Measuring Sustainable Tourism

SEEA and Global and Thematic SDG Indicators

9 March 2016
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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)

**UNWTO GUIDELINES:**
- SEEA 1993 Integrated Environmental and Economic Accounting
- SEEA 2003 Integrated Environmental Accounting
- SEEA 2012 System of Environmental Economic Accounting – Central Framework
- SEEA-EEA Experimental Ecosystems Accounting
- FDES 2013 Framework for the Development of Environment Statistics

**What tourism managers need to know (1996)**

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

**SDGs**


2030 Agenda - SDGs
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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