What we measure affects what we do, and if we measure the wrong thing, we will do the wrong thing

- Joseph Stiglitz

Measuring the Sustainability of Tourism

Towards a common language

Standard
Multilateral coordination and technical developments for improving/expanding the measurement of tourism
Statistical Framework for Measuring the Sustainability of Tourism
Consensus building

Implementation
Translating standards into practical guidance & direct support to countries
Pilots
Capacity development
Technical support

Data
Worldwide data collection and processing to support international comparability
Pilot results & policy implications
SDG indicators on tourism
Forthcoming MST database
(Standard) Consensus building

UNWTO General Assembly
UN Statistical Commission
G20

Manila Call for Action on Measuring Sustainable Tourism

UNWTO Committee on Statistics
UNCEEA
MST Working Group of Experts
MST Editorial Board

Austria
Argentina
Cabo Verde
Canada
Egypt
Fiji
France
Georgia
Germany
Indonesia
Ireland
Italy
Jamaica
Malaysia

Mexico
Mozambique
Netherlands
Oman
Thailand
The Philippines
Portugal
Saudi Arabia
Samoa
South Africa
Spain
Sweden
Uruguay
Vietnam

UNSD
ILO
WTO
OECD
Eurostat
World Bank Group
Asian Development Bank
UNESCAP
Conservation International
Cardiff University
CISET University of Venice
Eberswalde University for Sustainable Development
Universidad de La Laguna
Andalucía Regional Government
In2Destination
INRouTe
Exceltur
Hilton

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(Standard) Framework

- Environmental
  - Water
  - Energy
  - Waste
  - Emissions
  - Land, protected areas
  - Ecosystems
  - Biodiversity

- Social
  - Decent work
  - Health
  - Education, skills
  - Income, wealth
  - Institutions, governance
  - Culture, Heritage
  - Visitor perception

- Economic
  - GDP
  - Industries
  - Establishments
  - Employment
  - Visitor expenditure
  - Investment

Global

National

Subnational

SEEA

Social K, Human K

SNA, TSA

Implementation

Data

PILOT COUNTRIES
- Austria
- Canada
- Fiji
- Germany
- Italy
- Mexico
- Netherlands
- Philippines
- Samoa
- Saudi Arabia
- Sweden
- Thailand
- Viet Nam

TOOL TO MEASURE THE CONTRIBUTION OF TOURISM TO THE SDG AGENDA:

- Derive indicators for inclusion in the Global Framework, especially for targets 8.9 and 12.b
- Derive a “thematic set” of indicators for Tourism in the context of the SDGs