UNWTO Regional Workshop on Measuring Tourism
“Better data for better tourism in Asia and the Pacific”

Date: 15 -17 March 2023
Venue: Kathmandu, Nepal

Concept Note
1 March 2023

1. Background

The World Tourism Organization (UNWTO) is the UN specialized agency mandated to collect, analyse, publish, standardize, improve the statistics of tourism and to promote the integration of these statistics within the sphere of the United Nations system.

Tourism has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves. Owing to this range of positive and negative impacts and the wide spectrum of stakeholders involved, there is a need for a holistic approach to tourism development, management and monitoring. This approach is supported by UNWTO in order to formulate and implement national and local tourism policies.

Feasible, relevant, and reliable data are increasingly necessary to understand the economic, social and environmental aspects of tourism for sustainable development. These measures need to be produced in a harmonized way across countries and destinations so as to communicate progress effectively, benchmark performance, identify best practices and streamline tourism in sustainable development policy and funding mechanisms.

In response to increasing calls by tourism stakeholders for more and better data, an international effort is underway to develop a measurement Framework that integrates information on the economic, social and environmental dimensions of tourism, to support international comparability and credibility. The Statistical Framework for Measuring the Sustainability of Tourism will complement the 2 existing standards for tourism measurement:
1. The *International Recommendations for Tourism Statistics* that enables the measurement of visitors, their expenditure and the tourism industries;

2. The *Tourism Satellite Account* that allows for the measurement of the economic contribution of tourism.

2. Workshop Objective

The Workshop aims to improve the statistical capacity in the field of tourism statistics for the participating countries in the region to be able to carry out the following:

- promote the development of the System of Tourism Statistics as a necessary condition in order to make progress in the measurement and analysis of tourism;

- begin the tasks contemplated in the different stages recommended by UNWTO for the development of a TSA;

- Make the necessary steps towards the piloting of Measuring the Sustainability of Tourism.

3. Workshop Overview

With the kind financial support from the Ministry of Culture, Sports and Tourism of the Republic of Korea, the Workshop on “Measuring Tourism in Asia and the Pacific” will be organized by UNWTO (Regional Department of Asia and the Pacific and the Statistics Department) and the Ministry of Culture, Tourism and Civil Aviation of Nepal, in collaboration with the Nepal Tourism Board.

The workshop will take place for three days with the following components.

1) High-level Discussion on the need to Measure Tourism for People, Planet and Prosperity

High-level officials from National Tourism Administrations and National Statistical Offices in different Asian and the Pacific countries will discuss the need for the more and better tourism, that covers all sustainability’s dimensions—economic, social and environmental.

2) Technical training on tourism statistics

This training will provide a unique opportunity for the tourism and statistical communities to get a better understanding of the basic tourism statistics, the main variables to be collected in accordance to the UN statistical standard “International Recommendations for Tourism Statistics 2008” as well as examples of best practices in countries. The aim is to equip tourism statisticians with the necessary capacities to better measure tourism and produce high-quality tourism statistics based on the internationally agreed standards.
3) Technical training on measuring the economic impact of tourism

This training aims to uncover the main elements for successful TSA compilation, in accordance with the UN statistical standard “Tourism Satellite Account: Recommended Methodological Framework 2008”. This will range from technical requirements to institutional arrangements and political leadership.

4) Technical training on Measuring the Sustainability of Tourism

This training aims to introduce the MST Statistical Framework, share good practices of implementing MST and raise the awareness of the importance of using MST indicators for policy development and/or management and promotion of tourism. It will also provide insights on the compilation of official tourism SDG indicators.

4. Targeted audience of the Workshop

The High-level Discussion “Measuring Tourism for People, Planet and Prosperity” is geared towards high-level officials in National Tourism Administrations and National Statistical Offices. The technical trainings sessions target statistics professionals and managerial staff with responsibilities in the field of tourism statistics and/or Tourism Satellite Account, who work in different types of institutions, such as:

- National Tourism Administrations;
- National Tourism Organization;
- National Statistical Offices;
- Balance of Payments departments of Central Banks;
- Entities in charge of border statistics (arrivals and departures of international travellers) such as Migration/Interior Departments;
- Business Associations of Tourism Activities.