Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)

Chapter 4 – Measuring the Social Dimension

DRAFT

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**List of abbreviations and acronyms**

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<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tr>
<td>EG-MST</td>
<td>Experts Group on Measuring the Sustainability of Tourism</td>
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<tr>
<td>ILO</td>
<td>International Labour Organization</td>
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<tr>
<td>MST</td>
<td>Measuring the Sustainability of Tourism</td>
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<tr>
<td>SDGs</td>
<td>Sustainable Development Goals</td>
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<tr>
<td>SEEA</td>
<td>System of Environmental-Economic Accounting</td>
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<tr>
<td>SEEA EEA</td>
<td>System of Environmental-Economic Accounting Experimental Ecosystem Accounting</td>
</tr>
<tr>
<td>SF-MST</td>
<td>Statistical Framework for Measuring the Sustainability of Tourism</td>
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<tr>
<td>SNA</td>
<td>System of National Accounts</td>
</tr>
<tr>
<td>TSA</td>
<td>Tourism Satellite Account</td>
</tr>
<tr>
<td>UN</td>
<td>United Nations</td>
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<tr>
<td>UNCEEA</td>
<td>United Nations Committee of Experts on Environmental-Economic Accounting</td>
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<tr>
<td>UNSC</td>
<td>United Nations Statistical Commission</td>
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<tr>
<td>UNSD</td>
<td>United Nations Statistics Division</td>
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<tr>
<td>UNWTO</td>
<td>World Tourism Organization</td>
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4. Measuring the social dimension

4.1. Introduction

4.1. The social importance and effects of tourism are key to assessing its overall sustainability. Tourism involves engagement between visitors and other people and their communities and culture. While this reveals the potential for intercultural exchange, inclusion, and empowerment it also highlights the need to safeguard communities’ cultural heritage and ensure awareness of the potential negative effects of tourism on day-to-day life. As well, the supply of tourism goods and services commonly requires direct participation of local people in their roles as employees and business owners and hence tourism can provide many opportunities and support livelihoods at the community level. Finally, governance of tourism at local, regional and national levels will be critical to the success of tourism and its sustainability.

4.2. In a society wide setting, measurement of different themes of the social dimension has been long standing practice, covering measures of, among many things, health, education, income distribution and poverty, housing, crime and safety and overall well-being. Further, this measurement is often undertaken for a range of population groups (including children, the elderly, women, indigenous peoples, ethnic and religious minorities and people with disabilities). Unfortunately, however, the level of harmonization and co-ordination of data across these various social themes is much lower compared to the economic and environmental dimensions. Indeed, there is no agreed overarching framework that places these social themes in a single context or, more importantly for the SF-MST, in a single context which combines the social, economic and environmental dimensions of human activities and conditions, providing a conceptual basis for organizing suitable data to support assessment of sustainability.

4.3. Consequently, determining the scope of any assessment of the social dimension has been a matter of expert judgement for those involved in any given measurement project. This may be appropriate for each assessment but, without an overarching framework, there is limited potential to compare the state and trends in the social dimension between different assessments, in different destinations. Further, for an individual project, there is much less potential to understand what should be incorporated and what might be missing.

4.4. Given the lower level of harmonization and co-ordination of measurement across these various social data, SF-MST cannot use the same approach as used for the economic and environmental dimensions where existing statistical and accounting frameworks have been integrated. Thus, to provide a conceptual framing for the organization and presentation of data on the social dimension, this chapter combines and adapts a number of existing perspectives on measurement of the social dimension. The framing is not based on a strict application of a multiple-capitals approach. However, it retains other features of such an approach by using a narrative of stocks and flows, as appropriate, ensuring links to other dimensions can be described coherently and providing a comprehensive coverage of relevant themes.
4.2. Statistical framing for the measurement of the social dimension

4.2.1. Introduction

4.5. The primary purpose of providing a statistical framing, as outlined in Chapter 1, is to support comparability of data and indicators, in essence establishing a common language among data compilers and users. The main challenge in the social dimension is determining the appropriate scope of measurement, i.e. which measurement themes should be included in scope and how should they be considered in relation to each other. The purpose of this section is to describe the key components that can underpin a statistical framing for the social dimension and then show how these components can be combined to provide a practical measurement framework that support assessment of tourism’s sustainability.

4.6. Traditionally, the main approach that has been used for the development of indicators of the social dimension has been process driven rather than conceptual in nature. It involves groups of stakeholders, at local, national or international level, convening to discuss the most relevant themes for an assessment at that level. The selection of themes and indicators within these processes will consider the relevance of the tourism policies in place, tourism planning requirements, host community’s concerns, data availability, and other issues. Positively, there is often a reasonable commonality in the themes that emerge from these different processes. However, while there is often commonality in themes, there is usually significant variation in the selection and definition of indicators. Consequently, assessment exercises that seem to be comparable in terms of themes are often not comparable.

4.7. The ideal approach from a statistical perspective is to have an agreed conceptual scope and then proceed to measure the components within that scope in a systematic way. However, because at present there is no overarching statistical framework for the social dimension that can be applied in the case of tourism, a combination of the process-based approach and conceptual approach is adopted here. That is, a general conceptual framing is described and, within that framing, a wider discussion with relevant stakeholders has been undertaken to establish an agreed set of measurement themes.

4.8. To commence the design of the general conceptual framing, two conceptual components of the social dimension are combined:
   i. The different perspectives on the social dimension of tourism, primarily that of visitors, the host communities, tourism businesses and government.
   ii. The different concepts used in the description of the social dimension, including social capital, social inclusion and exclusion, social equity and welfare, workers’ rights, social cohesion, empowerment and wellbeing.

4.9. Having integrated these two conceptual components, the general conceptual framing is applied by considering three measurement components namely; the relevant spatial scale, the different population groups and the various measurement themes. Ultimately, the combination of these conceptual and measurement components aims to place relevant data into a common context, thus assisting compilers to make decisions on the data to be collected and organized and for users to interpret the range of indicators.
4.2.2. Perspectives on the social dimension in tourism

4.10. In order to appropriately capture the various aspects of the social dimensions, it is important to consider the different perspectives of those involved in tourism. Four perspectives are relevant in the measurement of sustainability: the visitor, the host community, tourism businesses and government. Each represents a different way in which people engage with tourism, either directly or indirectly and a complete framing of relevant indicators will require each of these perspectives is considered. In addition to these core perspectives, it is important to consider the views of both current and future generations.

4.11. The **visitor perspective** can be separated into the social dimension at the place/s visited and within their usual environment at home. Key features of the social dimension will include visitor expectations, perceptions, experiences and engagement in relation to a destination (e.g. expectations and experiences of local culture, consumption of local products, health, crime, congestion, poverty, issues of accessibility).

4.12. Within their usual environment, it will be relevant to consider the extent to which engagement in tourism provides visitors with improved overall well-being, improved social networks, educational outcomes, or more negatively, i.e. the extent to which potential visitors experience limited access to tourism products (e.g. due to income/cost constraints, ethnicity, accessibility, age group, gender, restrictions imposed upon LGBTIQ+).

4.13. The **host community perspective** is a high-profile focus of sustainable tourism discussion. A common area of interest is whether a host community is heavily impacted (i.e. in terms of quality of life, uses of resources, such as water, land, access to health care, education, housing, etc.) due to tourism development. As well, host communities are usually the primary source of inputs to the production of tourism goods and services, particularly labour inputs, but also local food and business services. Generally, it is difficult to separate out the host community perspective from the general starting point for the assessment of tourism’s sustainability being the places visited. However, the intention here is that the host community perspective reflects the expectations and experience of tourism for those people living in and for those (tourism and non-tourism) businesses operating in the host communities visited.

4.14. The **tourism businesses’ perspective** is relevant to understanding the context in which the production of tourism goods and services takes place. This perspective should be considered broadly to also encompass the extent to which the economic benefits of tourism are shared locally and the extent to which vulnerable and disadvantaged groups are included in the tourism value chain. In addition, depending on the context, tourism businesses may include small and large businesses, and both for-profit and community-based organisations that support the supply of tourism goods and services. A wide conception of tourism business should be applied.

4.15. It is noted that the engagement of tourism businesses in societal advancement should go beyond the Corporate Social Responsibility that we have known so far. The SF-MST framework can provide support for the private sector to take a leadership role in measuring its social impacts within the communities in which businesses operate. For example, measurement of job and enterprise creation (SMEs), community grants, infrastructure and facilities may help tourism businesses improve their CSR and ESG related strategies.
4.16. The government perspective is relevant in understanding the role of policy-makers at local, regional and national scale in setting the enabling context for sustainable tourism. Specific themes that emerge in this perspective concern the extent to which local communities participate in tourism decision making, the management of infrastructure, the setting of regulations concerning visitor activity and tourism business operation, and the role of public-private-community partnerships in destination management.

4.2.3. Concepts for the measurement of the social dimension of tourism

4.17. Given the multiple capitals approach used in the SF-MST, the conceptual focus is the concept of social capital. Social capital is generally conceived as the network of institutions and norms (both formal (e.g. public institutions and local associations) and informal (e.g. family and community relationships)) that “glue” society together (UNECE, 2015)\(^2\). Social capital is also defined by the OECD as “networks together with shared norms, values and understandings that facilitate co-operation within or among groups”\(^3\).

4.18. For assessing sustainability using the concept of social capital, two primary measurement questions emerge concerning the stocks and flows of the social dimension:
1. To what extent does stock of social capital support tourism?
2. What are the social effects of tourism?

4.19. The first question provides a focus on the dependence of tourism on the society in which it operates. The relevant aspects of social capital in terms of assessing tourism’s sustainability are:
   a. The strength of informal community networks and their participation in, and support for, tourism
   b. The nature of regulations, guidelines and information (e.g. concerning accessibility, tourism business operations, destination features) and the quality (in terms of stability, effectiveness, levels of trust, participation, equality) of formal institutions and governance systems within tourism destinations.
   c. The presence of cultural resources, including local culture and related cultural expressions, heritage sites, as well as creative economy\(^4\).

4.20. The second question provides a focus on the positive and negative effects that tourism activity can have. A very wide range of different effects will need to be considered to answer this question, often depending on the perspective of interest (i.e. visitor, host community, tourism business, government). The range of different effects considered within SF-MST is discussed under the topic of measurement themes.

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\(^1\) See relevant UNWTO criteria for Destination Management Organizations [https://www.e-unwto.org/book/10.18111/9789284420841](https://www.e-unwto.org/book/10.18111/9789284420841) and for more detail see the criteria of UNWTO QUEST [https://www.unwto.org/UNWTO-quest](https://www.unwto.org/UNWTO-quest)
\(^4\) A number of cultural aspects of social capital may be identified in the measurement of other capitals (e.g. produced assets of heritage buildings and art galleries or the natural assets of iconic waterfalls and beaches), or in the economic measurement (e.g. the economic activity associated with festivals or employment in businesses focused on heritage). These aspects are also part of the social underpinning elements of the tourism sector.
4.21. In the measurement of the social dimension, there will be commonly a close link between social capital and human capital with regard to employment related measures. For the purposes of the SF-MST, the measurement related to tourism labour force and its levels of skills and education is discussed in Chapter 2, in the discussion of the economic dimension, since labour input is essential in the production of tourism goods and services. In the present chapter, the focus is on other employment related themes including decent work, local norms, health and livelihoods.

4.22. Conceptually, the description of stocks of social capital and positive and negative social effects applied here relate to other concepts applied in the measurement and analysis of the social dimension such as social inclusion & empowerment, social cohesion, social equity, and wellbeing. While these other concepts are not discussed further, it is anticipated that the information organized through the SF-MST can be used to measure and analyse these concepts.

4.23. A general challenge in the application of these concepts is to measure the changes in social capital and benefits. The assessment of whether one social situation is better than another will vary from place to place and will require references to existing social choices. These may include, for example, legislation, charters of human rights and customary laws. The measurement questions outlined above provide a starting point for framing the discussion in this content and the associated social choices but it is fundamental that measurement reflects the social perspectives of the place being assessed.

4.2.4. Combined conceptual framing for measurement of the social dimension of tourism

4.24. Based on the discussion above, Figure 4.1 brings together the two conceptual components of the conceptual framing into a single view. In the rows are shown the different parts of the social capital framing encompassing the stocks of social capital and social effects. In the columns are shown the four different perspectives on tourism described above. The application of the framework is demonstrated through the inclusion of a selection of measurement themes. Thus, for example, from a visitor perspective measurement of social effects will encompass data on visitor satisfaction and experience. It is anticipated that all potential measurement themes can be placed within this matrix. In applying this conceptual framing, it will be necessary to select an appropriate spatial scale, (e.g. national, local tourism destination), to determine the relevant population groups of interest, and to select the relevant measurement themes. These measurement components are discussed in the next section.
Figure 4.1: Conceptual framing for measurement of the social dimension, with indicative measurement themes

<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>SUSTAINABILITY PERSPECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor</td>
<td>Host community</td>
</tr>
<tr>
<td>Social networks (informal)</td>
<td>Relationships with host communities</td>
</tr>
<tr>
<td>Institutions and governance (formal)</td>
<td>Social networks and levels of trust (within community); Relationship with visitors</td>
</tr>
<tr>
<td>Culture</td>
<td>Protection of heritage, respect for traditional values</td>
</tr>
<tr>
<td>Stock of Social capital</td>
<td>Festivals and events, Cultural tourism products and services; Building understanding/ respect</td>
</tr>
<tr>
<td>Stock of Social capital</td>
<td>Civic engagement, Policy and regulation, Information and transparency</td>
</tr>
<tr>
<td>Social effects</td>
<td>Income and wealth distribution, Job creation, Health and housing, Personal security, Child exploitation, Well-being, Perceptions of tourism, Accessibility of infrastructure, Tourism intensity/density</td>
</tr>
<tr>
<td>Social effects</td>
<td>Decent work (working conditions, wages, workplace safety, etc); Gender equality; Accessibility and use of infrastructure by local businesses</td>
</tr>
<tr>
<td>Social effects</td>
<td>Policies and processes to manage negative social effects of tourism (crime, traffic congestion, etc)</td>
</tr>
</tbody>
</table>

4.25. The conceptual framing described in here is not considered to reflect a general conceptual framework for describing the social dimension of sustainability in all contexts. Rather, it is a practical synthesis of current measurement knowledge designed to promote increased harmonization and comparability in the measurement and discussion of the sustainability of tourism. At the same time, it is expected that the relevance of an integrated conceptual framework to support measurement across social, economic and environmental dimensions will continue to grow through the ongoing development of indicators for the measurement of progress towards the UN SDGs and building on work on sustainability measurement through the United Nations Economic Commission for Europe (UNECE)⁵.

4.3. Spatial scale and population groups for the social dimension of tourism

4.3.1. Introduction

4.26. Applying the conceptual framing described in the previous section requires consideration of three measurement components. This section considers the components of spatial scale and population groups. The third measurement component concerning measurement themes is discussed in section 4.4.

4.3.2. Spatial scale

4.27. The fact that the sustainability of tourism must be considered with respect to specific locations requires determination of the spatial scale at which data will be collected and organized. An extensive discussion on this issue is provided in Chapter 5 in relation to all dimensions of measurement. Here it is noted that incorporation of data on the social dimension will often focus on the local tourism destination level, a scale that will commonly align closely with the spatial scope of host communities. In general, the discussion in this chapter is presented with respect to the location tourism destination level.

4.28. Not all social themes will be relevant in all destinations and hence it will be necessary to apply the conceptual framing here in a targeted way but in each case working from the same general principles and logic. In this way, increased levels of comparability and understanding of assessments can be achieved.

4.3.3. Population groups

4.29. To describe the scope of the statistical framing for the social dimension, the different population groups to be reflected in measures of sustainability need to be defined. A list of core population groups is provided below. This does not represent a classification of the population since individuals may be a member of more than one group. The organization of data about selected population groups simply provides different views with which to consider and analyse social information.

<<NB: Discussion and research is required to finalise the core set of population groups to be included in SF-MST, the definitions of each group, and the standard classes to be reported on – e.g. age ranges, income ranges, etc. Wherever possible, existing international statistical guidance will be applied. >>

SF-MST core population groups

- Age
- Income
- Educational status
- Gender
- Children and Youth
- Persons with disabilities
- Indigenous peoples and groups
- Ethnic and religious minorities
- Migrant workers
- LBGTQI+ communities

4.4. Measurement themes for the social dimension of tourism

4.4.1. Introduction

4.30. This section describes the measurement themes considered of most relevance in the measurement of the sustainability of tourism. Seven broad categories of social themes are described: social context of host communities, decent work, institutions and governance, perception and experience, accessibility, gender equality and culture tourism.
4.31. Within each theme a range of variables may be measured. For example, measures of the number of people, presence or absence of services, quality of assets, ratings and perceptions, government expenditure, income, or number of occurrences may be useful in different situations. Notwithstanding this variation, the chapter describes a core set of variables that should be the focus of measurement within each of the seven broad categories. At the same time, it is expected that in any given context, it will be relevant to consider additional variables to appropriately measure the social dimension. Thus, the core set of variables should not be considered exhaustive.

4.32. It is also observed that for a number of themes and variables the allocation to one of the seven broad categories may the subject of discussion. For example, the category “Perception and experience” includes the theme of host community perception of tourism but this might also be considered relevant within the category “Social context of host communities”. The intention is to ensure that each relevant theme is included once in one of the seven categories and, in that respect, the precise allocation to a category is not critical since these categories are primarily intended to provide a framing for the selection of measurement themes to assess the social dimension, rather than to establish a definitive set of themes for each category.

<<NB: The following seven broad categories and the associated measurement themes and variables require further research and discussion ahead of finalization. With further progress on this finalization process, it is planned to incorporate relevant definitions for core variables and present tables for the organization and presentation of data.>>

4.4.2. Social context of host communities

4.33. Of high importance in assessing the sustainability of tourism is the social context of host communities in which tourism takes place. Monitoring changes in social context across different topics and themes can provide a clear picture of the effects of tourism.

4.34. In addition, improving the social context around themes such as income distribution and poverty may be specific targets of tourism policy and sustainable development policy more generally. Consequently, it is expected that there would be a close alignment between the types of themes noted here and the Sustainable Development Goals.

4.35. The main themes concerning social context for the SF-MST are:

- Population demographics
- Income and wealth distribution;
- Household income and livelihoods, cost of living, poverty
- Health; Nutrition
- Housing and access to services such as water, sewerage and energy
- Education and literacy
- Personal security, safety, crime, peace
- Human rights – participation, discrimination, empowerment, social equity
- Subjective well-being / Life satisfaction.

4.36. While the measurement of these themes will be most relevant in respect to host communities and the effects of tourism, some themes, particularly related to income and wealth, are also of specific relevance from a visitor perspective. Levels of income and wealth and their
distribution will have a direct effect on the potential for people to participate in tourism and monitoring these aspects will be of particular relevance in assessing the sustainability of tourism demand.

4.37. In addition to these themes, an important general indicator of the relative pressure of tourism on a host community is the measurement of tourism intensity, such as total visitor arrivals per 100 residents. The measurement of this indicator on an ongoing basis would provide an important baseline to interpret the measures of social context in relation to tourism.

4.4.3. Decent work

4.38. Chapter 2 provides a broad discussion of the measurement of tourism employment from an economic perspective. From a social perspective, there are also many relevant issues concerning employment which are collectively placed under the heading of decent work.

4.39. According to the International Labour Organization (ILO), decent work involves opportunities for work that are productive and deliver a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives, as well as equality of opportunities for all people.

4.40. The ILO provides a range of guidance on measurement definitions and approaches that can be applied in the implementation of the SF-MST. The eleven substantive themes of the ILO Decent Work Agenda are listed below. For each of these themes, variables and indicators to focus measurement can be defined.

- Employment opportunities
- Adequate earnings and productive work
- Decent working time
- Combining work, family and personal life
- Work that should be abolished (including child and forced labour)
- Stability and security of work
- Equal opportunity and treatment in employment
- Safe work environment
- Social security
- Social dialogue, workers’ and employers’ representation
- Economic and social context for decent work (including education/literacy and health indicators)

4.41. In considering decent work with respect to tourism two perspectives are relevant. First, some themes within the concept of decent work might be considered from the perspective of social context. This suggests that measures of decent work for a country, region or host community might be tracked over time and compared to levels of visitation to consider any associations.

4.42. Second, some themes might be considered directly in relation to tourism industries, for example, measuring whether tourism industries provide decent working time and equal remuneration, offer safe working environments and do not employ child labour. In this

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7 2013, ILO, DECENT WORK INDICATORS GUIDELINES FOR PRODUCERS AND USERS OF STATISTICAL AND LEGAL FRAMEWORK INDICATORS ILO MANUAL Second version
perspective, measures of the decent work outcomes of tourism industries can be benchmarked to expectations with respect to national laws or international rights or, compared, for example, to the outcomes of other industries or in other locations.

4.43. It is also noted that there may be specific tourism specific sub-themes of interest in relation to decent work, for example, concerning precarious employment and the seasonality of employment. Both of these examples would be considered under the theme “Stability and security of work” in the list above.

4.4.4. Institutions and governance

4.44. The assessment of tourism sustainability has long been associated with the quality of institutions and governance. In short, to what extent the regulations and processes support the effective management of visitor flows. Thus, indicators of institutions and governance are commonly included in sustainable tourism indicator sets. More broadly, institutions and governance are a standard feature in the measurement of social capital where both formal and informal arrangements are within scope.

4.45. Given this background, the following themes are of most relevance in the measurement of tourism’s social sustainability. It is envisaged that, most commonly, the measurement of these themes would be applied from the perspective of host communities.

- Tourism policy and regulation, including planning and development processes
- Tourism related government fees, levies and taxes and expenditures on tourism management and promotion
- Structure and performance of tourism-related institutions (e.g. Destination Management Organizations (DMO))
- Compliance with tourism regulations and standards (including measurement of the effects of tourism)
- Community and individual levels of trust in tourism-related institutions
- Civic engagement and participation in tourism policy design and evaluation
- Availability of information for visitors and residents

4.46. A wide range of indicators can be applied in relation to these themes and data collection techniques are well documented. It is noted that from the perspective of a host community, there may be a relationship between the measurement under this aspect and the measurement under the aspect of perception and experience. A host community’s perception and experience of tourism may be directly related to the quality of the institutions and governance.

4.4.5. Perception and experience

4.47. People’s perception and experience of tourism, either as visitor or host community, may be considered an ultimate guide to tourism performance. Measurement of visitor attitudes and satisfaction and host community perceptions is an area of work with well-established methods. Historically, the collection of these data would be undertaken largely through surveys (face to face interviews or electronic questionnaires for example). However, in recent years various internet sites and social media platforms have provided a rich body of big data to support measurement and analysis for this theme.
4.48. In addition to direct measurement of perceptions and experience from visitors and host communities, it is also possible to infer such information from the collection of data about themes which may relate to positive or negative perceptions or experience about tourism in a given destination.

4.49. For visitors relevant themes include:
- Numbers of repeat visitors
- Crime rates/Reports to police
- Transport infrastructure quality, connectivity, traffic congestion
- Quality of public infrastructure and services
- Environmental quality and waste
- Availability, participation and satisfaction on cultural venues and experiences\(^8\)

4.50. For host communities relevant themes include
- Extent of locally based employment and use of locally produced inputs
- Real estate, housing and consumer prices
- Crime and safety
- Environmental quality and waste
- Access to community facilities and quality of public infrastructure and services (including housing, water, energy, health, education)
- Transport infrastructure quality, connectivity, traffic congestion
- Noise levels
- Benefits of tourism in the culture sector
- Participation in decision making

4.4.6. Accessibility

4.51. While the benefits of engaging in tourism should be available to all, people with disabilities are sometimes unable to enjoy the full tourism experiences as all other citizens. The definition of accessible tourism has developed progressively over recent years. Significantly, it should be seen as going well beyond the physical accessibility of tourism destinations and related infrastructure and services, and should also encompass the accessibility in cognitive, sensorial and intellectual aspects. According to UNWTO, accessible tourism “is a form of tourism that involves a collaborative process among stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments”.\(^9\)

4.52. Indicators of accessibility can cover a range of themes and variables as proposed below across the different elements of the accessible tourism value chain.

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\(^9\) UNWTO Recommendations on Accessible Tourism for All [https://webunwto.s3-eu-west-1.amazonaws.com/2019-08/recommendationsaccesstourismforallenok.pdf](https://webunwto.s3-eu-west-1.amazonaws.com/2019-08/recommendationsaccesstourismforallenok.pdf)
1. **Planning**
   - Number of official tourist information websites featuring destination’s accessibility
   - Number of websites meeting the W3C requirements within the country
   - Existence/Number of websites with accessible booking engines

2. **Transport**
   - Existence/type of accessible facilities and service at the country’s airports
   - Existence/type of platforms providing passengers’ information in accessible formats
   - Number of taxis/accessible taxis within the destination

3. **Accommodation**
   - Existence of minimum accessibility requirements for the accommodation sector
   - Existence/No of accessible accommodation establishments within the country
   - Existence/No of employees trained on service provision to customers with disabilities

4. **Food and beverage services**
   - Number of restaurants facilitating information on allergens
   - Number of accessible restaurants adapted for clients with physical disabilities
   - Number of restaurants providing menus in Braille

5. **Tourism resources**
   - Number of cultural and natural resources providing accessible facilities and services
   - Existence of accessible transportation to access cultural and natural heritage areas

6. **Public tourism administrations and DMOs**
   - Existence of a designated official or department covering accessibility in tourism
   - Existence of allocated budget for accessibility improvements within the destination
   - Number of official complaints on destinations’ accessibility

4.53. Requirements for accessibility for visitors are likely to overlap considerably with the needs of the local community. There may therefore be a strong potential to join forces on data collection to understand the accessibility needs of both visitors and residents. Data collection approaches and sources are likely to be different in each case. A mix of qualitative and quantitative data is inevitable in case of accessible tourism measurement.\(^{12}\)

4.4.7. **Gender equality**

4.54. According to the *Global Report on Women in Tourism – Second Edition (UNWTO, 2019)*\(^{13}\) there is an urgent need for regular collection and reporting on employment data disaggregated by sex in tourism, also including formal and informal tourism employment, gender pay gaps, entrepreneurship, education and training, leadership and decision-making, time use and work-life balance. A representative data collection should encompass both the competent public entities and private businesses operating in tourism.

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\(^{10}\) UNWTO Recommendations on Accessible Information in Tourism https://webunwto.s3-eu-west-1.amazonaws.com/2019-08/recommendationsaccessetourismforallenok.pdf

\(^{11}\) For more information please visit World Wide Web Consortium, Web Content Accessibility Guidelines, https://www.w3.org/TR/WCAG20/

\(^{12}\) Indicators based on Tourism and related services — Accessible tourism for all — Requirements and recommendations at https://www.iso.org/standard/72126.html and UNWTO’s technical manuals available at https://www.unwto.org/es/accessibility

ISO standards on accessible tourism will be published once the ISO 21902 has been adopted (expected in 2020).

4.55. Potential core variables for the measurement of tourism employment data disaggregated by sex (male/female, applicable to all variables) include:

1. Number employees in the tourism industries
2. Number of employees in formal and informal tourism employment
3. Number of self-employed workers in the tourism sector
4. Number of low-skilled, semi-skilled and professional workers in the tourism sector
5. Number of officials at managerial positions in public tourism administrations (incl. DMOs)
6. Number of part-time workers in the tourism industries
7. Median hourly remuneration of employees in the tourism industries
8. Mean hourly remuneration of employees in the tourism industries
9. Median duration of employment contract in the tourism industries
10. Number of employees with completed vocational training in the tourism industries
11. Number of registered tourism businesses disaggregated by the sex of the owner and the size of the business (micro, small, medium etc)

4.56. These variables may be further extended to measuring for example, (a) % of women who faced gender discrimination in career prospects or who faced sexual harassment, (b) % of tourism operators with formal commitments to gender equality, (c) tourism businesses providing day-care for employees’ children and (d) median and mean monthly remuneration of employees disaggregated by sex. A more complete list of indicators is available in the UNWTO Indicators of Sustainable Development for Destinations which provide a further breakdown of gender-related concepts.

4.57. In line with the pledge to ‘leave no one behind’ in the context of the 2030 Agenda for Sustainable Development, destinations capable of measuring more sophisticated data should consider ensuring that as well as disaggregating the data collected for the above referenced indicators by sex, it is also disaggregated by income level, age, ethnicity, ability/disability and other relevant factors that may cause discrimination in a local context (religion, geographical location, caste etc.)

4.4.8. Culture tourism

4.58. One of the motivations for travel is to experience different cultures and their equally diverse expressions. For policymakers, cultural heritage and creative industries are valuable elements in the promotion of tourism destinations. The identification and monitoring of the effects of tourism on safeguarding heritage and the production of cultural goods allow for informed action to preserve the same cultural values that motivate the traveler to visit the destination.

4.59. Culture and its associated expressions are largely influenced by the context where they develop. Hence, the measurement of culture implemented in a global scale creates a complexity that is addressed in the efforts of international organizations in culture and other sectors. In tourism, UNWTO, acting as a specialized agency of the United Nations, promotes an inclusive understanding of cultural tourism.

4.60. UNWTO defines cultural tourism as a type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. The measurement of cultural tourism should

14 Available at https://www.e-unwto.org/doi/pdf/10.18111/9789284420858
consider different perspectives. From the visitor’s perspective, it is possible to consider motivations for travel related to cultural venues, activities and goods. These could include information on perceptions and experiences, tourism flows, and preferences for cultural experiences in the destination.

4.61. For suppliers in a local tourism destination, the focus may rest on measuring the participation of visitors in cultural facilities and experiences, and the consumption of cultural goods. The uses of new technologies in this regard allows retrieving timely information not only to measure flows but also to profile cultural visitors and support informed decision making.

4.62. In practice, as shown in previous research,¹⁵ UNWTO Member States define and measure cultural tourism differently. This finding is related to the diverse conceptions of culture and the numerous expressions that each destination shares with the traveler. The challenge relies in creating a baseline that is adaptable to the numerous cultural contexts of the destination and, therefore, the resulting cultural tourism. One consequence of current practice is that there are extensive sets of indicators that address different approaches of tourism in culture and vice versa.

4.63. As mentioned previously, the perceptions of the local communities are imperative if measurement is aimed at gathering the necessary data in order to have the full picture. In cultural tourism, communities are the local inhabitants as well as the heritage guardians and bearers, creatives, cultural institutions and their professionals, among others. One aim in measurement is to give these various stakeholders a voice, integrate their needs in the measurement and monitoring of culture in tourism. They are key to understanding the cultural identity of a tourism destination.

4.64. Common variables that may be measured to provide initial insight into the importance of culture and heritage for international tourism include measures of the following elements¹⁶ (disaggregated by country origin/gender/age/income and education level):

- Number of tourists whose principal travel motivation is culture
- Number of tourists whose principal travel motivation is religion
- Number of visitors on cultural day trips (without overnight stay)
- Number of tourists visiting cultural sights/participating in cultural events (incl. festivals)
- Number of designated cultural sights under local/ regional/national /international protection
- Number of cultural routes /tourists using the routes
- Median expenditure of cultural tourists
- Median length of stay of cultural tourists
- Total number of tourists per square km in key sites
- Percentage of local population’s participation in cultural activities
- Number of employees in cultural sector (by categories)
- Existence of heritage protection legislation/official guide certification/congestion management practices
- Overall earnings from cultural tourism

¹⁵ UNWTO, Culture and Tourism Synergies, 2018.
¹⁶ Proposal based on the 2004, UNWTO Guidebook for Indicators of Sustainable Development for Tourism Destinations. UNWTO is currently working to incorporate more sophisticated indicators on measuring cultural tourism, which does not exclude the need of Member States to discuss the application of this basic list of suggested indicators, to be updated in future.
4.65. One statistical tool that may be used to support the organization of data related to cultural tourism is a culture satellite account. A culture satellite account aims to record the interactions of people concerning exchanges of goods and services and engagement in cultural experiences/practices. This encompasses data on the use of labour and capital, and the generation of added value in those activities. Organizing these data makes possible the analysis of the cultural sector.

4.66. Given its national accounting origins, this may be readily integrated with data from a tourism satellite account. And hence provide a connection between the social and economic aspects of cultural tourism. Examples of where this connection might be most evident is tourism activity associated with festivals, public parties, concerts, fairs and archaeological and historical places that have a cultural significance. This activity can benefit both visitors and host communities.

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17 Culture satellite accounts have been developed and compiled in a number of countries including, for example, Mexico, which had adapted the system to its own geographical and cultural peculiarities.