Measuring the Sustainability of Tourism
What is statistics?

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

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Value of statistics

- 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

Fit for use
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

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PARIS AGREEMENT ON CLIMATE CHANGE

1. Limit temperature rise to 1.5°C

CLOSED DUE TO COVID-19

TOURIST GO HOME
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

Facts 2 Policy
Decoding – Adding Context

Accounts
Indicators
Knowledge
Decision

Basic Statistics
(Raw) Data

W. J. Radermacher
Reducing Complexity – Stages and Roles

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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
Measuring the Sustainability of Tourism

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

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

Why? Who?
Sustainable development and tourism policies & decisions, context
Tourism Measurement Frameworks

Basic tourism statistics
- Visitors and their characteristics
- Tourism expenditure
- Tourism industries

Economic contribution
- Tourism Direct GDP
- Tourism GVA
- Tourism employment

Sustainability
- Environmental: emissions, water, energy, waste, land
- Social: decent work, health, education, culture, heritage
- Economic: industries, establishments, employment
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: €2,291 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>Dominic (energy) Domestic>Inbound (water)

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