Measuring the Sustainability of Tourism

The value of MST for data integration and comparability

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Why? Who?
Why and for whom is it measured: policies on sustainable development and tourism, business decisions, managing destinations, risk assessment, etc.

What?
What is measured: standard concepts, definitions, classifications, organization structures

How?
How is it measured: data, methods, data producers

Benefits
- Independence
- Impartiality
- Transparency
- Confidentiality
- Commitment to quality
- Methodologically sound
- Scientific principles
- Comparability
- ...
Integrated and coherent data

- Through MST, the potential emerges to establish a coherent information set that can integrate data from multiple sources and be used in multiple applications.

- The coherence is underpinned by the statistical principles and treatments described in the MST applying the various definitions and concepts from statistical standards such as IRTS, SNA, TSA:RMF, SEEA, etc. The data in the applications can therefore be based on a common standard and language.
Why use statistical frameworks?

• **Need for scale** – the size of the sustainability challenges we face require action now

• Scientific robustness and credibility necessary but not sufficient; data and evidence is not the only input to decision making

• Requirement that data and evidence have authority which, to date, sustainability measurement has not been able to secure

• Mixed or inconsistent messages make it easy to choose the status quo

• To achieve scale the use of government processes and existing institutional approaches is a powerful way forward

• MST an excellent, strategic opportunity to bring the best knowledge together for maximum effect