Overview

- Measuring Sustainable Tourism
- Gaining momentum and political support
- Tourism in the 2030 Agenda
- Towards a statistical framework for MST
- Supporting countries in the implementation of the methodology
- The work ahead
Launching of the Measuring Sustainable Tourism (MST) initiative in partnership with UN Statistical Division (late 2015)

Measuring Sustainable Tourism

I. Development of statistical Standards
II. Implementation and capacity building
Toolkit: Pilot studies TECO Capacity building
III. Data compilation and dissemination
Datasets, including SDGs
IV. Analysis
SDG report etc.
V. Support decision-making, management, strategy, evaluation, policy

2030 Agenda, tourism master-plan, etc.

Source: UNWTO
Gaining momentum and political support

Support at the UN highest level:

- The declaration of 2017 as the International Year of Sustainable Tourism for Development (70th UN General Assembly, A/RES/70/193, 4 Dec 2015)

Support from UNWTO member states:

16th Meeting - Committee on Statistics and the TSA (Tbilisi, Georgia, 26-27 Jan 2016)

17th Meeting - Committee on Statistics and the TSA (Madrid, Spain, 24-25 Jan 2017)

6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism (Manila, Philippines, 21-24 June 2017):

- Roadmap to measure sustainable tourism
- Adoption of the Manila Call for Action on Measuring Sustainable Tourism

UNWTO General Assembly and Special Meeting of the Member States of the UNWTO Committee on Statistics and the TSA (Chengdu, China, 12 Sept 2017)
Tourism in the 2030 Agenda

- Adoption of the **UN 2030 Agenda for Sustainable Development** and the **17 Sustainable Development Goals (SDGs)** and 169 associated targets (September 2015)

- **Tourism is included as targets under 3 of the SDGs:**
  - **SDG 8:** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (Target 8.9)
  - **SDG 12:** Sustainable Consumption and Production (Target 12.b)
  - **SDG 14:** Conserve and sustainably use the oceans, seas and marine resources for sustainable development (Target 14.7)

- SDGs are statistically driven and **UNWTO is the custodian agency** for the following tourism relevant SDG-indicators:
  - 8.9.1.: Tourism direct GDP as a proportion of total GDP and in growth rate (Tier II)
  - 8.9.2.: Proportion of jobs in sustainable tourism industries out of total tourism jobs (Tier III)
  - 12.b.1.: Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools (Tier III)

- **Participation in IAEG-SDGs meetings:**
  - Ottawa, Canada (WebEx) (March 2017)
  - Manama, Kingdom of Bahrain (Nov 2017)
Towards a statistical framework

- **Progress in building a statistical framework** integrating tourism statistics on the economic, environmental and social dimensions across all relevant spatial scales:
  - Draft prepared for the first round of consultation

- **Establishment of a Working Group of Experts on Measuring Sustainable Tourism** (WG-MST):
  1. 1st meeting in Madrid, Spain (20-21 Oct 2016)
  2. 2nd meeting in Madrid, Spain (June 2018, TBC)


- **Regional Workshop on the Compilation of the Tourism Satellite Account**, organized by UNSD and UNWTO (Manila, Philippines, 19-20 June 2017)

- **Development of country pilot studies and sharing of experiences**:
  - Austria
  - Canada
  - Italy
  - Indonesia
  - Fiji
  - Mexico
  - Philippines
  - Saudi Arabia
  - the Netherlands
  - Wales
Supporting countries in the implementation of the methodology

- **Regional Statistics Capacity Building Programme - First Workshop**  
  (Algiers, Algeria, 13-15 Feb)

- **International Workshop on Tourism Statistics**, organized by NBS China and UNSD, (WebEx)  
  (23-24 Nov 2017, Chengdu, China)

- **Workshop on “Measuring the economic impact of tourism in Europe: the Tourism Satellite Account (TSA)”**  
  (29-30 Nov 2017, Brussels, Belgium)

The work ahead

- **Advancing the MST Statistical framework:**
  - Draft for global consultation (May 2018) and approval process in the UN Statistical Commission (by 2020)
  - Continuation of elaboration of “Pilot studies”, testing the feasibility and relevance of MST within their national/subnational settings
  - 2nd Meeting of the Working Group of Experts on Measuring Sustainable Tourism (being planned middle of 2018)
The work ahead

➢ Ongoing engagement with the various stakeholders:
  ▪ Setting up of sub-groups to the WG-MST focusing on some particular topics of interest for the further elaboration of the MST Statistical Framework and making the SDG-indicators 8.9.2 and 12.b.1 statistically operational
  ▪ Continuation of the Statistics Capacity Building Programmes (2nd Workshop, 18-21 March, Algiers, Algeria)

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Tourism Statistics website:

UNWTO Committee on Statistics and TSA website:
http://statistics.unwto.org/content/committee-statistics-and-tourism-satellite-account

UNWTO Committee on Statistics and the Tourism Satellite Account

Milestones 2016/17 and work ahead