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

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

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.

https://www.unwto.org/tourism-statistics/economic-contribution-SDG
What is the issue?
BY 2030, DEVISE AND IMPLEMENT POLICIES TO PROMOTE SUSTAINABLE TOURISM THAT CREATES JOBS AND PROMOTES LOCAL CULTURE AND PRODUCTS

TARGET 8.9

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
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

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.

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

**Environmental**
- Water
- Energy
- Waste
- Emissions
- Ecosystems
- Biodiversity

**Social**
- Employment
- Education, skills
- Income, wealth
- Institutions, governance
- Culture, Heritage
- Perception/Attitudes

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

**Global**
**National**
**Subnational**
Institutional set-up

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
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.
UNWTO prepares an analysis of the most demanded indicators on tourism's sustainability

Dec. 2022

The list is considered by the Bureau of UNWTO's Committee on Statistics and the Expert-Group on MST

Mid-Feb 2023.

The IAEG-SDG Task Team on sustainable tourism "searches, screens, and selects indicators, prepares draft proposal**

Jan.-Dec 2023

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

March 2024.

UNWTO submit the list to the IAEG-SDGs Task Team on sustainable tourism

End.-Feb 2023

UNWTO prepare for the draft proposal*

Jan.-March 2024

“Consultation process for the draft proposal”*

May. 2024

Task Team on sustainable tourism to “submit final proposal for sustainable tourism indicators to the IAEG-SDGs”**

Jul-Aug. 2024

“Open consultation will be held on a preliminary list of a proposal of indicator changes”**


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