Measuring Sustainable Tourism: Let’s get started with a Toolkit

Demi Kotsovos
Satellite Account and Special studies
National Economic Accounts Division
UNWTO Committee on Statistics and Tourism Satellite Account
Madrid, Spain
February 27, 2018

For discussion

- A staged implementation strategy for MST: getting started with a Toolkit
- Why now?
- Implementation of roadmaps, pathways and strategies
- Assessment Tool
- Support for implementation
The MST Toolkit

Statistical Framework for Measuring Sustainable Tourism

1. Purpose of Toolkit and Introduction to SF-MST
2. Core tables and Indicators for MST
   - Economic, environmental and social dimensions
   - SDG indicators
3. Implementation roadmaps, pathways and strategies
4. Readiness Assessment (tool)
   - Defining boundaries and key features of tourism
   - Stakeholders and data providers/users
   - Policy and legislation
   - Institutional arrangements
   - Data availability
   - Statistical Infrastructure and capacity
5. Various dimension & spatial measurement and Deriving indicators to assess sustainability
6. Documentation, flowcharts, inputs/output

Existing Frameworks
- IRTS 2008
- TSA:RMF 2008
- SEEA
- SNA 2008; Others?

MST HUB
Focal point for resources

Implementation roadmaps, pathways and strategies

- Initial steps for engagement with UNWTO on MST
- Need for collaboration, role of statistics/tourism policy/business/other stakeholders, and associated governance strategies
- Key steps/options for different roadmaps depending on the current data situation
  - (for example a roadmap for countries with a TSA)
Implementation roadmaps, pathways and strategies (con’t)

- Staged approach to implementation
  - Core tables and indicators to more advanced completion of all elements of the SF-MST
- Discussion and testing at national, regional, destination level
- Options for pilot testing, training and capacity building

Readiness Assessment Tool

- An assessment tool to assess the readiness of a country or region to implement SF-MST.
  - Boundaries and key features of tourism
    - choice of spatial scale
  - Stakeholders and data providers/users
    - user group & champion
  - Policy and legislation
    - Existing reporting requirements etc
  - Institutional arrangements
  - Data availability
  - Statistical Infrastructure and capacity
Support for Implementation

- Training
- Technical assistance
- Pilot testing
- Compilation guidance
- Implementation strategies and support
- Development of indicators

Thank you!