Measuring the Sustainability of Tourism (MST): Symposium on Country Experiences and 3rd Meeting of the Expert Group
UNWTO Headquarters, Madrid, Spain
14-16 December 2022

Final Programme

Symposium on Country Experiences
Wednesday 14 December

10:00 – 10:10 A. Welcome

Ms. Clara van der Pol, Chief a.i., Statistics Department, UNWTO
Mr. Peter Laimer, Statistics Austria and Chair of the Expert Group on MST

10:10 – 10:30 B. Overview of Measuring the Sustainability of Tourism

Ms. Clara van der Pol, Chief a.i., and Ms. Leandry Moreno, Officer - Statistics Department, UNWTO

Documents: Experiences from Pilots in Measuring the Sustainability of Tourism; Measuring the Sustainability of Tourism – Learning from Pilots

10:30 – 11:30 C. Environmental sustainability of tourism on the ground

Moderator: Mr. Carl Obst, UNWTO expert

CO₂ emissions from tourism
- Mr. Giovanni Finocchiaro, Italian Institute for Environmental Protection and Research, and Ms. Barbara Dattilo, ISTAT
- Ms. Kate Augustine, Statistics New Zealand
- Mr. Jonathan Lindahl, Centre for Regional and Tourism Research, Denmark

Environmental impact of marine tourism
Ms. Etjih Tasriah, Statistics Indonesia

Q&A

11:30 – 12:00 Coffee break hosted by Turespaña

12:00 – 12:30 C. Environmental sustainability of tourism on the ground (cont.)

Moderator: Mr. Carl Obst, UNWTO expert

Linking integrated biodiversity and tourism accounts to poverty
Mr. Tom Germe, Natural Capital Accounting and Ms. Hilda Arinaitwe, Bureau of Statistics, Uganda (online)

The Carbon Footprint and Decarbonization of Tourism at Region Scale
Mr. Calvin Jones, Cardiff University

Q&A

1 For any further information please contact: Ms. Clara van der Pol, Chief a.i., Statistics Department (cvanderpol@unwto.org) or Ms. Léandry Moreno, Officer, Statistics Department (lmoreno@unwto.org)
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<td>D. Economic sustainability of tourism on the ground</td>
<td>Moderator: Ms. Kirsti Ala-Mutka, European Commission</td>
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<td>Evaluating economic alternatives in the province of Quang Ninh, Vietnam</td>
<td>Ms. Kim Thi Thuy Ngoc, Ministry of Natural Resources and Environment, Vietnam</td>
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<td>Using TSA and quick statistics to understand the evolving economic impact of Covid</td>
<td>Mr. Ossi Nummi, Statistics Finland</td>
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<td>Measuring (economic) sustainability at the micro-destination scale</td>
<td>Mr. Raúl Hernandez, Head of the Chair in Tourism, La Laguna University</td>
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<td>How resilient is tourism in the Covid-19 aftermath?</td>
<td>Mr. Michel Dubreuil, Destination Canada</td>
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<td>13:30 – 14:30</td>
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<td>14:30 – 15:30</td>
<td>E. Lessons on measuring social sustainability aspects of tourism</td>
<td>Moderator: Mr. Wolfgang Strasdas, Eberswalde University for Sustainable Development</td>
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<td>Community attitudes to tourism in Niue and Cook Islands</td>
<td>Mr. Simon Milne, Auckland University of Technology</td>
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<td>Visitor satisfaction as an element of tourism sustainability</td>
<td>Mr. Julio Lopez Astor, Turespaña</td>
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<td>Organizing a system of information at the subnational level</td>
<td>Ms. Ana Moniche, Andalusia Regional Government - Spain</td>
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<td>A comprehensive approach to MST piloting:</td>
<td>Ms. Johanna Schulze Düding, DIW Econ, Germany</td>
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<td>15:30 – 16:30</td>
<td>F. Governance, institutional and data availability issues</td>
<td>Moderator: Mr. Peter Laimer, Statistics Austria</td>
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<td>Towards the institutionalization of MST in Mexico</td>
<td>Mr. Raúl Figueroa, National Statistical and Geographical Institute (INEGI), Mexico</td>
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<td>Saudi Arabia Experiences on MST</td>
<td>Mr. Faisal Al Saleem, Ministry of Tourism, Saudi Arabia</td>
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<td>A regional assessment and proposed roadmap for MST in the Arab region</td>
<td>Mr. Ahmad Ragab, Minia University, Egypt</td>
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| 16:30 – 17:00| G. Considerations ahead of the 3rd Meeting of the Expert Group on MST | The value of MST for data integration and comparability  
Mr. Carl Obst, UNWTO expert |
|              | Conclusions                                       | Mr. Peter Laimer, Statistics Austria                                         |
| 20:00        | Dinner hosted by UNWTO                            | “El Gran Barril de Castellana” restaurant - Calle del Poeta Joan Maragall 23, https://granbarrildecastellana.com |
09:30 – 10:00  Welcome coffee

10:00 – 10:30  1. Official Opening

• Ms. Zoritsa Urosevic, Executive Director, UNWTO
• Mr. Peter Laimer, Chair of the Expert Group on MST and co-Chair of the UNWTO Committee on Statistics, Statistics Austria
• Mr. Julio Lopez Astor, co-Chair of the UNWTO Committee on Statistics, Spain Tourism Board (Turespaña)

10:30 – 11:00  2. Setting the scene

MST: ambition and process
Ms. Clara van der Pol, Chief a.i., Statistics Department, UNWTO

MST as a catalyst for better work data
Mr. Rafael Diez de Medina, Chief Statistician and Director of the Statistics Department, ILO

11:00 – 11:30  Group photo in UNWTO lobby + coffee break hosted by Turespaña on 9th floor

11:30 – 12:45  3. Introducing MST, its aim and scope: Chapter 1

Introduction by the Secretariat

Kicking off the discussion with:
• Ms. Pativaine Tevita, Chief Executive Officer, Samoa Tourism Authority
• Mr. Munthir Al Ansari, Senior Consultant, Ministry of Tourism, Saudi Arabia
• Mr. Raúl Figueroa, Director of Satellite Accounts, National Statistical and Geographical Institute (INEGI), Mexico
• Ms. Christina Gay, International Economist, US Department of Commerce
• Mr. Arturo de la Fuente, Deputy Head of Unit, Eurostat

Group discussion: Does the chapter adequately explain the rationale of SF-MST in the current tourism policy context. Does the chapter adequately explain the value-added of SF-MST in the current landscape of measurement initiatives? Does it explain sufficiently well the benefits of having agreed concepts, definitions, classifications and data organization structures? Is the framing for the measurement of sustainability appropriate? Is the time ripe to develop—as a parallel process—an SF-MST-based set of indicators for international data reporting by countries, and for thematic SDG monitoring?

Documents: SF-MST Chapter 1


Introduction by the Secretariat

Kicking off the discussion with:
• Ms. Sheryl Crea, Policy Analyst, Tourism Seychelles
• Mr. Jonathon Khoo, Director, Centre of Environmental and Satellite Accounts, Australia Bureau of Statistics (online)
• Mr. Peter Hackl, Professor, Vienna University of Economics and Business Administration, and Mr. Stavros Hatzimarinaakis, Lecturer, University of Piraeus and LaReTSA research fellow, University of Patras
• Mr. Pierre Girard, Chief, Services Division, National Statistical Institute (INSEE), France

Group discussion: Is the chapter clear about what is understood to be sustainability from an economic perspective? Does the chapter encompass well the economic issues pertaining to the sustainability of tourism, especially those that have become more evident during the pandemic: resilience, risk, impacts of crisis, etc? Is additional content required concerning tourism investment (gross fixed capital formation)? Is the inclusion of employment as an economic factor in sustainability appropriate (see also the discussion questions for Social Sustainability: Chapter 4)? Are any important economic sustainability issues missing?

Documents: SF-MST Chapter 2; Estimating Tourism Direct GDP in cases of limited data

13:45 – 15:00  Lunch hosted by Turespaña
15:00 – 16:00  5. Environmental Sustainability: Chapter 3

Introduction by the Secretariat

Kicking off the discussion with:

- Ms. Lucia Maier, Head of Section, Federal Statistical Office, Germany
- Ms. Zrinka Marusic, Senior Research Advisor, Institute for Tourism, Croatia
- Ms. Ida Björk, Regional Advisor on Environmental Statistics, UNESCAP
- Mr. Nico Heerschap, UNWTO Expert and former Statistics Netherlands

Group discussion: Is the chapter clear about what is understood to be sustainability from an environmental perspective? Are the links between ecosystems and tourism sufficiently well covered? Does the chapter provide adequate guidance on the allocation of environmental flows (notably GHG emissions from passenger transport) from production and consumption perspectives especially for analytical/policy demands? What balance should be included between recommendations for direct data collection and modelling of tourism/environmental relationships (e.g. with regard to embodied water use in tourism products)? Are any important environmental sustainability issues missing?

Document: SF-MST Chapter 3

16:00 – 16:30  Coffee break hosted by TurEspaña

16:30 – 17:30  6. Social Sustainability: Chapter 4

Introduction by the Secretariat

Kicking off the discussion with:

- Mr. Rafael Díez de Medina, Chief Statistician and Director of the Statistics Department, ILO
- Mr. Michel Dubreuil, Senior Manager, Destination Canada
- Mr. Wolfgang Strasdas, Study and Research Director, Eberswalde University for Sustainable Development, Germany
- Mr. Igor Stefanovic, Technical Coordinator, Ethics, Culture and Social Responsibility Department, UNWTO

Group discussion: Is the chapter clear about what is understood to be sustainability from a social perspective? Have any social sustainability theoretical models for organizing relationships or data been overlooked? Should the treatment of employment continue to be as it is currently presented (across chapters 2 (employment demand from tourism industries), 3 (green jobs) and 4 (employment supply and decent work outcomes)) or should it be covered exclusively in Chapter 4? Are any important social sustainability elements missing?

Documents: SF-MST Chapter 4
Friday 16 December

10:00 – 11:00  7. The spatial perspective: Chapter 5

Introduction by the Secretariat

Kicking off the discussion with:
- Mr. Raúl Hernández, Head of the Chair in Tourism, La Laguna University, Spain
- Ms. Kim Thuy Ngoc, Head, Division of Science and International Cooperation, Ministry of Natural Resources and Environment (MONRE), Vietnam
- Mr. Tom Geme, Natural Capital Accounting, Uganda
- Mr. Nico Heerschap, UNWTO Expert and former Statistics Netherlands

Group discussion: Is the chapter clear about the applicability of SF-MST at different spatial scales? Does the chapter provide adequate guidance for delimiting sub-national tourism destinations? Can clear boundaries and comparability between the spatial scales be secured? How might the relationship between spatial scales and ecosystem accounting (Chapter 3) be best reflected? Should the chapter provide guidance on which data is most relevant at which spatial scale?

Document: SF-MST Chapter 5

11:00 – 12:00  8. Applications and extensions of MST

The importance of data harmonization for the private sector
Mr. Tim Fairhurst, Secretary General, European Tourism Association (ETOA)

The importance of measurement for key sustainability initiatives of UNWTO
Ms. Cordula Wohlmuther, Department Coordinator, Sustainable Development of Tourism Department, UNWTO

A collaboration to extend MST to business reporting (ESG)
Ms. Zoritsa Urosevic, Executive Director UNWTO, and Ms. Merolyn Whitaker, Chief Operating Officer, Oxford University SDG Impact Lab

Group discussion: Does the draft SF-MST cover the main elements needed to develop relevant applications/extensions of the framework? What other applications and initiatives should be considered? What alterations might be needed to the content and coverage of the SF-MST to ensure a good connection can be established to the variety of applications and extensions?

12:00 – 12:45  Coffee break hosted by Turespaña


Summary of the meeting and next steps
- Mr. Peter Laimer, Chair of the Expert Group on MST and co-Chair of the UNWTO Committee on Statistics, Statistics Austria
- Ms. Clara van der Pol, Chief a.i., Statistics Department, UNWTO

Group discussion: Does the group agree with the process? Are there any important stakeholder groups to bring on board? Are there any important issues that should be included in SF-MST, or left for the future research agenda? Do you have an interest in supporting work on specific topics?


- Mr. Peter Laimer, Chair of the Expert Group on MST and Statistics Austria
- Mr. Stefan Schweinfest, Director, UN Statistics Division
- Ms. Zoritsa Urosevic, Executive Director, UNWTO