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

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

Total number of countries that report compiling at least one table / account

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Tables</strong></td>
<td>54</td>
<td>70</td>
</tr>
<tr>
<td><strong>TSA Tables</strong></td>
<td>46</td>
<td>55</td>
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</table>
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

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

UNWTO Committee on Statistics

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
How UNWTO supports tourism statistics

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

Core topic 2: economic contribution (Tourism Satellite Account)

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

Environmental
- Water
- Energy
- Waste
- Emissions
- Land, protected areas
- Ecosystems
- Biodiversity

Social
- Decent work
- Health
- Education, skills
- Income, wealth
- Institutions, governance
- Culture
- Heritage
- Perception/Attitudes

Economic
- GDP
- Industries
- Establishments
- Employment
- Visitor expenditure
- Investment

Global
National
Subnational
Country pilots

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

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

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

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

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

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

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