

Regional Workshop on Compiling Tourism Statistics in Asia and the Pacific

6-10 May 2024

Perak, Malaysia

Concept Note

1. Background and rationale

Tourism, as one of the world's largest socioeconomic sectors, holds the potential to drive positive transformations. When handled responsibly, it has the capacity to generate employment, stimulate economies, support conservation initiatives, and promote cultural understanding. As Asia and the Pacific steadily recover, reaching 65% of pre-pandemic levels since the onset of 2023, it becomes imperative to contemplate the impact of tourism and expedite efforts towards cultivating a more sustainable, inclusive, and resilient sector. Trusted, comparable and accurate statistics are essential for understanding the dynamics of the tourism sector. These must be rooted in the following internationally agreed statistical frameworks that guide the measurement of tourism:

- The *International Recommendations on Tourism Statistics 2008* provides the main concepts, definitions and classifications for measuring visitors, their expenditure and the tourism industries.
- The *Tourism Satellite Account: Recommended Methodological Framework 2008* provides the conceptual framework for measuring the economic contribution of tourism.
- The *Statistical Framework for Measuring the Sustainability of Tourism* (2024) expands on the previous frameworks and provides an integrated framework to describe the main concepts, definitions, and data organization structures to guide the production of data on the economic, social and environmental sustainability of tourism at the global, national and subnational levels.

2. Organizers and resource persons

The United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) supports statistics development of its members and associate members,¹ especially those that are least developed, landlocked, small islands developing States, and in or emerging from conflict. The continuous improvement of tourism statistics is an important focus of ESCAP's statistics development programme.

The Department of Statistics Malaysia² is an NSO with extensive insights on the development of a system of tourism statistics in line with the internationally agreed statistical frameworks, especially

¹ See <https://www.unescap.org/our-work/statistics>.

² See [Department of Statistics Malaysia \(dosm.gov.my\)](http://Department of Statistics Malaysia (dosm.gov.my))

conducting relevant tourism surveys, compiling Tourism Satellite Accounts, and implementing the Statistical Framework for Measuring the Sustainability of Tourism.

The Malaysia Statistical Training Institute (ILSM)³ is the training arm of DOSM. It provides quality and dynamic course modules and curricula that meet the needs of national statistical development, produces skilled human capital in the field of statistics and organises training programs through collaboration with national and global institutes.

The UN Tourism Statistics Department is committed to developing tourism measurement for furthering knowledge of the sector, monitoring progress, evaluating impact, promoting results-focused management, and highlighting strategic issues for policy objectives. The department works towards advancing the methodological frameworks for measuring tourism and expanding its analytical potential, designs practical guidance for their implementation in countries, supports statistical strengthening in countries through capacity building, and compiles and disseminates tourism statistics of countries all over the world.

The workshop will feature sessions led by resource persons from the organizers, as well as by other experts on tourism statistics.

3. Objective

The objective of the workshop is to provide participants with comprehensive insights into the production of tourism statistics and to foster discussions on harmonized methodologies and good practices, in line with the internationally agreed statistical frameworks for tourism statistics. Participants will be better equipped to foster the development of the System of Tourism Statistics in their country, including by conducting relevant tourism surveys, the compilation of the Tourism Satellite Accounts, as well as the implementation of the Statistical Framework for Measuring the Sustainability of Tourism.

4. Design and contents

The workshop will offer a dynamic blend of lectures, engaging panel discussions, insights into practices from various countries, and hands-on exercises. Designed for maximum interactivity and practicality, participants will actively connect with experts and peers, sharing their experiences. Through immersive hands-on activities, the workshop aims to not only facilitate collaboration but also promote the exchange of knowledge among participants.

The topics to be covered include:

- Relevance of statistics
- Internationally agreed statistical frameworks that guide the measurement of tourism
- The path to smooth governance for the System of Tourism Statistics
- Tourism statistics governance with hands on exercise
- Inbound tourism statistics with hands on experience
- Domestic and outbound tourism statistics with hands on experience
- Measuring tourism industries and employment in tourism: Challenges and solutions with hands on experience
- Compilation of Tourism Satellite Accounts
- Measuring Sustainability Tourism

³ See <https://ilsm.dosm.gov.my/>.

5. Participants

To enhance collaboration among key stakeholders in the production of tourism statistics, the workshop is tailored for statistics professionals and managerial staff responsible for tourism statistics and/or Tourism Satellite Account at the national statistical offices and ministries or government agencies responsible for tourism from Bangladesh, Bhutan, Kyrgyzstan, Maldives, Mongolia, and Nepal.

6. Language

The workshop will be conducted in English.