Measuring the Sustainability of Tourism
What is statistics?

Mobilizing the power of data to make better decisions to serve the public good
Value of statistics

Fit for use

Institutional
- Independence
- Impartiality
- Transparency
- Confidentiality
- Commitment to quality

Process
- Methodological soundness
- Cost effectiveness
- Appropriate statistical procedures
- Managing respondent burden

Outputs
- Relevant
- Accurate
- Timely
- Accessible
- Comparable

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Role of UNWTO

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism...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.
Tourism

... is a social, cultural and economic phenomenon related to the movement of people outside their usual place of residence

... has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves
Sustainable Tourism

Makes optimal use of environmental resources, maintaining essential ecological processes

Respects the socio-cultural authenticity of host communities, conserves their living cultural heritage

Ensures viable, long-term economic operations, providing socio-economic benefits to stakeholders
Target 8.9 “promotion of sustainable tourism”
Indicator: Tourism Direct GDP

Target 12.b “develop/implement tools to monitor sustainable tourism”
Indicator: implementation of standard accounting tools
(MST relevant tables from TSA and SEEA)
Reducing Complexity – Stages and Roles

Data 2 Facts
Codification – Reduction of context

(F raw) Data
Basic Statistics
Indicators
Knowledge
Decision

Facts 2 Policy
Decoding – Adding Context

W. J. Radermacher
Reducing Complexity – Stages and Roles

Data 2 Facts
Codification – Reduction of context

Facts 2 Policy
Decoding – Adding Context

Accounts
Indicators
Knowledge
Decision

Basic Statistics
(Raw) Data

Adapted from W. J. Radermacher
Measuring the Sustainability of Tourism

Policy area A → economic statistics
Policy area B → Environmental statistics
Policy area C → Population statistics
Policy area D, etc. → Employment statistics

Adapted from W. J. Radermacher
Measuring the Sustainability of Tourism

**Why? Who?**
Sustainable development and tourism policies & decisions, context

**What?**
Statistical Framework for Measuring the Sustainability of Tourism with standard concepts, definitions, classifications

**How?**
MST in practice: the actual data, methods, statistics, accounts & indicators

Adapted from W. J. Radermacher and C. Obst
Tourism Measurement Frameworks

Basic tourism statistics

Economic contribution

Sustainability

Visitors and their characteristics
Tourism expenditure
Tourism industries

Tourism Direct GDP
Tourism GVA
Tourism employment

Environmental: emissions, water, energy, waste, land
Social: decent work, health, education, culture, heritage
Economic: industries, establishments, employment
Statistical Framework for MST

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

Social
- Decent work
- Health
- Education, skills
- Income, wealth
- Institutions, governance
- Culture
- Heritage
- Perception/Attitudes

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

Global
National
Subnational
Country pilots

Canada: 2% of GDP and 3.8% jobs, 6.2% GHG emissions and 3.5% energy

Germany: Gender pay gap 22% lower, proportion of employees with low wages 2x that of whole economy

Mexico: Socio-economic benefits from archaeological sites & protected areas

Austria: €2,2291 tourism income/capita, 78/100 acceptance

Saudi Arabia: each additional 1 million guests requires a further 7 million liters fuel, 53 million Kwh electricity, and 500 Km3 water

Samoa: 13% GDP and 22% employment, 10% water and 12% electricity

Egypt: In accommodation Inbound>Domestic (energy) Domestic>Inbound (water)

“Experiences from Pilot Studies In Measuring The Sustainability of Tourism”
UNWTO General Assembly

UNWTO Executive Council

UN General Assembly

UN Economic and Social Council (ECOSOC)

United Nations Statistical Commission
(decision-maker statistical standards)

UNWTO Committee on Statistics
Secretariat: UNWTO Department of Statistics

Working Group of Experts on MST (Austria)

Sub-groups:
- Employment (ILO)
- Social (Italy)
- Sub-national (France)
- SDGs (Austria)
- Implementation (Canada)

MST Editorial Board
(The Philippines)

National Tourism Administrations

National Statistical Institutes
Progress & way forward

➢ Policy and engagement:

*Manila Call for Action on Measuring Sustainable Tourism (2017)*

Development supported by UN Statistical Commission
High Level Discussion on Measuring the Sustainability of Tourism
G.20 Leaders Declaration - Alula Framework
European Parliament Resolution on a strategy for sustainable tourism
Pacific Sustainable Tourism Policy Framework

➢ Implementation:

"Experiences from Pilot Studies In Measuring The Sustainability of Tourism"

Pacific Statistical Strategy based on MST (SPTO and partners)
Technical assistance
Regional Workshops: Asia and the Pacific, Europe

➢ Framework:

New version in progress
UN Statistical Commission
Measuring the Sustainability of Tourism

Thank you

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