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Visit us at unwto.org

