

Measuring the Sustainability of Tourism

Regional Workshop on Compiling Tourism Statistics in Asia and the Pacific

Wednesday, 8 May 2024



UN Tourism





UN Tourism UN mandate as a specialized agency

“to collect, to analyse, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system”

Agreement between UN and UN Tourism whereby UN Tourism became a UN Specialized agency; United Nations General Assembly Resolution A/RES/58/232

Our work goes beyond tourism

National Tourism Administrations

UN Tourism General Assembly

UN Tourism Executive Council

UN General Assembly

UN Economic and Social Council

United Nations Statistical
Commission

National Statistical Institutes

UN Tourism Committee on Statistics
*Secretariat: Statistics, Standards and Data
Department*

We strive for excellence in tourism measurement

I. Standards

*Global consensus,
universal
applicability*

Normative role
UN Tourism only
substantive UN
mandate
R&D and
innovation
Stakeholder
engagement

II. Capacity

*Practical guidance +
direct support to
countries*

Good practices
Data compilation
manuals “How to”
Capacity building
Technical support

III. Data

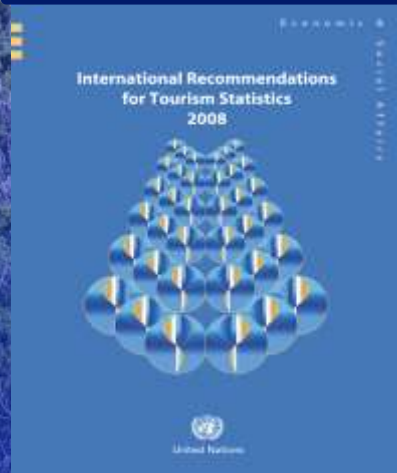
*Most
comprehensive
database on
tourism worldwide,
and expanding*

Country official
reporting
Database,
validation
Data products



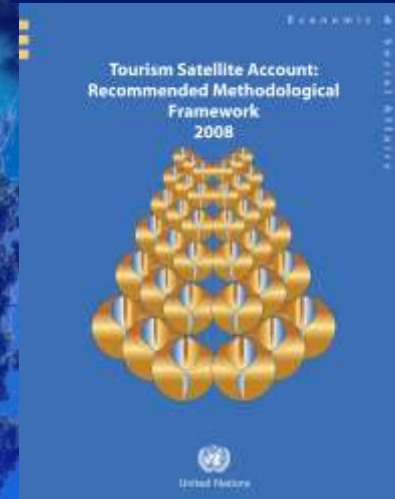
UN Measurement Standards for Tourism

Basic tourism statistics



Visitor flows and characteristics
Tourism expenditure
Tourism industries

Economic contribution



Tourism Direct GDP
Value added of tourism industries
Employment

Sustainability

Statistical Framework
for Measuring the
Sustainability of
Tourism (MST)

(unedited version)

Environmental: emissions, water, energy, waste, ecosystems
Social: employment, decent work, education, visitor and resident, perceptions, etc.
Economic: GDP, tourism establishments, seasonality, etc.

Measuring the Sustainability of Tourism:

a 360 approach to measure tourism

Across dimensions

Economic
Social
environmental

Across territorial scales

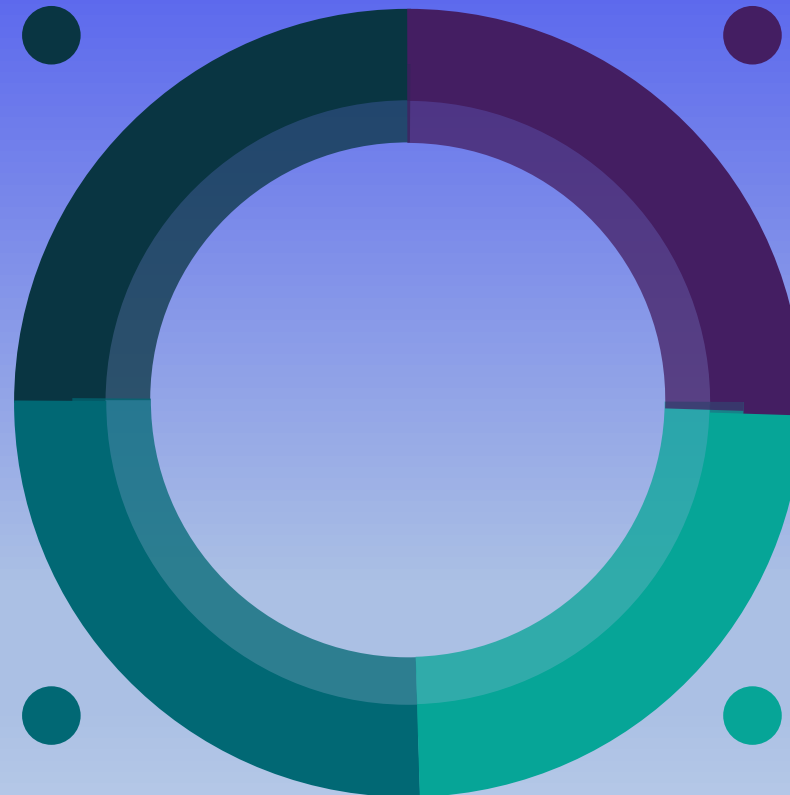
International
National
Subnational

Multistakeholder endorsement

Tourism community
Statistics community

Across relevant areas of expertise

Tourism statistics
Tourism Satellite Account
Environment statistics
Environmental-Economic Accounting
Labour statistics
Geospatial data, etc...



Measuring the Sustainability of Tourism

A multi-stakeholder process

Ministries and DMOs		National Statistical Offices		International Organizations	Others
Argentina	Mozambique	Australia	Mexico	Caribbean Development Bank	Auckland University of Technology
Cabo Verde	Peru	Austria	Netherlands	European Commission	Cairo University
Canada	Philippines	Cabo Verde	New Zealand	ILO	Cardiff Business School
Chile	Portugal	Canada	Philippines	Eurostat	Harvard University
Costa Rica	Samoa	Costa Rica	Slovenia	OECD	Leuphana University Lüneburg
Croatia	Saudi Arabia	Fiji	South Africa	UNCTAD	Minia University
Denmark	Seychelles	Finland	Spain	UNESCAP	MODUL University Vienna
Ecuador	Spain	France	Sweden	UNSD	Universidad de La Laguna
Egypt	Sri Lanka	Germany	Switzerland	WTO	University of Piraeus
Georgia	Sweden	Indonesia		Pacific Tourism Organization	
Greece	Switzerland	Ireland		European Travel Commission	Ministries of environment
Israel	Thailand	Italy			
Jamaica	United States of America	Malaysia			Regional Government of Andalucía, Spain
Malaysia					
Mexico					European Trade Association for Tour Operators (ETOA)

Statistical Framework for MST: a multi-year process



Statistical Framework for Measuring the Sustainability of Tourism



Internationally agreed reference framework for measuring the **economic**, **social** and **environmental** aspects of tourism



Adopted by all 193 UN Member States + UN System + over 50 International Organizations



To empower policy makers and the private sector to shape innovative policies and transform business models

Led by UN Tourism Committee on Statistics

Co-chaired by Austria and Spain

Developed by Expert Group on MST

Chaired by Austria

Endorsed at the 55th session of the UN Statistical Commission

With the active support of **34 countries** from all world regions, **3 world regions** and **international organizations** taking active part in the deliberations

UN Tourism Committee on Statistics and the **Expert Group on MST** were congratulated for their pioneering work

Recognized as **beyond GDP example**

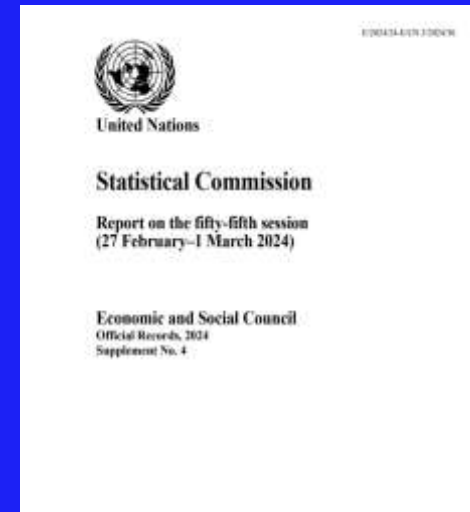


Download the framework

**SF-MST adoption by the UN
Statistical Commission at its 55th
session (27 February – 1 March 2024)**

“Historical milestone towards harnessing the full potential of the sector, providing a solution to the pressing need for a harmonized methodology to effectively assess the sustainability of tourism”

**Zurab Pololikhasvili
UN Tourism Secretary-General**



55/115

Tourism statistics

The Statistical Commission:

- (a) Expressed its appreciation to the World Tourism Organization Committee on Statistics for its leadership in tourism statistics, in particular in the area of measuring the sustainability of tourism as an example of moving towards Beyond GDP;
- (b) Endorsed the statistical framework for measuring the sustainability of tourism;
- (c) Welcomed the further development of the programme of work on measuring the sustainability of tourism, including an implementation programme and preparation of the compilation guide, under the auspices of the World Tourism Organization Committee on Statistics and the technical leadership of the expert group on measuring the sustainability of tourism; and requested the UNWTO to undertake further capacity building activities to ensure countries are able to report on the indicators for sustainability of tourism; and
- (d) Called on the international donor community and Member States to support financing for the measurement of tourism and its sustainability, and its integration in broader statistical



SF-MST Structure

Chapter 1: Introduction

Chapter 2: Key features of SF-MST

Chapter 3: Measuring the economic dimension

Chapter 4: Measuring the environmental dimension

Chapter 5: Measuring the social dimension

Chapter 6: Implementation and application of SF-MST

Annex 1: SF-MST Research agenda

Bibliography

Glossary



SF-MST Chapters' overview

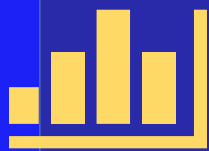


Chapter 1: Introduction



Chapter 2: Key features of SF-MST

Conceptual design; Statistical foundations;
Approach to measurement at the subnational
level and main measurement themes and
potential indicators



Chapter 3, 4 and 5: Measuring the economic, environmental and social dimensions

Descriptions of the relevant concepts, definitions,
measurement boundaries, statistical outputs and
measurement issues for the economic,
environmental and social dimensions of tourism.



Chapter 6: Implementation and application of SF-MST

Introduction to a range of implementation and
compilation topics



Statistical Framework for MST: main themes and indicators

General Pressure indicators

Visitor Length of Stay	Average length of stay of inbound visitors and average length of stay of domestic visitors
Tourism concentration	Number of visitors per 100 residents, Number of visitors per hectare of habitable land
Inbound tourism dependency	Number of inbound visitors relative to total internal visitors
Tourism seasonality	Variations in visitor arrivals (total/inbound/tourist/same day) on a regular time horizon and in regular frequencies

Economic indicators

Visitor Expenditure	Average internal tourism expenditure per visitor
Tourism economic performance	Tourism direct GDP (SDG indicator 8.9.1)
Tourism economic structure	Share of large and SME tourism establishments, Share of resident owned tourism establishments relative to all tourism establishments
Distribution of economic benefits	Share of compensation of employees relative to tourism direct value added in the tourism industries
Employment in tourism	Total employment in tourism industries (# jobs/# employed persons/ #employees); Share of employed persons in tourism industries relative to total economy; Share of women in jobs/employed persons/employers in the tourism industries; Labour productivity of different tourism industries
Tourism investment	Total gross fixed capital formation (GFCF) in tourism specific fixed assets relative to total GFCF of tourism industries; Total GFCF by tourism industries and relative to total economy GFCF

Statistical Framework for MST: main themes and indicators

Environmental indicators	
GHG emissions	Internal tourism GHG emissions per visitor; Internal tourism GHG emissions per unit of tourism direct GDP
Solid waste flows	Tourism Solid waste generated by tourism industries per visitor/tourist; Tourism solid waste generated per unit of tourism direct GDP; Share of Tourism solid waste generated by tourism industries and relative to total solid waste
Water flows	Tourism water use per visitor/tourist and per visitor overnight; Tourism water use per unit of tourism value added
Wastewater	Tourism wastewater per visitor overnight
Water resources	Annual tourism water use by tourism industries as a proportion of the net change in stock of water resources
Energy flows	Total tourism end-use of energy products by tourism industries
Ecosystem extent (for tourism areas)	Share of tourism-related ecosystem assets to the total tourism area; Percentage of protected areas (marine and terrestrial) to total tourism area
Ecosystem services flows for tourism areas	Total recreation related services in a tourism area

Statistical Framework for MST: main themes and indicators

Social indicators	
Visitor satisfaction	Share of visitors satisfied with overall experience at destination; Number of repeat visitors; Extent to which visitors would recommend a destination
Host community perception	Overall perception of host communities of visitors
Decent work	Share of compensation of employed persons relative to tourism direct value added in the tourism industries; Share of employed persons in tourism industries who are informally employed;
Governance	Implementation of standard accounting tools to monitor the economic and environmental aspects of tourism sustainability (SDG indicator 12b.1)

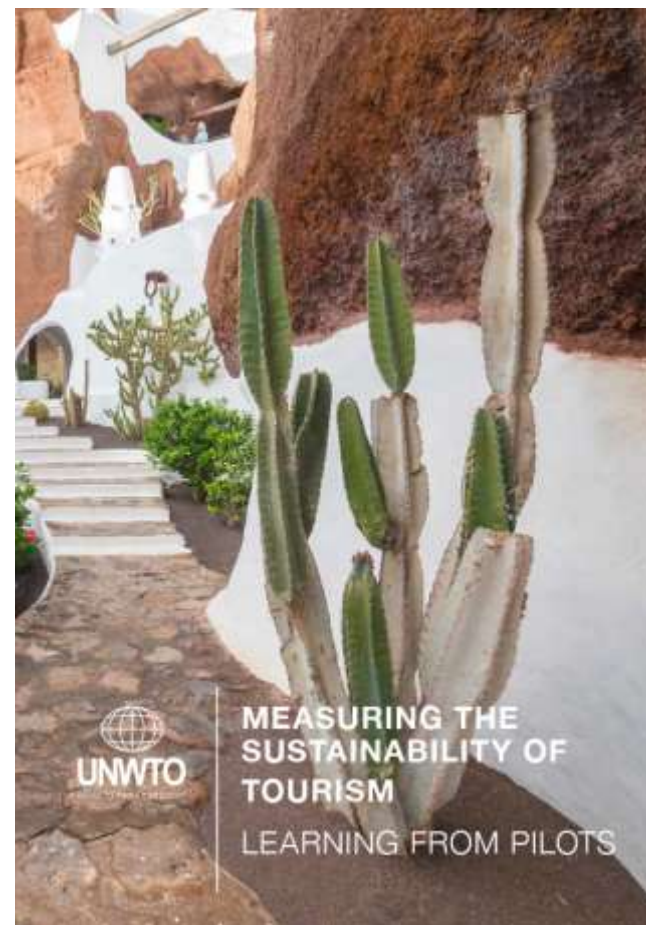
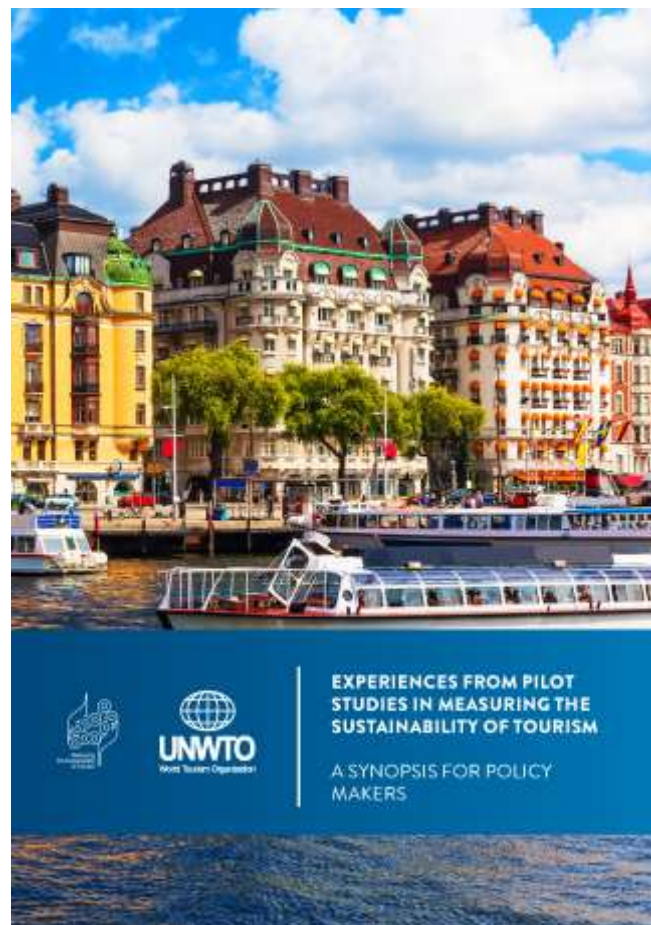
Measuring the Sustainability of Tourism: 29 pilots worldwide

8 in Asia and the Pacific

- Fiji
- Indonesia
- New Zealand
- Philippines
- Samoa
- Sri Lanka
- Thailand
- Vietnam



Austria
Fiji
Germany
Italy
Mexico
Philippines
Samoa
Saudi Arabia
Sweden
Thailand
Vietnam



Austria
Costa Rica
Fiji
Indonesia
Italy
Mexico
New Zealand
South Africa
Spain, Canary Islands
Sweden
Uganda
Arab countries



UN Tourism

Measuring the Sustainability of Tourism

- Next steps -



Implementation strategy

Best practices
Compilation Guide
Capacity development

MST –based indicators

Development of a list of indicators for international comparability

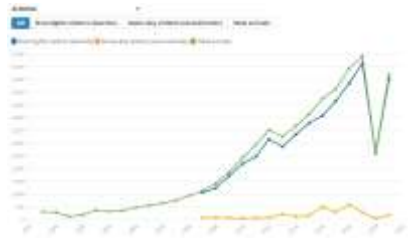
Worldwide Database

Expansion of Tourism Statistics Database with MST-based indicators

Most comprehensive database available on tourism:

>175 indicators from all countries in the world

Countries report data through official questionnaires/channels



Basic stats

Inbound tourism
Outbound tourism
Domestic tourism
Employment
Tourism industries
Trade-based indicators



Economic stats

Inbound/domestic share of GDP
Value added of tourism
Employment in relation to total economy



Official SDG tourism indicators and related

Tourism Direct GDP
Implementation of standard accounting tools to monitor the economic and environmental aspects of tourism sustainability

UN Tourism Statistics Database website

<https://www.unwto.org/tourism-statistics/tourism-statistics-database>



Thank you

Ms. Leandry Moreno
Officer, Statistics, Standards and Data Department
UN Tourism
lmoreno@unwto.org



UN Tourism