

Measuring the Sustainability of Tourism



Regional Workshop on Measuring
Tourism in Asia and the Pacific



Leandry Moreno
Officer, Statistics Department
lmoreno@unwto.org



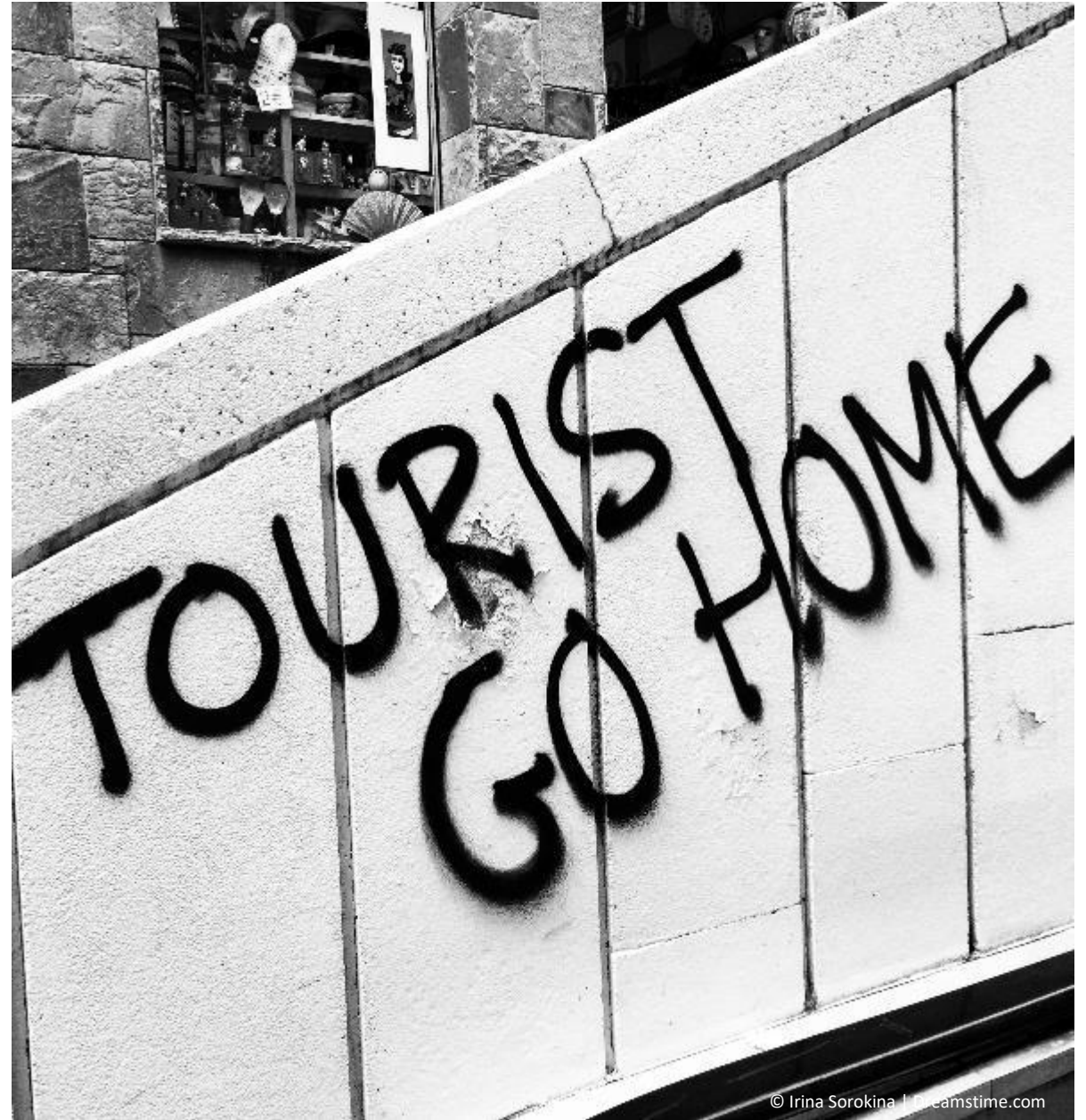
Tourism

... 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*



The background of the slide is a photograph of the interior of the United Nations General Assembly Hall. The hall is a large, semi-circular auditorium with a high, vaulted ceiling. The walls are covered in vertical wooden slats. In the center of the far wall, there is a large circular emblem, which is the United Nations logo. The floor is covered with rows of wooden desks and chairs, arranged in a semi-circle facing the front of the hall. The lighting is warm and focused on the front of the hall.

Role of UNWTO in measurement

...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

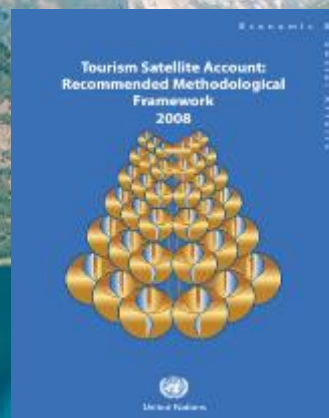
(United Nations General Assembly Resolution A/RES/58/232)

International Measurement Frameworks

Basic tourism statistics



Economic contribution



Sustainability

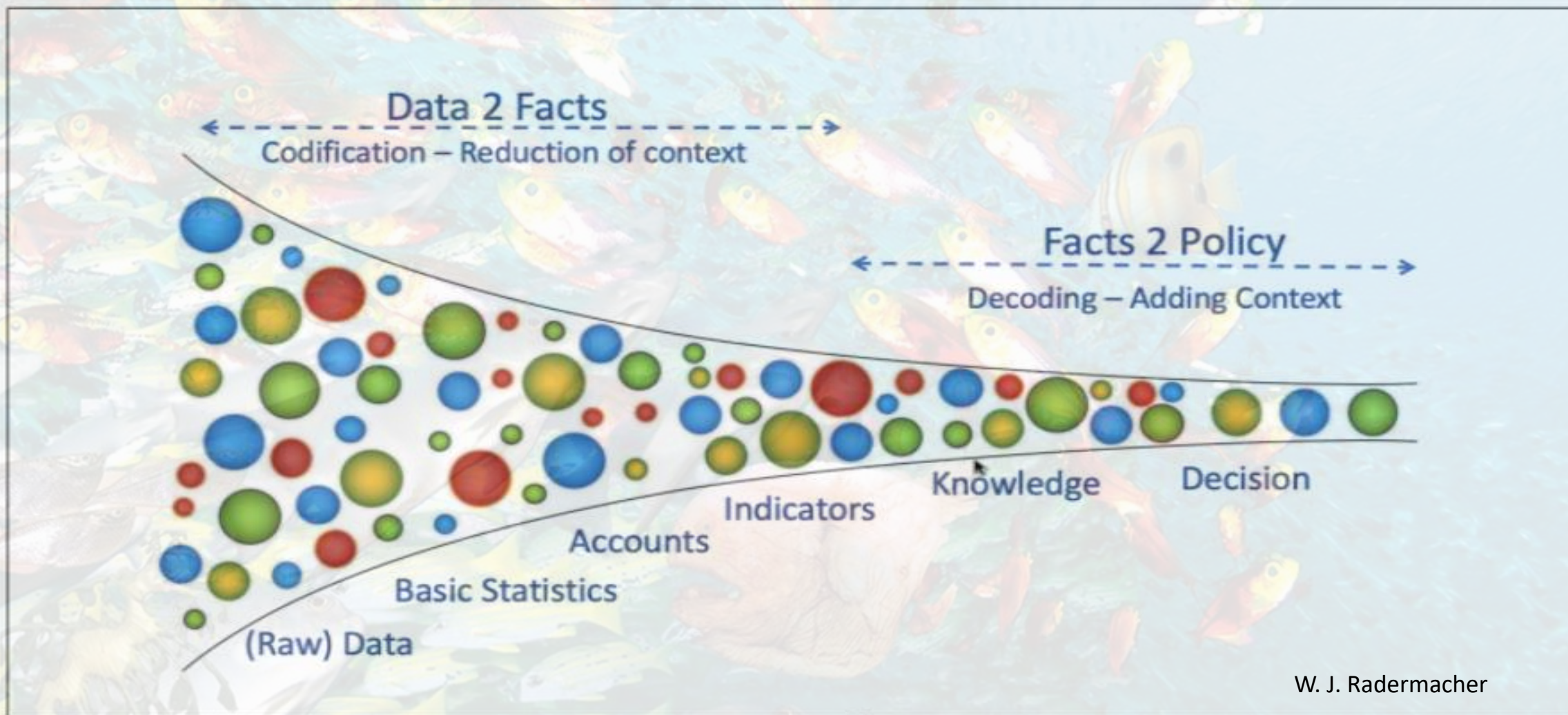
Measuring the
Sustainability of
Tourism (MST)
-Forthcoming -

Visitors and their
characteristics
Tourism expenditure
Tourism industries

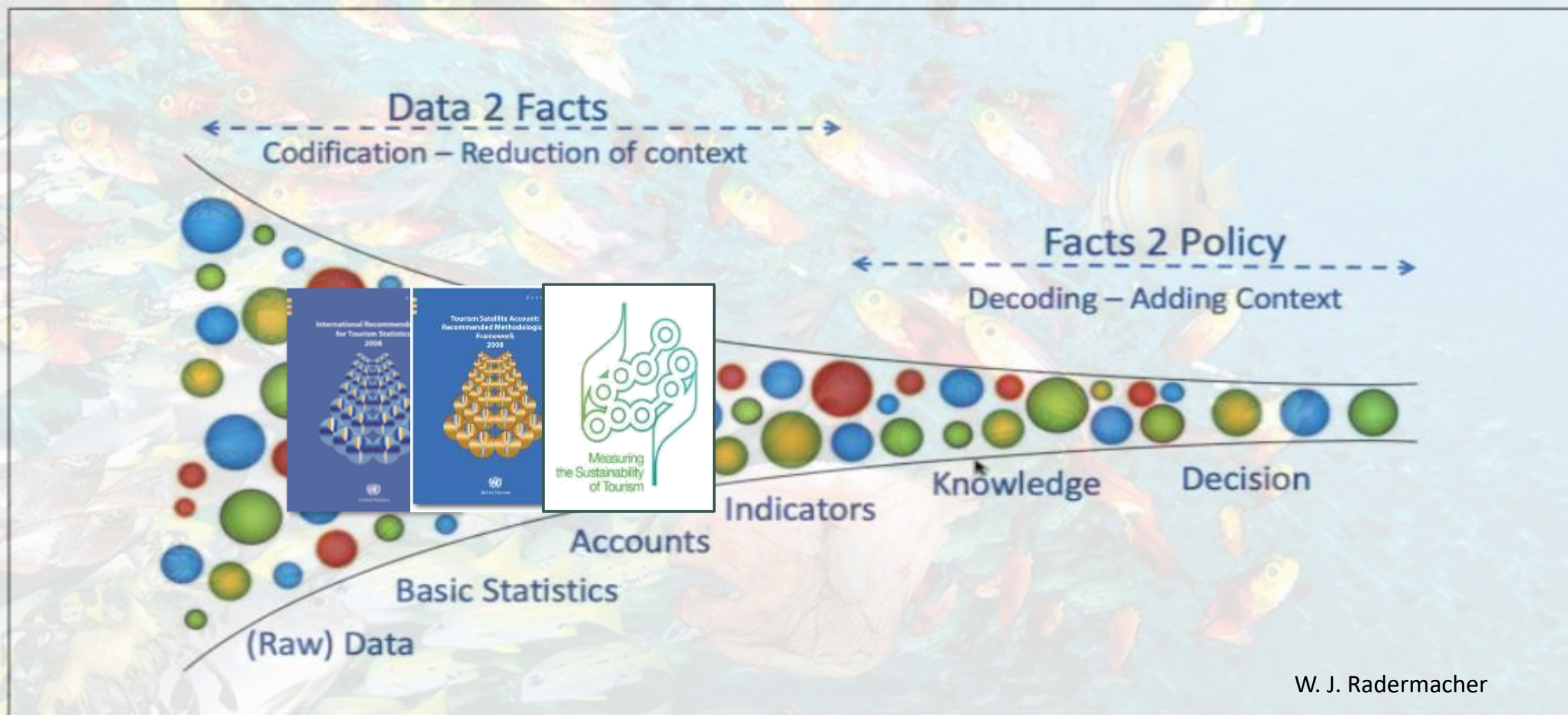
Tourism Direct GDP
Tourism GVA
Tourism employment

Environmental: emissions,
water, energy, waste, land
Social: decent work, health,
education, culture, heritage
Economic: industries,
establishments, employment

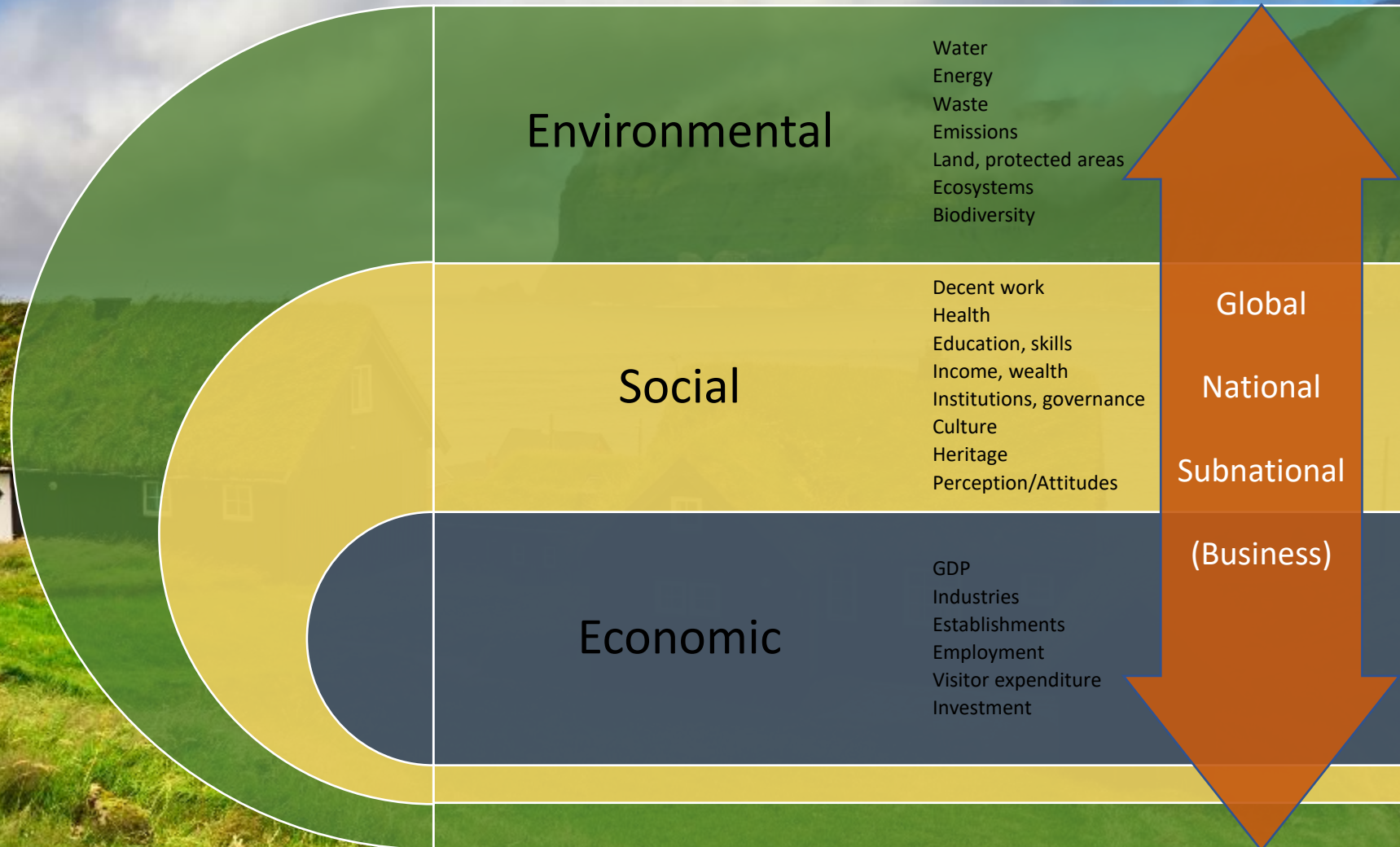
Reducing Complexity – Stages and Roles



Reducing Complexity – Stages and Roles



Statistical Framework for MST



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

Institutional set-up

UNWTO General Assembly

UNWTO Executive Council

UN General Assembly

UN Economic and Social Council (ECOSOC)

United Nations Statistical Commission
(decision-maker statistical standards)

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

National Tourism
Administrations

National Statistical Institutes

MST around the world



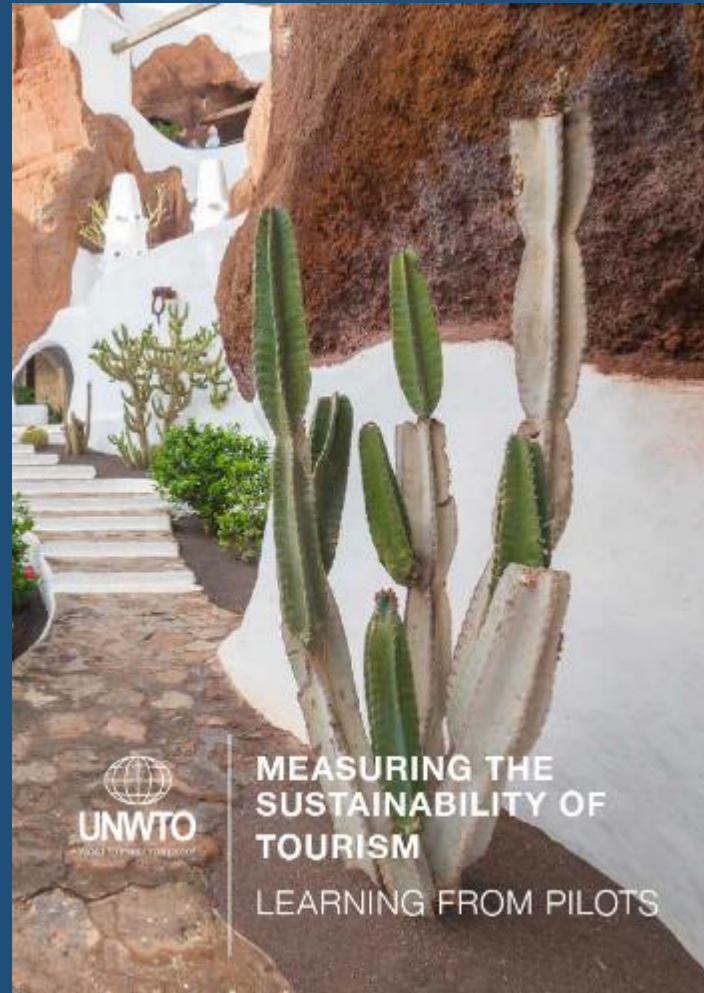
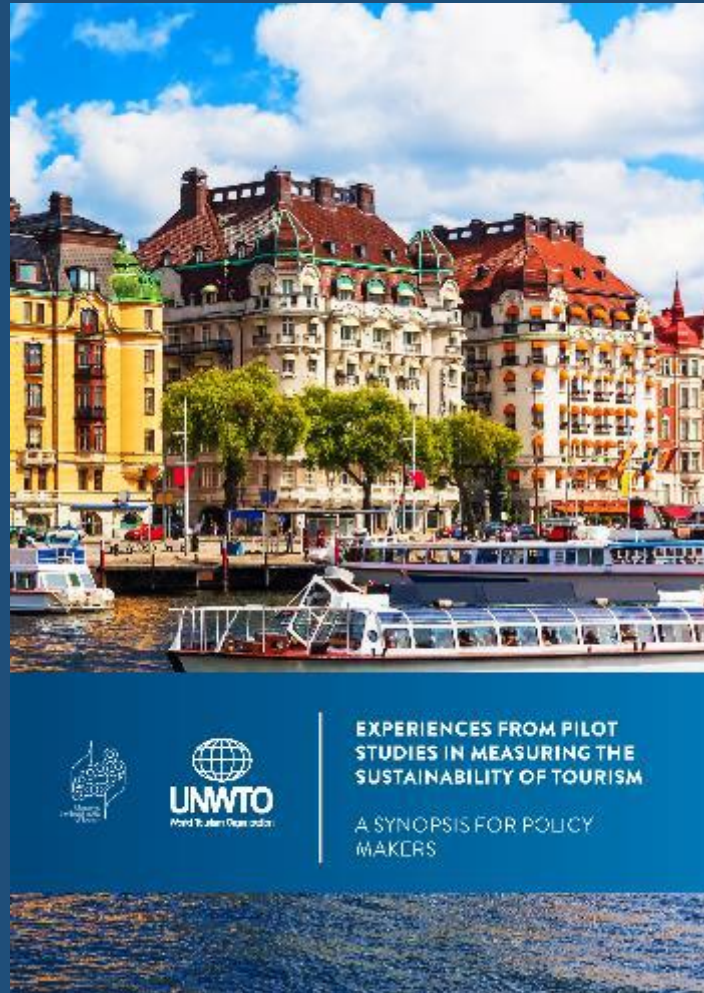
*World Bank Official Boundaries. The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by UNWTO.

Role of the MST Pilots

A close-up, warm-toned photograph of a person's hands skillfully tying a complex knot in a thick, light-colored rope. The rope is part of a larger structure, possibly a hammock or a piece of nautical equipment, with other ropes visible in the background. The lighting is soft and natural, highlighting the texture of the rope and the dexterity of the hands.

- Test the framework for
 - policy relevance
 - feasibility
- Feed the framework under development with lessons “from the ground” to
 - Fine-tune the technical developments
 - Resolve key measurement issues
- Contribute to stakeholder engagement and consensus building

Austria
Fiji
Germany
Italy
Mexico
Philippines
Samoa
Saudi Arabia
Sweden
Thailand
Vietnam



7 new pilots
Costa Rica
Indonesia
New Zealand
South Africa
Spain, Canary Islands
Uganda
Arab countries
5 pilots w/ new developments
Austria
Fiji
Italy
Mexico
Sweden



Some examples of MST pilots

Germany: Gender pay gap 22% lower,
proportion of employees with low wages
2x that of whole economy

Austria: €2,291 tourism
income/capita,
78/100 acceptance

Mexico: Socio-economic benefits
from archaeological sites &
protected areas

Canary Islands: 47 micro-destinations cover
90% overnight stays - 1,6% of territory

Costa Rica: 1.4% of GDP is
from nature-based tourism,
of which half is from only 5
destinations

Uganda: Expenditure on
wildlife watching in 12
protected areas x3 in 2011-
2019

Philippines: Domestic tourism 3x
more water & energy than
inbound tourism

Samoa: 13 % GDP and 22%
employment, 10% water and
12% electricity

KwaZulu-Natal (SA): value of nature-
based tourism: R12.9 billion
Top contributors: savanna & grassland

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THANK YOU!

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