

Statistical Framework for Measuring the Sustainability of Tourism

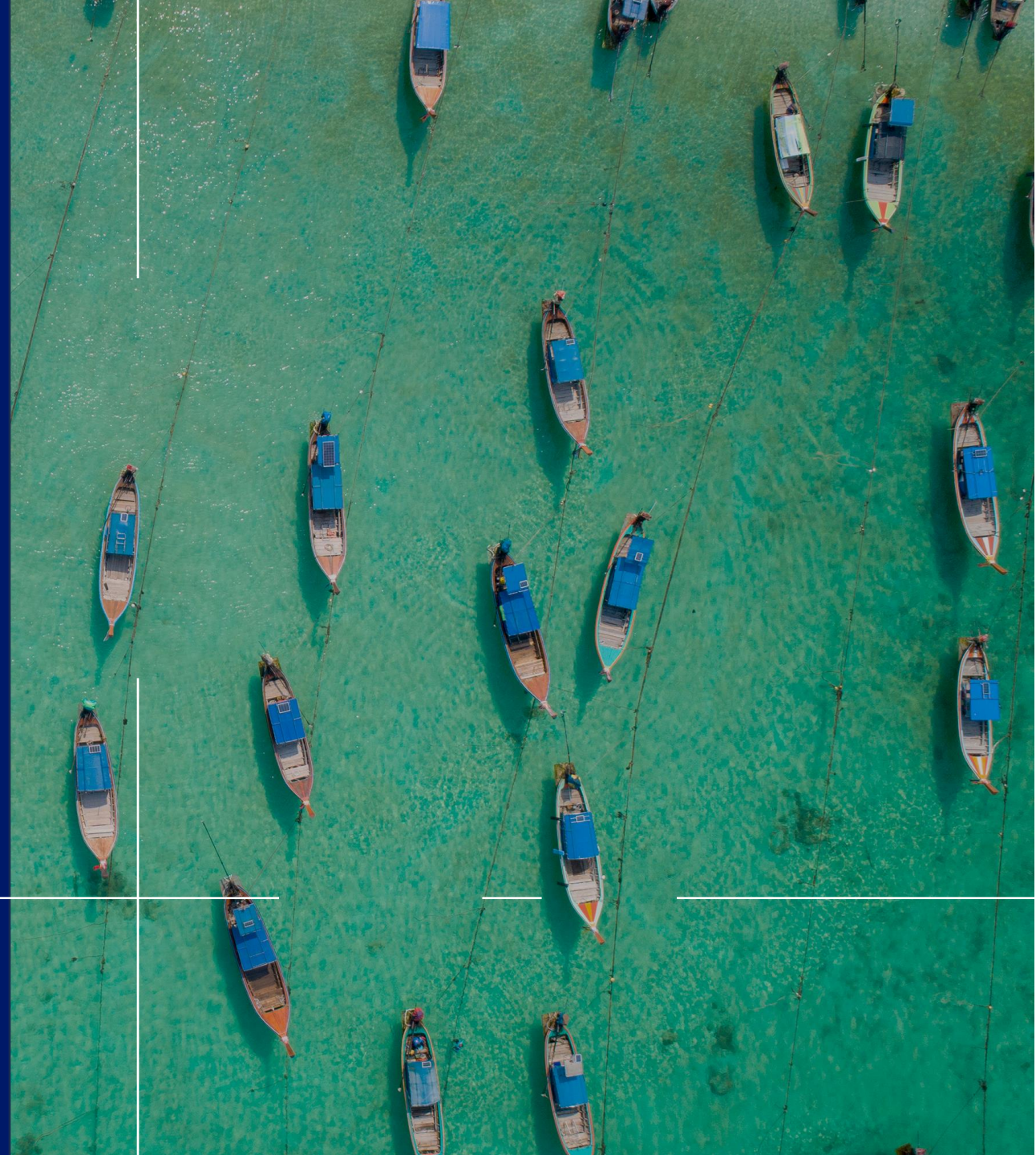
15th Meeting of the Inter-Agency and Expert Group
on Sustainable Development Goal Indicators

22-23 October, Oslo, Norway

Clara van der Pol
Director a.i.
Statistics, Standards and Data Department



UN Tourism





Institutional Set-Up

National Tourism Administrations

UN Tourism General Assembly

UN Tourism Executive Council

UN Tourism Committee on Statistics
Co-chairs: Austria, Spain

Expert Group on MST
Chair: Austria

MST Editorial Board
Chair: Philippines (2018-2022), Canada (from 2023)

5 MST Research Teams (2019)
SDGs, Employment, Social, Implementation, Sub-national

UN General Assembly

UN Economic and Social Council (ECOSOC)

United Nations Statistical Commission

UN Committee of Experts on Environmental-
Economic Accounting
Chair: Netherlands (up to 2022), Canada

4 MST Research Teams (2023)
Environmental flows, Social, Sub-national, Occupations

National Statistical Institutes

Multi-stakeholder process

Ministries of tourism

Argentina
Cabo Verde
Canada
Chile
Costa Rica
Croatia
Denmark
Ecuador
Egypt
Georgia
Greece
Israel
Jamaica
Malaysia
Mexico
Mozambique
Peru
Philippines
Portugal
Samoa
Saudi Arabia
Seychelles
Spain
Sri Lanka
Sweden
Switzerland
Thailand
United States of America

National Statistical Offices

Australia
Austria
Cabo Verde
Canada
Costa Rica
Croatia
Fiji
Finland
France
Germany
Greece
Indonesia
Ireland
Italy
Malaysia
Mexico
Netherlands
New Zealand
Philippines
Slovenia
South Africa
Spain
Sweden
Switzerland

International Organizations

Caribbean Development Bank
European Commission–DG GROW
ILO
Eurostat
OECD
UNCTAD
UNESCAP
UN Statistics Division
WTO
Pacific Tourism Organization
European Travel Commission

Others

Auckland University of Technology
Cairo University
Cardiff Business School
Harvard University
Leuphana University
Minia University
MODUL University
Vienna
University of Piraeus

Ministries of environment (Italy, etc.)

European Trade Association for Tour Operators (ETOA)

Subnational Institutions

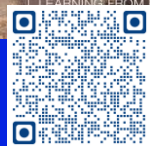
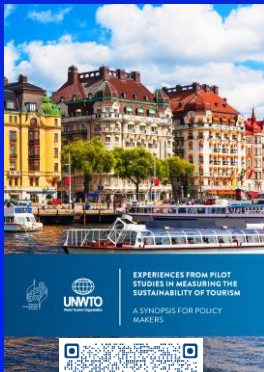
Regional Government of Andalucía, Spain
INSTO Canary Island (through the Universidad de La Laguna)
INSTO Aegean Islands (through the University of the Aegean)

32 Pilots Worldwide

● 15 with a subnational focus

(some combined with national level)

● 17 with a national focus



Austria, Brazil, Canada, Costa Rica, Croatia, Denmark, Egypt, Fiji, Finland, Germany, Indonesia, Italy, Kyrgyzstan, Mexico, the Kingdom of the Netherlands, New Zealand, Peru, the Philippines, Samoa, Saudi Arabia, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Thailand, Uganda, Viet Nam + the subnational regions of Wales (UK) and the Canary Islands (Spain) and the region of the Pacific



Statistical Framework for MST: a multi-year process

2016

1st MST
Expert
group
meeting

2017

Report to
UNSC

1st draft SF-
MST

International
Conference on
Tourism
Statistics:
Measuring
Sustainable
Tourism

1st SF-MST
global
consultation

2018

Report to
UNSC

2 SF-MST
consultations

Creation of 5
research teams

2nd draft SF-
MST

2nd MST
Expert Group
meeting

1st MST
Editorial Board
meeting

2019

2nd MST
Editorial
Board
meeting

Report to
UNSC +
Technical
Note on
linking TSA-
SEEA

2020

Report to
UNSC

Development
of SF-MST

Publication
“Experiences
from Pilot
Studies in
Measuring the
Sustainability
of Tourism- A
Synopsis for
Policy Makers”

2021

Report to
UNSC

UNSC side
event: High
Level
Discussion on
Measuring the
Sustainability
of Tourism

Development
of SF-MST
ISI session of
MST

2022

Report to
UNSC

3rd draft SF-
MST

3rd MST
Expert Group
meeting

4th SF-MST
consultation

Publication
“MST:
Learning from
Pilots”

2023

Report to UNSC

3rd MST
Editorial Board
meeting

Creation of 4
research teams

5th SF-MST
consultation

4th and 5th draft
SF-MST

4th MST Expert
Group meeting

Endorsement by
UN Tourism
General
Assembly

2024

Endorsement
by UNSC
Statistical
Commission

5th Expert
Group
meeting

Statistical Framework for Measuring the Sustainability of Tourism



Internationally agreed reference for measuring the **economic, social and environmental** aspects of tourism



Recognized in key **international** and **regional policy instruments**:

- **High Level Political Forum** on sustainable development
- UN Secretary general on **the Beyond GDP report** “Valuing what counts
- UN Tourism **General Assembly** resolutions
- **Manila Call for Action** on Measuring Sustainable Tourism,
- **European Parliament** Resolution
- Several **G20** Declarations
- Sustainable Tourism Policy Framework for the **Pacific**

Led by UN Tourism Committee on Statistics

Co-chaired by Austria and Spain, vice-chairs: Saudi Arabia and Seychelles

Developed by Expert Group on MST + Editorial Board

Chaired by Austria and the Philippines + Chaired by Canada

Endorsed at the 55th session of the UN Statistical Commission, supporting interventions:

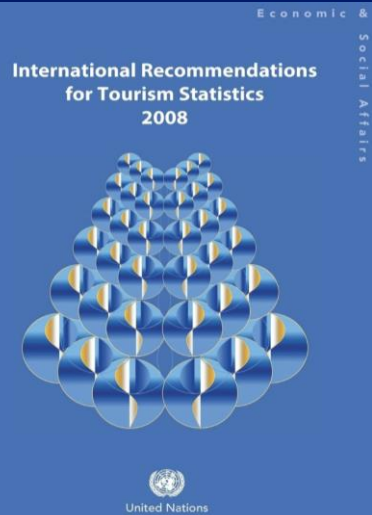
- 34 countries,
- 3 regional joint statements: Africa (voiced by Benin), European Statistical System incl. European Union and its Member States and EFTA countries (voiced by Finland), Gulf Cooperation Council (voiced by Saudi Arabia)
- ILO and the grouping of 40+ international organizations (incl. UN System)

Recognized by UN HLCP Core Group on Beyond GDP as first sectoral example of moving beyond GDP



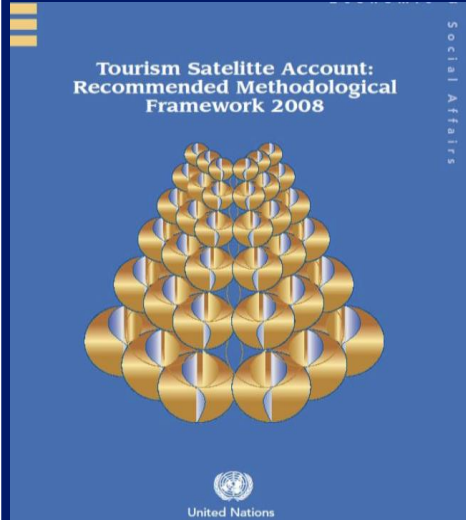
UN Measurement Standards for Tourism

Basic Tourism Statistics



Visitor flows and characteristics
Tourism expenditure
Tourism industries

Economic Contribution



Tourism Direct GDP
Value added of tourism industries
Jobs

Sustainability

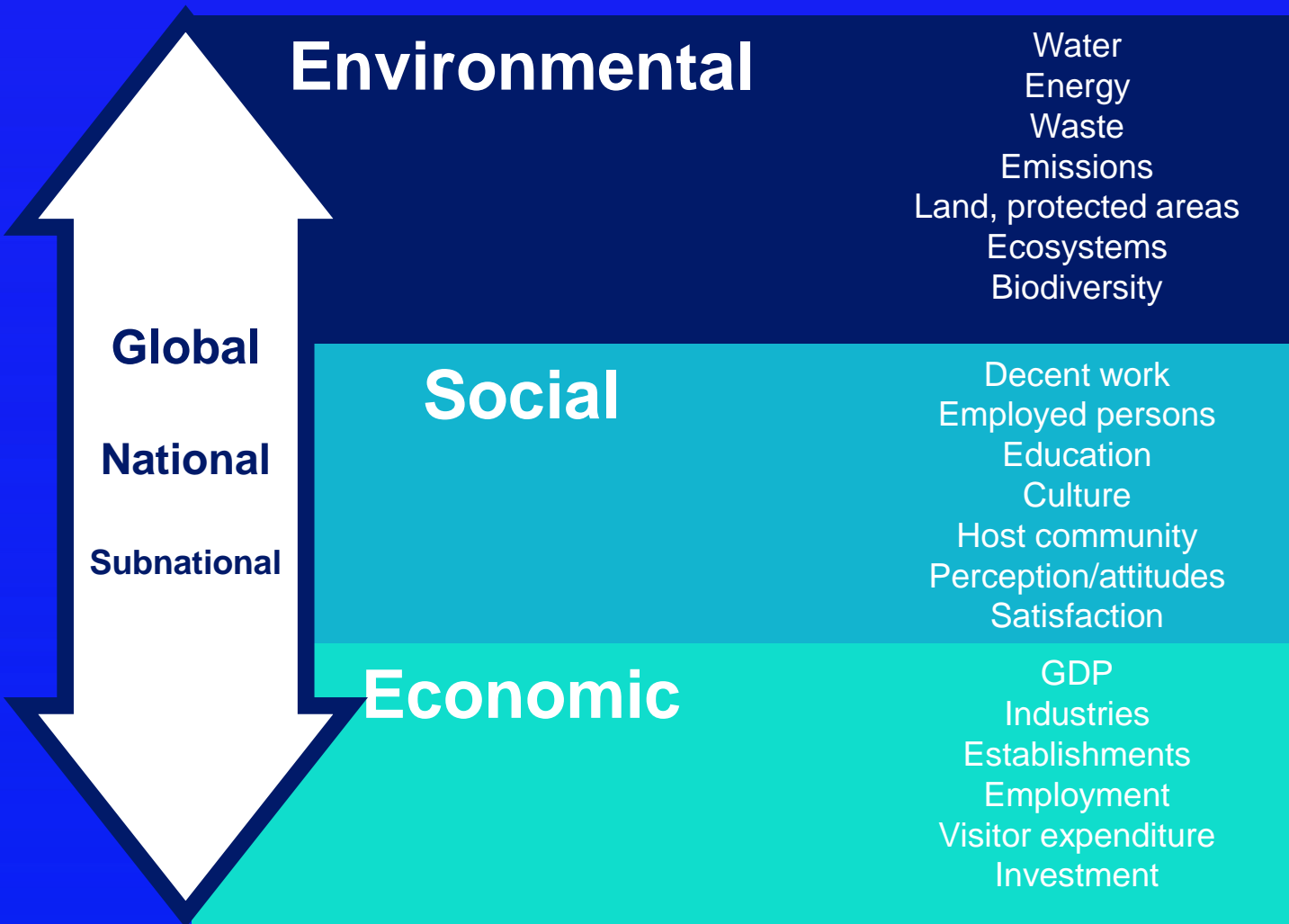
Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)

(endorsed by the UN Statistical Commission, 55th session, 1 March 2024)

Environmental: emissions, water, energy, waste, land
Social: employment, decent work, education and skills, culture
Economic: GDP, tourism establishments, seasonality

New standards lead to new data, new insights and better policy for people, planet and prosperity

Statistical Framework for MST



Download the
Framework



UN Tourism

Measuring the Sustainability of Tourism

Next steps



Implementation strategy

Best practices
Compilation Guide
Capacity development



MST –based indicators

Development of core indicators for international comparability purposes



Worldwide Dataset

Expansion of UN Tourism database with MST-based indicators

Thank you



UN Tourism

UNITED NATIONS
WORLD TOURISM ORGANIZATION