1. Background

The World Tourism Organization (UNWTO) is the UN specialized agency mandated 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.

In 2016, UNWTO, in partnership with the UN Statistics Division (UNSD), launched the initiative towards the development of an international statistical framework for measuring tourism’s role in sustainable development, including economic, environmental and social dimensions. Led by a multidisciplinary Working Group of Experts (under the auspices of the UNWTO Committee on Statistics and UN Committee on Experts on Environmental Economic Accounting) the Statistical Framework for MST (SF-MST) under development aims to become a valuable guiding tool for countries to produce credible, comparable and integrated data to better guide decisions and policy with respect to sustainable tourism. In recognition of this, the United Nations Economic and Social Council supports MST as the tool to derive indicators for monitoring the role of tourism in the Sustainable Development Goals. It can be used to derive specific indicators for this purpose at the global, national and sub-national levels.

2. Context

With new situations emerging from the unprecedented COVID-19 pandemic, tourism restarts with sustainability as the new normal. It is essential to be able to properly measure the sustainability of the tourism sector for monitoring relevant policies. In the meantime, the tourism industries have shown an increased commitment to implementing sustainability concepts and measures in recent years. These further underline the need for the development of the MST.
Therefore, it comes to the moment for UNWTO and the Department of Tourism of the Philippines endeavoured to collaborate to organize the Asia-Pacific Training Workshop on Measuring the Sustainability of Tourism, with the kind financial support of the Ministry of Culture, Sports and Tourism of the Republic of Korea.

3. Workshop Objective

This Workshop aims to introduce the MST Statistical Framework and provides reminder of the main concepts and definitions of sustainability in tourism across the Asia-Pacific Member States, and to discuss the strategies on strengthening the data support for the compilation of MST indicators.

In addition, the Workshop will enable the Asia-Pacific Member States to share good practices of implementing MST and raise the awareness of the importance of using MST indicators for policy development and/or management and promotion of tourism.

4. Workshop Overview / Participants

The Workshop on Measuring the Sustainability of Tourism will be held online.

The sessions will take place on 14 and 15 December 2021.

Day 1, 14 December (online): Nominated Participants from the Member States from Asia and the Pacific.

Day 2, 15 December (hybrid): Invited national participants from the Philippines.

5. Targeted audience of the Workshop

By exchanging knowledge and experiences, the participants will understand better the Statistical Framework for MST, including main concepts, methodology, tables and indicators and learn the best practices of implementing MST.

The Workshop is targeted for:

- Representatives of NTAs/NTOs and National Statistical Offices of the participating countries from Asia and the Pacific
- Local officials and industry stakeholders from the Philippines

6. Registration and Connection to Workshop

Each Member State is invited to nominate up to three representatives to participate in the Workshop (ideally at least one from the National Tourism Authority and one from the National Statistical Office). Please note that each participant will be requested to attend the whole period of the Workshop.

Please fill out the online registration form here no later than 10 December 2021. After completing the registration, participants will receive an email with the details on how to access the Workshop in due course.

Any questions on the Workshop can be addressed to Mr. Benjamin Iong, UNWTO (rdap@unwto.org) and the Department of Tourism of the Philippines (ird@tourism.gov.ph)