Measuring the Sustainability of Tourism
Ambition and Process

3rd meeting of the Expert Group
15-16 December 2022

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3rd Meeting of the Expert Group

- Present new draft (3.0) of the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)
- Launch consultation open until Jan 31
- Revive Expert Group and welcome new experts
- Discuss perspectives, priorities, comments with respect to the Statistical Framework
- Agree on the general way forward to step up our collective efforts towards submitting SF-MST to UN Statistical Commission
What is MST?

Process supported by the UN Statistical Commission comprising the following lines of work:

1. Development of a Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) led by the Expert Group
2. Engagement and consensus-building to present SF-MST to the UN Statistical Commission for its endorsement
3. Supporting implementation of SF-MST in countries
   - Publication of MST pilots
   - Compilation guidance
   - capacity building
   - technical support
4. Development of a set of indicators derived from SF-MST for international comparability purposes
   - liaison with the UN Inter-agency and Expert Group on SDG indicators (IAEG-SDG) for alignment with SDGs
5. Setting up an international dataset and country data reporting
The Statistical Process
The Statistical Process
Basic statistics (raw) data

Accounts

Indicators

Knowledge

Decisions

Measuring the Sustainability of Tourism
UN Measurement Standards for Tourism

Fulfilling UNWTO’s UN mandate to improve the statistics of tourism (UN GA Resolution A/RES/58/232)

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

**Economic contribution**
- Tourism Direct GDP
- Value added of tourism industries
- Employment

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

**Environmental**: emissions, water, energy, waste, land, ecosystems

**Social**: employment, decent work, education and skills, culture, heritage, visitor and resident, perceptions, etc.

**Economic**: GDP, tourism establishments, seasonality, etc.
Selected policy instruments that have recognized MST:
- European Parliament Resolution on a strategy for sustainable tourism
- G.20 Leaders Declaration - Alula Framework
- Pacific Sustainable Tourism Policy Framework & Pacific Statistical Strategy based on MST
- UN Statistical Commission, High Level Discussion on Measuring the Sustainability of Tourism
- UNWTO General Assembly and Executive Council

UNWTO Committee on Statistics
Secretariat: UNWTO Department of Statistics

Working Group of Experts on MST
Secretariat: UNWTO Department of Statistics
SF-MST process to date

- UNWTO Committee on Statistics requested UNWTO to launch MST in 2016
- Creation of the Expert Group, sub-groups and Editorial Board
  - Under auspices of the UNWTO Committee on Statistics and the UN Committee of Experts on Environmental Economic Accounting
- SF-MST version 1.0
- 1st meeting of the Expert Group
- 6th International Conference on Tourism statistics – Manila Call for Action on Measuring Sustainable of Tourism
- 2nd meeting of the Expert Group
- SF-MST version 2.0
- Annual reporting to the UN Statistical Commission(2017-2022), UNWTO Committee on Statistics and UNCEEA
- ±25 pilots worldwide, in all regions
SF-MST process forward

- Revision of the new draft (3.0)
- Set-up small (2-3) research teams on outstanding issues + Editorial Board
- Incorporate comments into a new version (4.0)
- Global consultation (incl. UNCEEA Technical Committee + presentation at UNCEEA meeting)
- 4th meeting of the EG + Editorial Board
- Incorporate feedback from global consultation into a new draft (5.0)
- Meeting of UNWTO Committee on Statistics to endorse SF-MST (5.0)
- Subsequently, send version (5.0) to UNCEEA endorsement
- Submission to UNWTO General Assembly
- Submission of UNWTO Report to the UNSC, including SF-MST as background document

- UN Statistical Commission consideration of the UNWTO Report and the High level side event on MST

- 7th International Conference on Tourism Statistics: Launching SF-MST, focus on implementation
Success factors

Technical developments:
- Research teams
- Funds
- Scope of SF-MST: what is included, what left for research agenda

Institutional developments:
- Policy awareness
- Ministries in charge of Tourism
- National Statistical Offices
- International and regional bodies
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Thank you

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