



# Measuring Sustainable Tourism

SEEA and Global and Thematic SDG Indicators

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# Motivation?.. Information needs!

- **Tourism not only economic activity (TSA), also:**
  - Environmental impacts
  - Dependency of tourism on environment
  - Other connections between environment, tourism business and visitors
  - Social impacts of tourism
  - Dependency of tourism on “social” infrastructure
- **Sustainable Development Goals (SDGs)**
- **2017 UN International Year of Sustainable Tourism for Development**



# Context

## Historical evolution in consensus & standard setting

### UN STANDARDS:

#### tourism



**RTS 1993**  
Recommendations on Tourism Statistics



**TSA 2000**  
Tourism Satellite Account: Recommended Methodological Framework



**IRTS 2008**  
International Recommendations for Tourism Statistics



**TSA 2008**  
Tourism Satellite Account: Recommended Methodological Framework



**Compilation Guide**  
to the IRTS (2014)

#### environment



**FDES 1984**  
Framework for the Development of Environment Statistics



**SEEA 1993**  
Integrated Environmental and Economic Accounting



**SEEA 2003**  
Integrated Environmental and Economic Accounting



**SEEA 2012**  
System of Environmental and Economic Accounting - Central Framework



**FDES 2013**  
Framework for the Development of Environment Statistics



**SEEA-EEA**  
Experimental Ecosystems Accounting

### UNWTO GUIDELINES:



**What tourism managers need to know**  
guide for indicators of sustainable tourism (1996)



**The Guidebook on Indicators of Sustainable Development for Tourism Destinations** (2004)



**UNWTO/INRouTe**  
Sub-national Measurement & Analysis - Towards a Set of UNWTO Guidelines (2013)



**UNWTO/ILO**  
Measuring Employment in the Tourism Industries - Guide with Best Practices (2014)



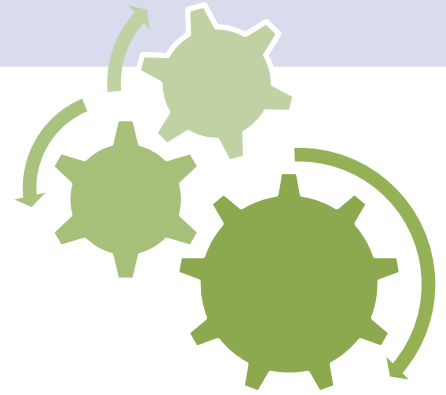
assess & monitor the role of tourism in sustainable development



MDGs

2030 Agenda - SDGs

# Some features



- **Key considerations:**
  - **relevance & feasibility**
  - **consistent with SNA, SEEA and TSA**
- **UNSD/UNWTO Working Group**
  - **multidisciplinary, (inter-)national experts**
  - **to lead development of project**
  - **reports to UNCEEA and UNWTO Committee on Statistics and TSA**
  - **next meeting Oct-Nov 2016 (Madrid, Spain)**

# 3 Objectives

## 1. Tourism indicators within the SDGs

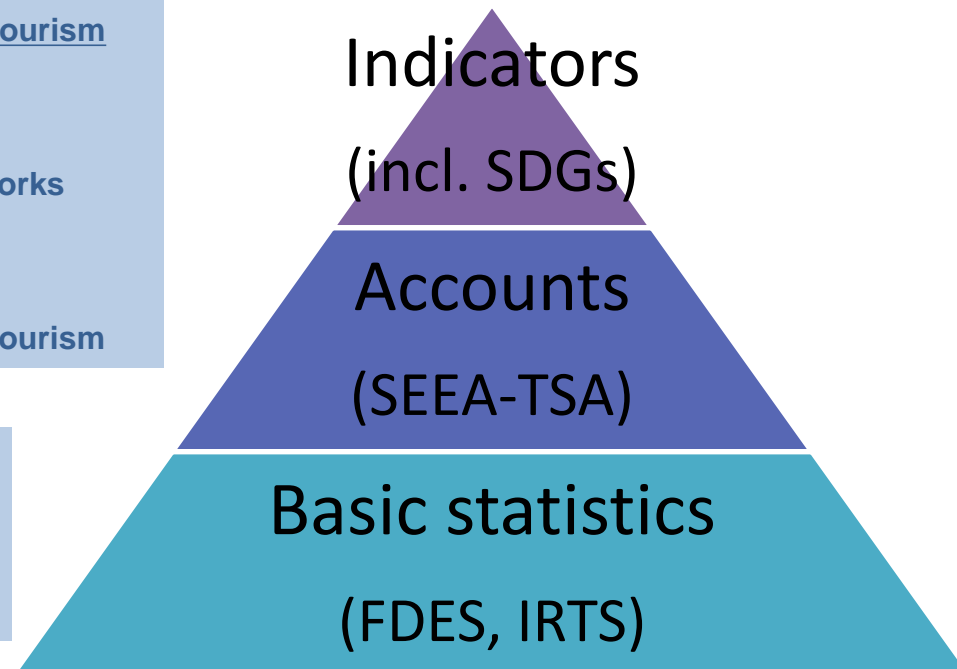
- Targets 8.9, 12.b and 14.7
- “Tourism theme”
  - More detail within targets (>1 indicator/target)
  - Additional targets
  - Disaggregation of indicators
- Engagement in international process towards SDG indicator framework
- Alignment with SEEA-TSA framework under development for data that is consistent and comparable for deriving indicators

## 2. Towards a statistical framework for sustainable tourism underpinned by SEEA-TSA

- Clarify user requirements
- Describe “sustainable tourism”
- Assess relevant statistical guidance and frameworks
- Assess country experiences
- Describe key measurement challenges
- Country case studies
- Propose a statistical framework for sustainable tourism

## 3. Integration of sub-national measurement of tourism:

- Coherence b/w statistics at multiple scales
- Exploring SDG indicators spatial disaggregation





**Thank you!**

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