

Tourism SDG indicators: A roadmap towards 2025 Comprehensive Review

Clara van der Pol
Acting Director
Statistics Department
World Tourism Organization (UNWTO), a UN specialized agency



What are the current tourism
SDG indicators?



What is the issue?



What is the way forward?



What are the proposed steps?



What are the current
tourism SDG indicators?



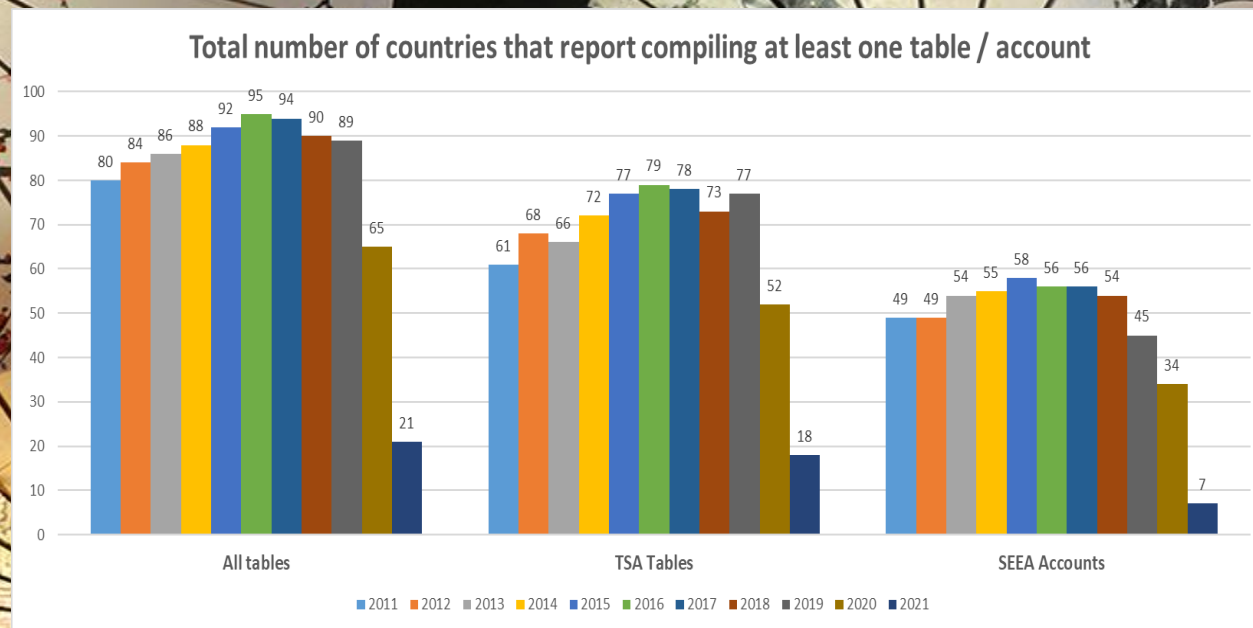
Target 8.9 “promotion of sustainable tourism”
Indicator: Tourism Direct GDP

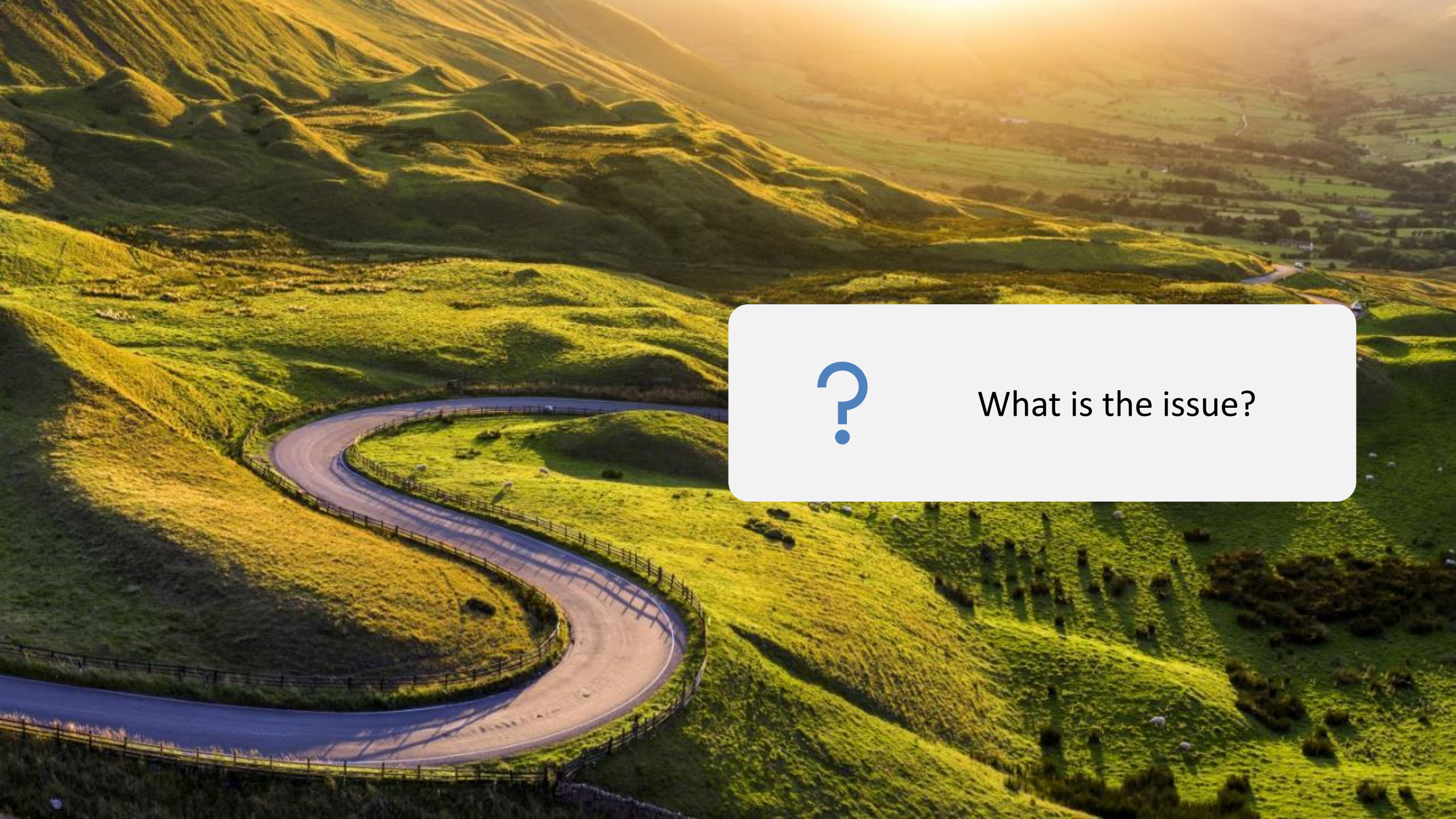


© 2021 Mapbox © OpenStreetMap
* Source: Data collected by UNWTO as part of the annual data collection for SDG indicator 8.9.1. For full dataset and metadata, please download the data.
** The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the UNWTO.



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





What is the issue?



TARGET 8.9

BY 2030, DEVISE AND IMPLEMENT POLICIES TO **PROMOTE SUSTAINABLE TOURISM** THAT CREATES **JOBS** AND PROMOTES LOCAL CULTURE AND PRODUCTS

INDICATOR 8.9.1 TOURISM DIRECT GDP AS A PROPORTION OF TOTAL GDP AND IN GROWTH RATE

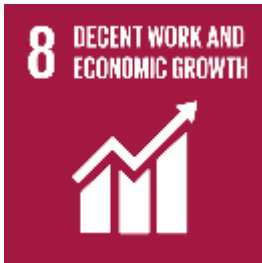


ISSUES

While indicator 8.9.1 does a good job of tracking the “promotion of [sustainable] tourism”, tourism’s sustainability has 3 dimensions (economic, social and environmental) and indicator 8.9.1 covers only the economic dimension

Another crucial aspect of target is not covered “sustainable tourism that creates **jobs**”

Emerging issue: COVID-19 crisis emphasized the importance of employment in tourism as the principle vehicle whereby tourism sustains livelihoods and environmental protection in developing and developed countries/areas alike



TARGET 8.9

BY 2030, DEVISE AND IMPLEMENT POLICIES TO **PROMOTE SUSTAINABLE TOURISM** THAT CREATES **JOBS** AND PROMOTES LOCAL CULTURE AND PRODUCTS

INDICATOR 8.9.1 TOURISM DIRECT GDP AS A PROPORTION OF TOTAL GDP AND IN GROWTH RATE



ISSUES

While indicator 8.9.1 does a good job of tracking the “promotion of [sustainable] tourism”, tourism’s sustainability has 3 dimensions (economic, social and environmental) and indicator 8.9.1 covers only the economic dimension

Another crucial aspect of target is not covered “sustainable tourism that creates **jobs**”

Emerging issue: COVID-19 crisis emphasized the importance of employment in tourism as the principle vehicle whereby tourism sustains livelihoods and environmental protection in developing and developed countries/areas alike



2020 Comprehensive Review – Global consultation

8.9.2 Replacement of indicator “Proportion of jobs in sustainable industries out of total tourism jobs” by “Number of employees in tourism industries”

- 88% in favour

8.9.3 Additional indicator proposal “Energy use by tourism industries”

- 70% in favour

UN Statistical Commission

“Requested the IAEG-SDG to work in close coordination with the custodian agency on a proposal for indicators on sustainable tourism to better monitor target 8.9” (2022 decision 53 / 101) and, “Encouraged the finalization of the statistical framework for measuring the sustainability of tourism for future submission to the Commission” (2022 decision 53 / 115)

“ Requested the IAEG-SDG to closely work with the custodian agencies [...] for indicators on sustainable tourism” (2021 decision 52 / 101) and,

“Welcomed the update provided on the Statistical Framework for Measuring the Sustainability of Tourism”

(2021 decision 52 / 108)





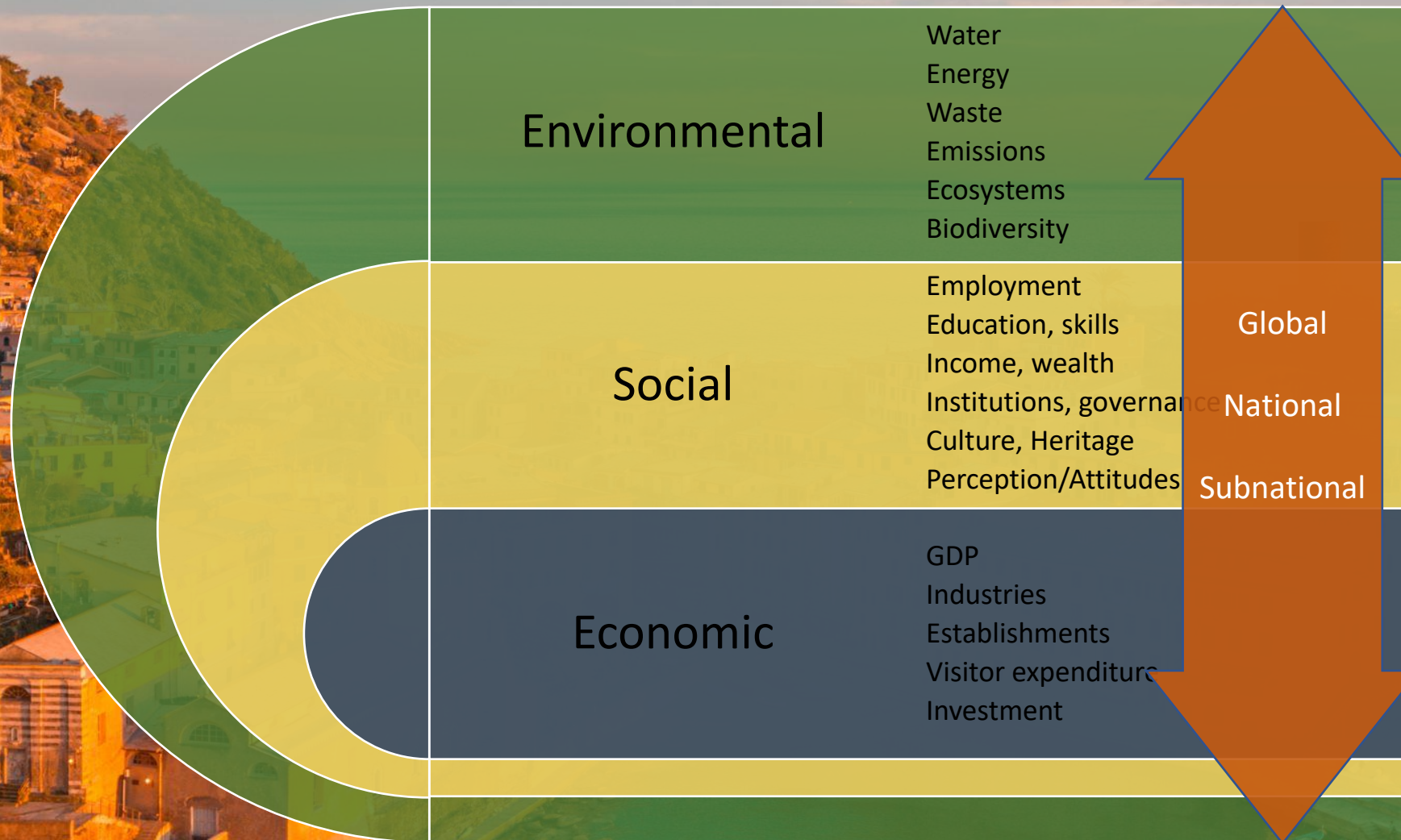
What is the way forward?

What is MST?

Process supported by the UN Statistical Commission comprising the following lines of work:

1. Development of a Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) led by the Expert Group
2. Engagement and consensus-building to present SF-MST to the UN Statistical Commission for its endorsement
3. Supporting implementation of SF-MST in countries
 - Publication of MST pilots
 - Compilation guidance
 - capacity building
 - technical support
4. Development of a set of indicators derived from SF-MST for international comparability purposes
 - liaison with the UN Inter-agency and Expert Group on SDG indicators (IAEG-SDG) for alignment with SDGs
5. Setting up an international dataset and country data reporting

Statistical Framework for MST



Institutional set-up

UNWTO General Assembly

UNWTO Executive Council

UN General Assembly

UN Economic and Social Council (ECOSOC)

United Nations Statistical Commission
(decision-maker statistical standards)

Selected policy instruments that have recognized MST:

[European Parliament Resolution on a strategy for sustainable tourism](#)

G.20 Leaders Declaration - [Alula Framework](#)

[Pacific Sustainable Tourism Policy Framework](#) & Pacific Statistical Strategy based on MST

UN Statistical Commission, [High Level Discussion on Measuring the Sustainability of Tourism](#)

UNWTO [General Assembly](#) and [Executive Council](#)

UNWTO Committee on Statistics
Secretariat: UNWTO Department of Statistics

Working Group of Experts on MST
Secretariat: UNWTO Department of Statistics

National Tourism
Administrations

National Statistical Institutes

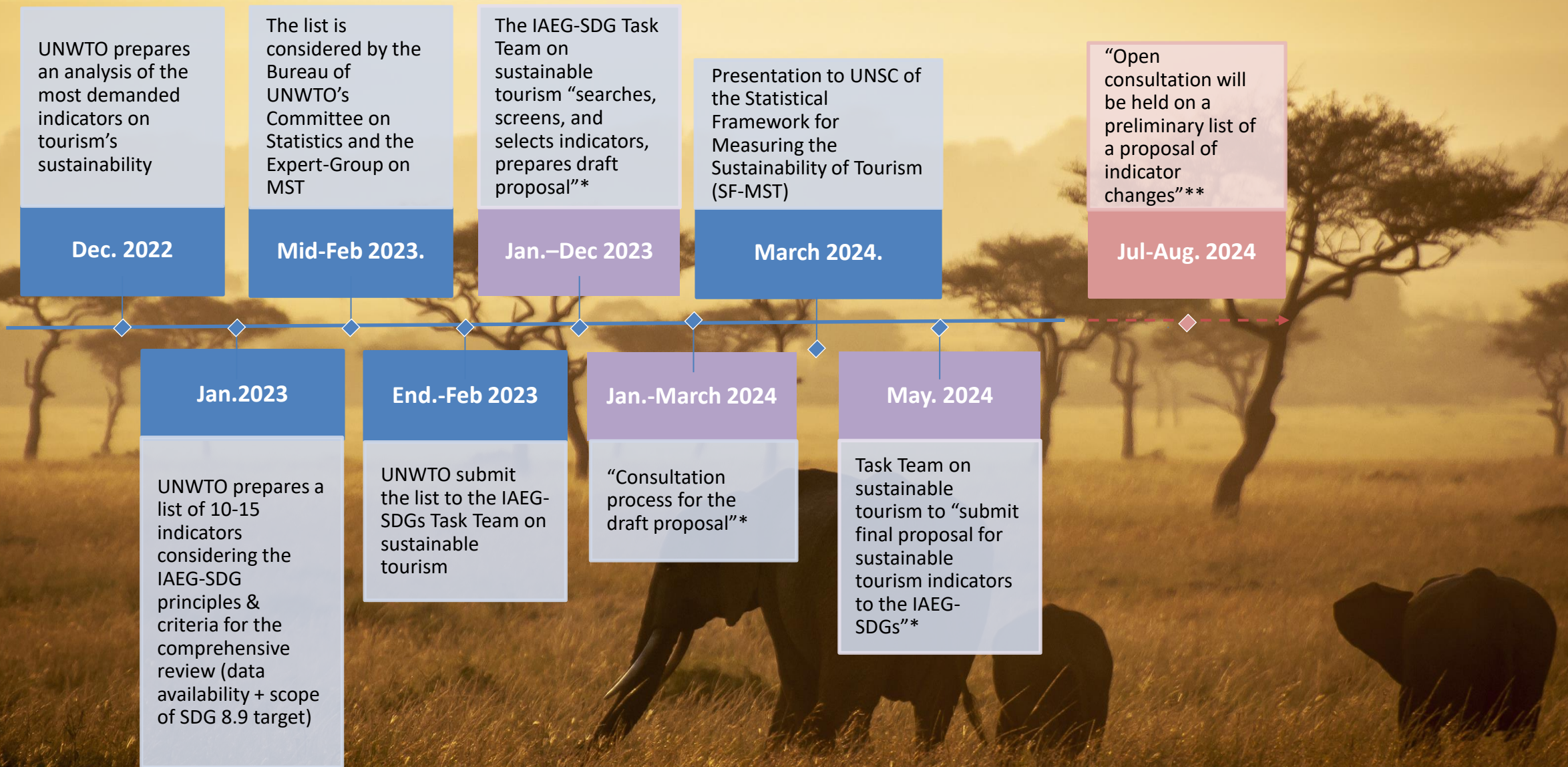


What are the proposed steps?



IAEG-SDG Task Team on Sustainable Tourism

- To discuss, build consensus on, and develop a detailed proposal for sustainable tourism indicators to better monitor Target 8.9.
- Proposal to be ready in time for submission to and consideration by the IAEG-SDGs during the 2025 comprehensive review of the global indicator framework.



*https://unstats.un.org/sdgs/files/meetings/iaeg-sdgs-meeting-13/7c_Task-Team-on-sustainable-tourism-updates-rev.pdf

**https://unstats.un.org/sdgs/files/meetings/iaeg-sdgs-meeting-13/11_2025-comprehensive-review.pdf

Tourism SDG indicators: A roadmap towards 2025 Comprehensive Review

THANK YOU!

Clara van der Pol
Acting Director
Statistics Department
World Tourism Organization (UNWTO), a UN specialized agency