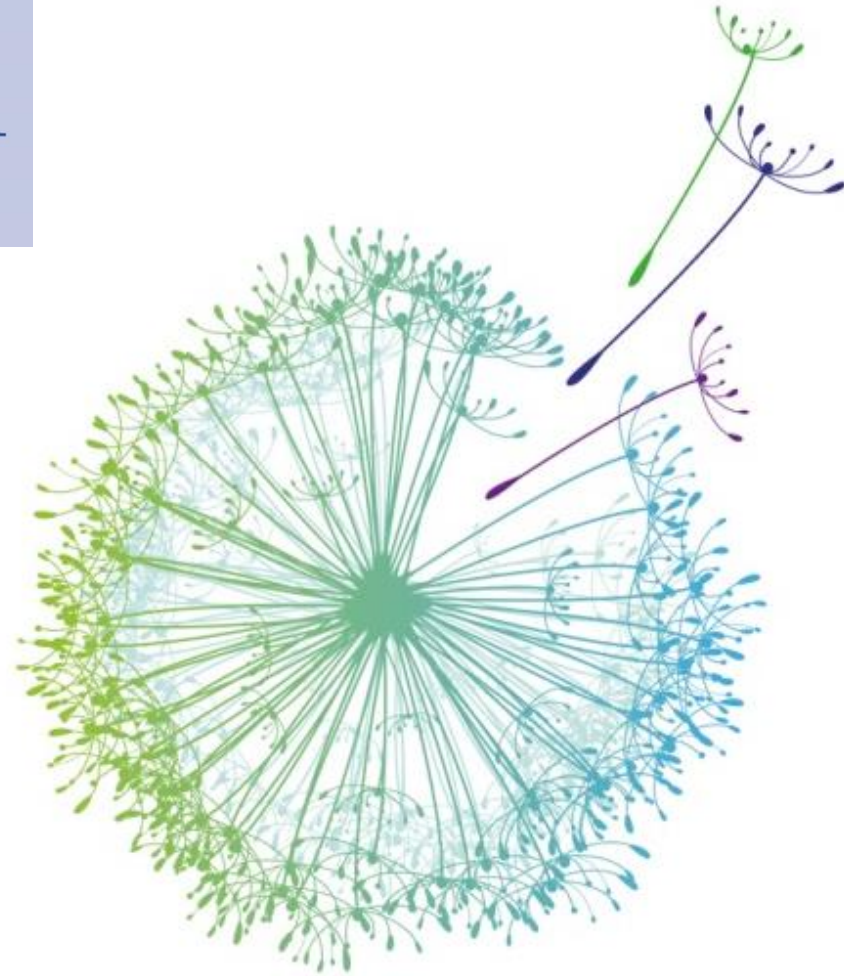Measuring
Sustainable
Tourism
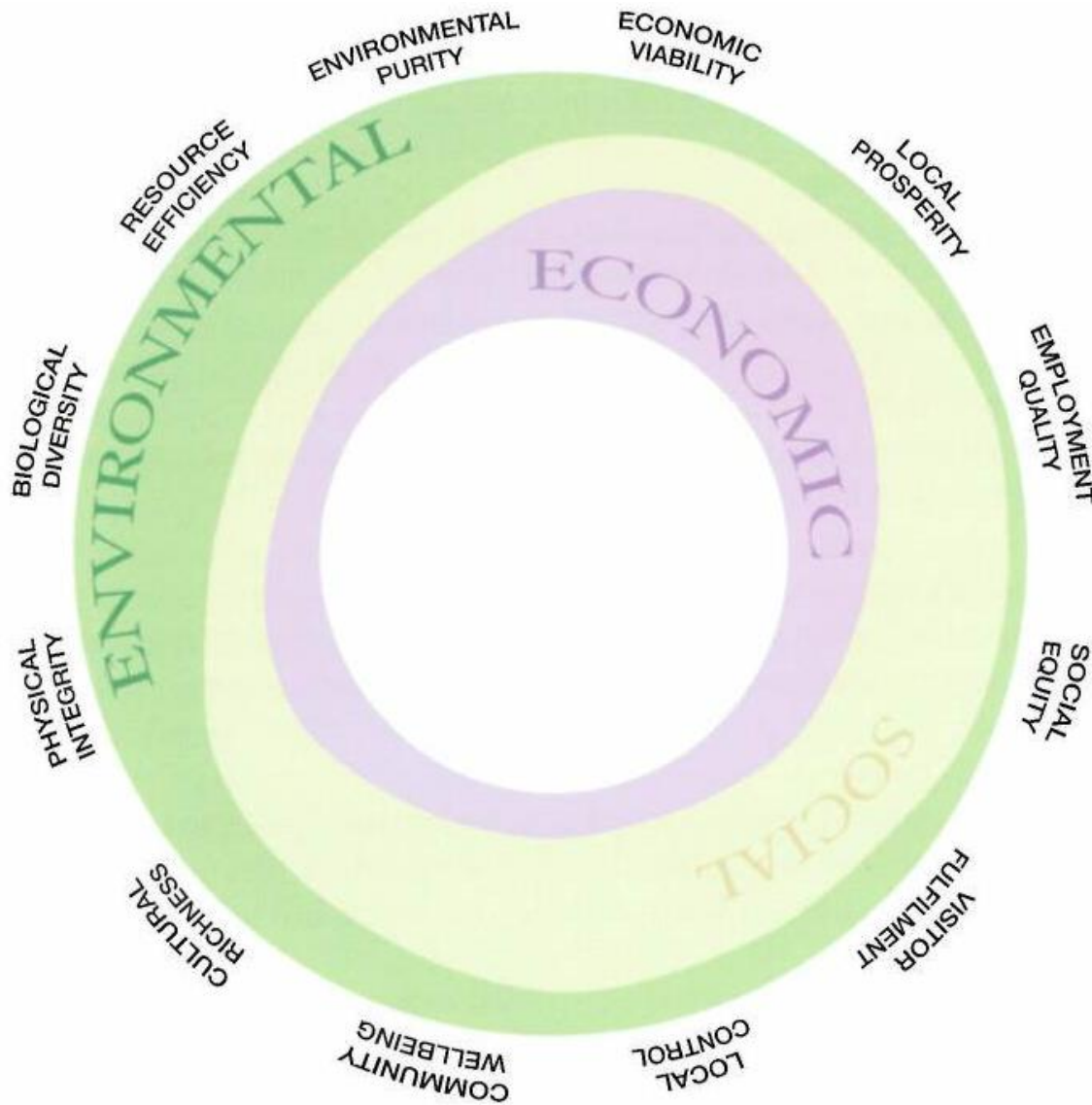
Towards a

Statistical Framework

UNWTO

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

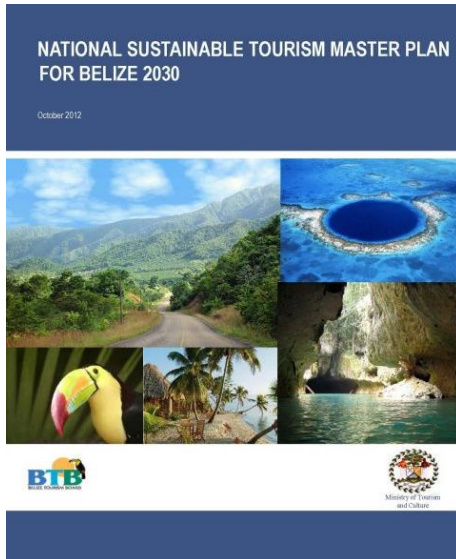**https://www.youtube.com/watch?v=KI6zLywIrss**

Sustainable tourism

"*Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industries, the environment and host communities*"

"*[..] is a continuous process and requires constant monitoring of impacts*"

1 billion international tourists in 2016

- 2 Main drivers:

- Need **evidence** to support policy and track progress

Towards a Statistical Framework for Measuring Sustainable Tourism (MST) - 1

- Integrate **economic**, **environmental** and **social/cultural dimensions** across relevant spatial levels (global, national, sub-national)

- Building on established standards: **TSA and SEEA**

- Common language and organizing structure to exploit the richness of **data already available** and identify **data gaps**

- Support credibility, comparability and outreach of data and monitoring programmes, including SDG monitoring.

- **Engagement** to ensure relevance and feasibility
  - Working Group of Experts on MST
  - UNWTO Statistics & TSA Committee
  - UN Committee of Experts on Environmental-Economic Accounting
  - UN Statistical Commission
- **Research agenda**
  - 7 priority areas

for more info: http://statistis.unwto.org/mst

Towards a Statistical Framework for Measuring Sustainable Tourism (MST) - 2

Engage, Research & Discuss

Pilot studies

Statistical standard

Capacity building

Int'l Database

Analysis

Policy & decision-making

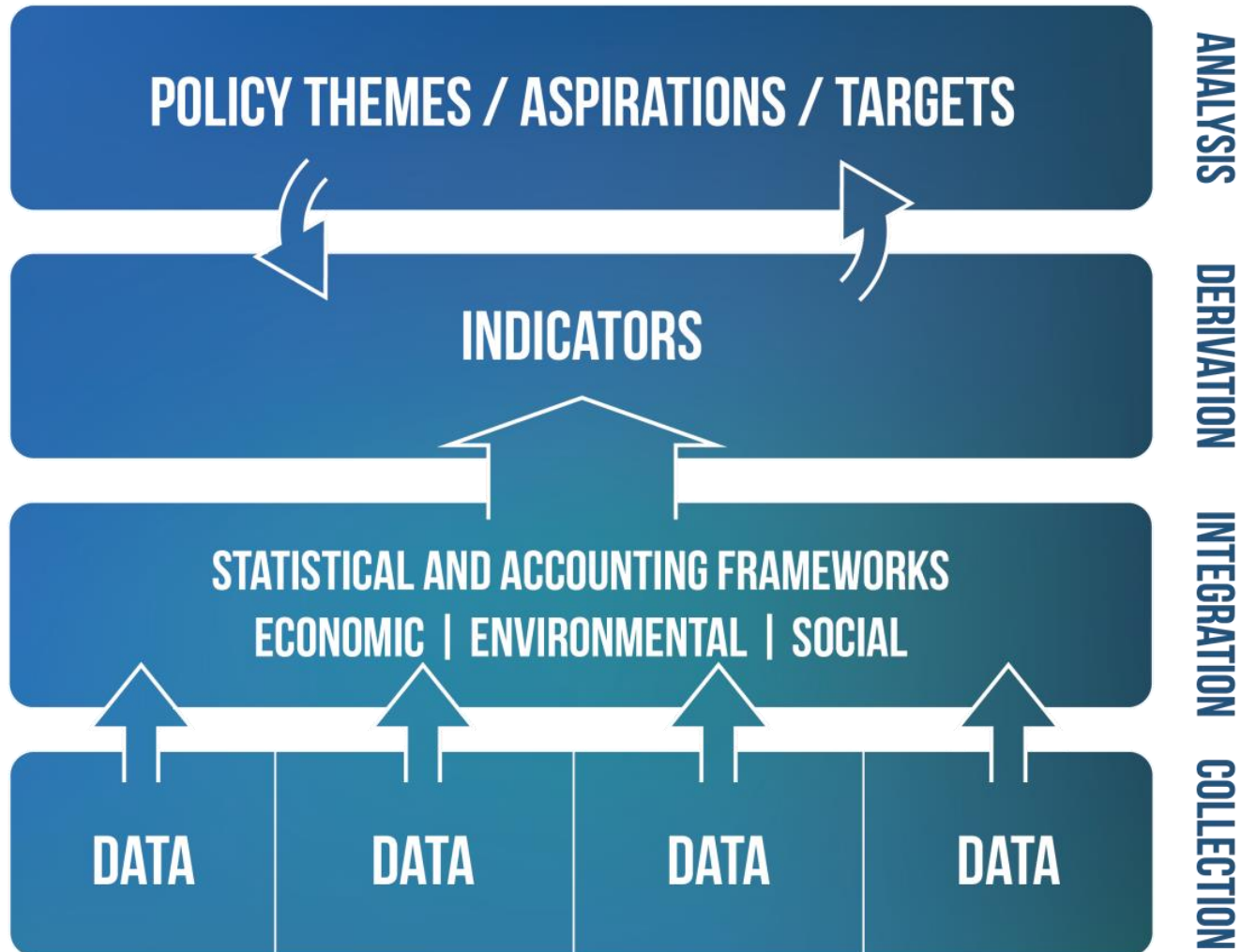# Linking TSA and SEEA
as first step towards framework

- Inbound, domestic, outbound tourism consumption

- Production by tourism industries

- Direct tourism GVA, GDP

- Employment in tourism industries

tourism - economy

environment - economy

- Physical flows: water, energy, emissions, waste

- Stock (depletion) of resources: water, land, fish, timber

- Expenditures on the environment

- Ecosystems condition & services (ie spatially-based data accounts)

- Environmental impacts of tourism: GHG emissions, solid waste, wastewater, disruption of ecosystems and biodiversity
- Dependency of tourism on the environment: healthy and good quality ecosystems (beaches, reefs, forrests), water and energy requirements to meet visitor consumption
- Environmental protection expenditure, environmental taxes
- Some socio-economic impacts and dependencies of tourism: employment,..

Role of a Statistical Framework

organizing structure for exploiting the richness
of **data already available** and for identifying
additional data that may be needed.

THANK YOU

https://www.youtube.com/watch?v=KI6zLywlrss