Role of SF-MST

- Respond to the significant demand for robust measures of sustainable tourism and strong support for the design of a statistical framework
- Integrate economic, environmental and social information to support holistic assessments
- “Umbrella” for many existing statistical domains
- Provide the concepts and definitions for the measurement of sustainable tourism – the WHAT
  - The WHY and WHO is provided in policy documents
  - The HOW, WHERE and WHEN is provided in compilation and implementation materials
Measuring Sustainable Tourism
Linking data and decisions

What? Standard definitions, classifications & terms
How? Data & methods

MST and sustainable tourism policies

Statistical Framework for MST

Economic
- Tourism industry value added
- Tourism establishments
- Tourism employment
- Visitor numbers
- Visitor expenditure
- Investment & infrastructure

Environmental
- Water
- Energy
- Waste
- GHG emissions
- Land
- Ecosystems
- Biodiversity
- Protected areas / parks
- Natural resources

Social
- Community
- Health outcomes
- Education
- Income & wealth
- Decent work
- Governance
- Human rights
- Accessibility
- Culture / heritage
- Security

Spatial scales: Global, National, Regional, Local

MST in practice: statistics, accounts & indicators

Proposed structure and coverage

- Introduction (Chap 1)
  - What is sustainable tourism?
  - The nature and benefits of a statistical approach
  - Overview of the SF-MST
  - Principles of implementation and application (e.g. SDG indicators)
- Measuring the economic, environmental and social dimensions (Chap 2, 3 & 4)
- Defining spatial areas (Chap 5)
- Classifications, glossary, references
Nature of an accounting based approach

- SF-MST builds on existing measurement frameworks of TSA, SNA and the SEEA which are all accounting based

- Extends to cover the scope imagined in wealth accounting with multiple capital – produced, natural, human, social

- Uses accounting as a platform for organising data, especially distinguishing stocks and flows and hence consistently framing a discussion of sustainability, capacity & resilience

- SF-MST does not aim to define a “triple bottom line” or make assumptions on the nature of sustainability

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Elements of the SF-MST

- Decision support tools, including indicators
- Statistical Framework for MST
  - Combined presentations
  - Base accounts and tables
  - Standard definitions, classifications & measurement boundaries
- Data sources
### Proposed base accounts & tables

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Base accounts</th>
<th>Base tables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic</td>
<td>Tourism activity SUT</td>
<td>Visitor movements</td>
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<td></td>
<td>Tourism infrastructure asset account</td>
<td>Tourism expenditure</td>
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<td>Employment in tourism</td>
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<td>Demographics of tourism establishments</td>
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<td>Environmental</td>
<td>Water SUT</td>
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<td>Energy SUT</td>
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<td>GHG emissions SUT</td>
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<td>Solid waste SUT</td>
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<td>Land use asset account</td>
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<td>Land cover asset account</td>
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<td>Ecosystem condition account</td>
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<td></td>
<td>Ecosystem services SUT</td>
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<tr>
<td>Social</td>
<td></td>
<td>Social and community indicators (e.g. crime, health, congestion, perceptions of tourism)</td>
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<td>Visitor perception indicators</td>
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<td>Tourism governance indicators</td>
</tr>
</tbody>
</table>

### Measuring Sustainable Tourism

**Linking data and decisions**

#### Statistical Framework for MST – Core tables

- **Economic**
  - ECO1. Value added by tourism industries
  - ECO2. Employment by tourism industries
  - ECO3. Tourism establishments by tourism industry by tourism region
  - ECO4. Visitor numbers by tourism region
  - ECO5. Visitor expenditure by product by tourism region

- **Environmental**
  - ENV1. Water use by tourism industries
  - ENV2. Energy use by tourism industries
  - ENV3. GHG emissions by tourism industries
  - ENV4. Solid waste from tourism industries
  - ENV5. Land cover type by tourism region

- **Social**
  - SOC1. Community capacity by tourism region
  - SOC2. Income distribution by tourism region
  - SOC3. Decent work measures by tourism industries
  - SOC4. Cultural heritage by tourism region
  - SOC5. Visitor perceptions by tourism region
Integrating spatial areas

- SF-MST recognises that supporting decision making on sustainable tourism must go beyond only national level data
- Underlying concepts are scale independent: question of relevance and feasibility as to scale of measurement in practice
- Not all concepts need to be measured at every spatial scale
- Proposed hierarchy of spatial areas
  - Global
  - Supra-national
  - National
  - Regional
  - Municipal / City-region
  - Local

Next steps

- Current version is an initial draft – broad feedback on style, structure and approach is required
- More research needed on
  - Social dimension
  - Employment and labour
  - Consumption perspective
  - Spatial areas
- In parallel, need to advance
  - Implementation and compilation support
  - Discussion of sustainable tourism indicators
Thank you!

Looking forward to your ideas, suggestions and inputs!

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