UNWTO Asia-Pacific Workshop on Measuring the Sustainability of Tourism
14 December 2021
Measuring the sustainability of tourism (MST) aims to bring to all countries in the world a common framework to measure the impacts and dependencies of tourism on the economy, society and the environment. This is essential to better understand the role of tourism in sustainable development and to pragmatically monitor progress, especially in the framework of the 2030 Agenda for Sustainable Development and its Sustainable Development Goals.

With new situations emerging from the unprecedented covid-19 pandemic, tourism restarts with sustainability as the new normal. Being able to properly measure the sustainability of the tourism sector for monitoring relevant policies has become crucial. In the meantime, the tourism industry have shown an increased commitment to implementing sustainability concepts and measures in recent years. These underline the need for the development of the MST.

Therefore, UNWTO jointly organizes the UNWTO Asia-Pacific Workshop on Measuring the Sustainability of Tourism with the Department of Tourism of the Philippines. This event is sponsored by the Ministry of Culture, Sports and Tourism of the Republic of Korea.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td><strong>Opening /Congratulatory Remarks</strong>&lt;br&gt;- Mr. Harry Hwang, Director, Regional Department for Asia and the Pacific, UNWTO&lt;br&gt;- Ms. Jeongeun Lee, Director of the International Tourism Division, Ministry of Culture, Sports and Tourism&lt;br&gt;- Ms. Bernadette Romulo-Puyat, Secretary, Department of Tourism of the Philippines</td>
</tr>
<tr>
<td>10:15</td>
<td><strong>Keynote address on the Importance of Measuring Sustainability in Tourism in the context of Sustainable Development Agenda</strong>&lt;br&gt;- Invited Speaker: Ms. Alessandra Alfieri, Chief of Environmental Economic Accounting Section, UN Statistics Division</td>
</tr>
<tr>
<td>10:30</td>
<td><strong>Session 1: Policy-oriented discussion on Measuring the Sustainability of Tourism</strong>&lt;br&gt;Moderator: Mr. Gerald Junne L. Clarino, Chief Statistical Specialist, Philippine Statistics Authority&lt;br&gt;1.1 Introduction to the UNWTO/UNSD project on Measuring the Sustainability of Tourism (MST) and the tourism SDG indicators&lt;br&gt;- Ms. Clara van der Pol, Coordinator, Statistics Department, UNWTO&lt;br&gt;1.2 Towards a measurement framework for sustainable tourism in Jamaica&lt;br&gt;- Ms. Jhanelle Rae Bowie, Director, Tourism Economics and Facilitation, Ministry of Tourism, Jamaica&lt;br&gt;1.3 Linking tourism policies and indicators&lt;br&gt;- Ms. Christina Leala Gale, Manager of the Sustainable Tourism and Research Division, Pacific Tourism Organization&lt;br&gt;1.4 MST relevance from an Ocean Accounting perspective&lt;br&gt;- Mr. Anthony Dvarskas, Regional Adviser, Environment Statistics, UNESCAP&lt;br&gt;Q&amp;A (15 minutes)</td>
</tr>
<tr>
<td>11:45</td>
<td><strong>Break</strong></td>
</tr>
<tr>
<td>Time</td>
<td>Activity</td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>12:00 – 13:30</td>
<td><strong>Session 2: Key lessons from MST pioneering countries in Asia and the Pacific</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Moderator:</strong> Mr. Carl Obst, UNWTO expert</td>
</tr>
<tr>
<td></td>
<td><strong>2.1 Overview of the Statistical Framework for MST and key tables</strong></td>
</tr>
<tr>
<td></td>
<td>- Mr. Carl Obst, UNWTO expert</td>
</tr>
<tr>
<td></td>
<td><strong>2.2 Estimating water and energy consumption in tourism in The Philippines</strong></td>
</tr>
<tr>
<td></td>
<td>- Mr. Gerald Junne L. Clariño, Chief Statistical Specialist, Satellite Accounts Division,</td>
</tr>
<tr>
<td></td>
<td>Macroeconomic Accounts Service, Philippine Statistics Authority</td>
</tr>
<tr>
<td></td>
<td><strong>2.3 Designing a roadmap for MST in Fiji</strong></td>
</tr>
<tr>
<td></td>
<td>- Ms. Artika Devi, Senior Statistician, Fiji Bureau of Statistics</td>
</tr>
<tr>
<td></td>
<td>**2.4 Linking the TSA and the System of Economic-Environmental Accounting at a sub-national</td>
</tr>
<tr>
<td></td>
<td>level for Thailand</td>
</tr>
<tr>
<td></td>
<td>- Mr. Mongkon Wimonrat, Assistant to Permanent Secretary, Ministry of Tourism and Sports,</td>
</tr>
<tr>
<td></td>
<td>Thailand</td>
</tr>
<tr>
<td></td>
<td><strong>2.5 Community Surveys on Attitude to Tourism in Niue and Cook Islands</strong></td>
</tr>
<tr>
<td></td>
<td>- Mr Simon Milne, Auckland University</td>
</tr>
<tr>
<td></td>
<td><strong>Q&amp;A (15 minutes)</strong></td>
</tr>
<tr>
<td>13:30 – 15:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>15:00 – 16:00</td>
<td><strong>Session 3: Deriving indicators and Resolving MST measurement issues</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Moderator:</strong> Mr. Mark Lound, UNWTO expert</td>
</tr>
<tr>
<td></td>
<td><strong>3.1 Developing Indicators for the Pacific Tourism Statistics Strategy 2021- 2030</strong></td>
</tr>
<tr>
<td></td>
<td>- Mr. Mark Lound, UNWTO expert</td>
</tr>
<tr>
<td></td>
<td><strong>3.2 Main challenges for future tourism statistics, including a sustainable development</strong></td>
</tr>
<tr>
<td></td>
<td>- Mr. Nico Heerschap, Statistics Netherlands</td>
</tr>
<tr>
<td></td>
<td><strong>Q &amp; A group discussion with Mr. Carl Obst, UNWTO expert</strong></td>
</tr>
<tr>
<td>16:00 – 16:10</td>
<td><strong>Closing Remarks</strong></td>
</tr>
<tr>
<td></td>
<td>- Mr. Warner M. Andrada, OIC-Director, Office of Tourism Development Planning, Research</td>
</tr>
<tr>
<td></td>
<td>and Information Management, Philippine Department of Tourism</td>
</tr>
<tr>
<td></td>
<td>- Ms. Eunji Tae, Officer, Department for Asia and the Pacific, UNWTO</td>
</tr>
</tbody>
</table>
Opening /Congratulatory Remarks

Mr. Harry Hwang
Regional Director for Asia and the Pacific, UNWTO

Ms. Jeongeun Lee
Director of the International Tourism Division, Ministry of Culture, Sports and Tourism

Ms. Bernadette Romulo-Puyat
Secretary, Department of Tourism of the Philippines
Keynote address on the Importance of Measuring Sustainability in Tourism in the context of Sustainable Development Agenda

Ms. Alessandra Alfieri
Chief of Environmental Economic Accounting Section, UN Statistics Division
Moderator and Speakers
Session 1: Policy-oriented discussion on Measuring the Sustainability of Tourism

Ms. Clara van der Pol
Coordinator, Statistics Department, UNWTO

Ms. Christina Leala Gale
Manager of the Sustainable Tourism and Research Division, Pacific Tourism Organization

Ms. Jhanelle-Rae Bowie
Director, Tourism Economics and Facilitation, Ministry of Tourism, Jamaica

Mr. Anthony Dvarskas
Regional Adviser, Environment Statistics, UNESCAP

Mr. Gerald Junne L. Clariño
Chief Statistical Specialist, Satellite Accounts Division, Macroeconomic Accounts Service, Philippine Statistics Authority
Moderator and Speakers
Session 3: Deriving indicators and Resolving MST measurement issues

Mr. Mark Lound
UNWTO Expert

Mr. Nico Heerschap
Statistics Netherlands

Mr. Carl Obst
UNWTO Expert
Closing Remarks

Mr. Warner M. Andrada
OIC-Director, Office of Tourism Development Planning, Research and Information Management, Philippine Department of Tourism

Ms. Eunji Tae
Officer, Department for Asia and the Pacific, UNWTO
Keynote address on the Importance of Measuring Sustainability in Tourism in the context of Sustainable Development Agenda

Ms. Alessandra Alfieri
Chief of Environmental Economic Accounting Section, UN Statistics Division

Alessandra Alfieri is the Chief of the Environmental-Economic Accounts Section at the United Nations Statistics Division. She leads the global development and implementation programme on the System of Environmental-Economic Accounting (SEEA) which focuses on mainstreaming environmental-economic and ecosystem accounting in countries and advance the research agenda of the SEEA. Alessandra received her PhD in Statistics from the University of Iowa.
Session 1: Policy-oriented discussion on Measuring the Sustainability of Tourism
Session 2: Key lessons from MST pioneering countries in Asia and the Pacific

Mr. Gerald Junne L. Clariño
Chief Statistical Specialist, Satellite Accounts Division, Macroeconomic Accounts Service, Philippine Statistics Authority

Mr. Clariño serves as the Chief Statistical Specialist of the Satellite Accounts Division of the Philippine Statistics Authority (PSA). He earned his bachelor’s degree in mathematics from the University of the Philippines Los Baños (UPLB) and obtained his master’s degree in Public Management from the International University of Japan. Prior to PSA, he taught mathematics courses in UPLB for six years. His fields of interest include population, health, education, and tourism.
Ms. Clara van der Pol
Coordinator, Statistics Department, UNWTO

Clara van der Pol is the Statistics Department Coordinator at the World Tourism Organization (UNWTO). Her work focuses on promoting tourism measurement frameworks in both statistical and policy circles. She accompanies the UNWTO Committee on Statistics in leading global developments to improve tourism statistics, build consensus and coordinate within the UN System—including UNWTO’s contribution to Measuring the Sustainability of Tourism. Clara also oversees UNWTO work on statistical capacity development and global datasets.

Since 2012, Clara represents UNWTO in the United Nations Statistical Commission and she is a member of various UN coordination mechanisms and international expert groups.
Ms. Jhanelle-Rae Bowie
Director, Tourism Economics and Facilitation, Ministry of Tourism, Jamaica

Jhanelle-Rae Bowie is the Director of Tourism Economics and Facilitation in the Ministry of Tourism, Jamaica. Jhanelle-Rae’s body of work focuses on measuring and analyzing the economic performance of the tourism sector. Her work also entails the facilitation of tourism investments as the sector is a major contributor to Jamaica’s economy.

She has been working at the Ministry of Tourism for almost 5 years and previously worked at the Ministry of Finance and the Public Service for 3 years as a Financial Analyst and Economic Researcher.

Jhanelle-Rae is a holder of a Bachelor of Science Degree in Mathematics and Economics and currently, pursuing a Master of Science Degree in Marketing and Data Analytics at the Mona School of Business at the University of the West Indies. She is also a Chartered Financial Analyst Level 2 candidate.

Jhanelle-Rae is Jamaica’s representative on the United Nations World Tourism Organization Statistics Committee.

Session 1: Policy-oriented discussion on Measuring the Sustainability of Tourism
Ms. Christina Leala Gale  
Manager of the Sustainable Tourism and Research Division, Pacific Tourism Organisation

In her current position since 2017, Ms. Leala Gale oversees the work of the SPTO in supporting its member countries to improve destination sustainability and contribute to aligning regional tourism programmes to the 2030 Sustainable Development Agenda. She previously managed a regional climate change adaptation project in Pacific Island Countries for the Secretariat of the Pacific Regional Environment Programme and served as Manager of Planning and Development at the Samoa Tourism Authority. Mrs. Gale is a proud Samoan national and mother of five. Most recent projects include the planning and delivery of the SPTO’s work on the: Pacific Islands Tourism Research Symposium, Pacific Sustainable Tourism Policy Framework, Pacific Tourism Statistics Strategy, Pacific Leaders Sustainable Tourism Commitment, SPTO and Pacific contribution as launch partner for the Glasgow Declaration, SPTO SME Recovery Toolkit, SPTO-SPC-UNESCO Pacific Ecotourism Recovery Initiative and the Revamp of the SPTO Knowledge Hub.
Session 1: Policy-oriented discussion on Measuring the Sustainability of Tourism

Mr. Anthony Dvarskas  
Regional Adviser, Environment Statistics, UNESCAP

Anthony Dvarskas is the Regional Adviser for Environment Statistics with the United Nations Economic and Social Commission for Asia and the Pacific. In this role, he provides technical support to countries in their development of environment statistics and implementation of environmental-economic accounting. Prior to joining ESCAP, he was Chief Scientist with the New York Office of the Attorney General’s Environmental Protection Bureau. Before joining the Attorney General’s Office, Anthony was an assistant professor in environmental economics in the School of Marine and Atmospheric Sciences at Stony Brook University. He has also worked as a statistician in the Environmental-Economic Accounts Section of the United Nations Statistics Division, as an economist from 2008 through 2012 in the Office of Response and Restoration at the National Oceanic and Atmospheric Administration, and as a research analyst at World Resources Institute. He completed his Ph.D. in Marine-Estuarine-Environmental Sciences at the University of Maryland.
Carl is a Director at the Institute for Development of Environmental-Economic Accounting - IDEEA Group. Carl was the lead author and editor of the United Nation’s System of Environmental-Economic Accounting (SEEA) – the international standard for government work on accounting for natural capital. Further, Carl has been leading the development of statistical concepts and methods for the measurement of sustainable tourism with the UN World Tourism Organization. Prior to this work, Carl had a long career with the Australian Bureau of Statistics, including time at the OECD.

His current work involves projects on natural capital accounting and sustainability measurement within the United Nations system, with the Capitals Coalition and with various companies and governments in Australia and internationally. Carl is a leading player in closing the gap between government and corporate approaches to natural capital accounting.
Session 2: Key lessons from MST pioneering countries in Asia and the Pacific

Ms. Artika Devi  
Senior Statistician, Fiji Bureau of Statistics

Ms. Artika Devi is experienced with 10 years of service in the statistics department. She joined as a project officer and currently is the Senior Statistician in the economic statistics division of Fiji Bureau of Statistics managing national account and sector satellite account.
Mr. Mongkon Wimonrat  
Assistant Permanent Secretary, Ministry of Tourism and Sports

EDUCATION
- Kasetsart University: MS Resource Management
- Kasetsart University: BS Cooperative Economics

PROFESSIONAL EXPERIENCE
- Present- Assistant Permanent Secretary, Ministry of Tourism and Sports
- Director of the Strategy and Planning Division, Office of the Permanent Secretary, Ministry of Tourism and Sports
- Director of the Tourism and Sports Economics Division, Office of the Permanent Secretary, Ministry of Tourism and Sports
- Tourism Development Officer, Senior Professional Level, Department of Tourism, Ministry of Tourism and Sports
- Economist, Department of Primary Industries and Mines, Ministry of Industry
- Economist, Department of Mineral Resources, Ministry of Industry
- Assistant Researcher at the Center for Applied Economics Research, Faculty of Economics, Kasetsart University
- Banker, Krung Thai Bank Public Company Limited

RELATED EXPERIENCE
- Member of the Board: Thailand Privilege Card Company Limited
- Advisory Level: Tourism and Creative Economy Development Coordinating Office, and the Thailand Research Fund
- Secretariat: The Thailand Tourism Fund
- Member of the UNWTO Expert Group on Compilation Guide for Tourism Satellite Account
- Guest speaker for educational institutions, the public and private sectors, specializing in Tourism Satellite Account

Session 2: Key lessons from MST pioneering countries in Asia and the Pacific
Mr. Simon Milne
Auckland University

Simon Milne is Professor of Tourism at Auckland University of Technology, where he is Director of the New Zealand Tourism Research Institute and Professor of Tourism in the School of Hospitality and Tourism. Simon completed his PhD in economic geography at Cambridge University in 1989 and then taught at McGill University, Montreal for ten years before returning to New Zealand in 1999. For the past 35 years Simon’s research has focused on designing and implementing innovative evidence-based approaches to understanding and managing the tourism development challenges that face nations, regions and communities.

Simon has a particular interest in linking tourism to the sustainable development of communities in Small Island Developing States (SIDS). He currently leads the Pacific Tourism Data Initiative (PTDI), implementing scalable tourism decision support systems (DSS) in 10 South Pacific Island nations.
Mr. Mark Lound  
UNWTO Expert

Mark Lound has extensive statistical experience managing the statistical operations of Tourism Australia and the Bureau of Immigration and Population Research as well as leading teams across economic and social statistics at the Australian Bureau of Statistics (ABS).

At Tourism Australia, Mark led the implementation of the National Visitor Survey and worked closely with the ABS to provide data for the production of Australia’s first Tourism Satellite Account. As Director of the ABS Environmental-Economic Accounting Program he undertook a leading role in a number of international working groups conducted by the United Nations Statistical Commission and managed the ABS involvement in the World Bank Wealth Accounting and the Valuation of Ecosystem Services (WAVES) program which focused on developing environmental statistical capabilities in Indonesia, Vietnam and the Philippines.

Over the past two years Mark has worked with SPTO and PARIS21 on an assessment of tourism statistics and the development of a Pacific Tourism Statistics Strategy (PTSS), the UNWTO assessing sustainable tourism statistics for Saudi Arabia and assisted Kiribati with the analysis and presentation of results from their International Visitor Survey.

Session 3: Deriving indicators and Resolving MST measurement issues
Mr. Nico Heerschap  
Statistics Netherlands

Nicolaes Heerschap is currently working as a senior manager / researcher at Statistics Netherlands (CBS). He has experience in various statistical fields, among which employment, agriculture, ICT and the platform economy, but especially in the field of tourism and leisure. In this last field he has been the head of the Section of Tourism and Leisure statistics at Statistics Netherlands. He has cooperated with the EU, ILO and OECD to set up a handbook on the measurement of tourism-related employment. Furthermore, he has initiated and innovated various tourism statistics at Statistics Netherlands, also experimenting with administrative sources and big data.

Currently he is examining the possibilities of financial transaction data. And he is part of a national working group on tourism standards and definitions in the Netherlands.