UNWTO/CTO Workshop on Tourism Statistics
Session 1 - 16 February 2021

Support from UNWTO to countries in the field of Statistics
Mandate of the UNWTO in the field of statistics

Areas of work
- Standards
- Capacity Building
- Data
The **United Nations** recognizes the World Tourism Organization as the appropriate organization 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.

**I. Standards**
Development of internationally agreed standards for measurement of Tourism in its different dimensions

**II. Capacity Building**
Support the implementation of standards through technical assistance in countries, regional capacity building initiatives, and develop material to support the improvement of Tourism statistics

**III. Data collection and publication**
Collection, compilation and publication of internationally comparable tourism statistics
I. Standards

II. Capacity building

III. Data

Core topic 1: visitors + industries (basic tourism statistics)

Core topic 2: economic contribution (Tourism Satellite Account)

Core topic 3: sustainability (Measuring the Sustainability of Tourism)
I. Standards

Core topic 1: Basic tourism statistics

Core topic 2: Economic contribution
I. Standards

Core topic 3: Measuring the Sustainability

One of the main priorities currently:
Development of a Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) in all its dimensions:

- Economic
- Environmental
- Social

- Makes use of existing standards such as TSA, SEEA
- Aim to become third standard on Tourism statistics
  - To be presented to the UN Statistical Commission
II. Capacity Building

Materials to aid in the implementation of standards

Core topic 1: Basic tourism statistics (IRTS)
- International Recommendations for Tourism Statistics: Compilation Guide
- Conceptual Guidance on Tourism Statistics in the COVID-19 context

Core topic 2: Economic contribution (TSA:RMF)
- Currently working on a Compilation Guide – advanced state

Core topic 3: Measuring the Sustainability of Tourism
- Material on the framework and its implementation can be found at: https://www.unwto.org/standards/measuring-sustainability-tourism
- Experiences from pilot studies in Measuring the Sustainability of Tourism
II. Capacity Building

Technical Assistance

During 2017-2020: **35** Countries with projects Implemented / In implementation

- Employment
- Visitor / Expenditure Surveys
- Strengthening of national STS
- Needs assessment

Core topic 1: Basic tourism statistics

Core topic 2: TSA implementation
- Implementation of TSA
- Support the implementation of MST pilot studies

Core topic 3: MST implementation
- Needs assessment

Support the implementation of MST pilot studies
Global and Regional Capacity Building

Core topic 1: Basic tourism statistics (IRTS)

Core topic 2: Economic contribution (TSA:RMF)

Regional Statistics Capacity Building Programme

Previous RSCBP:
- Europe: 2008-2009
- English speaking Africa: 2008-2010
- Asia and the Pacific: 2010-2012
- CIS and Georgia: 2011-2013
- Francophone Africa: 2017-

Core topic 3: Measuring the Sustainability of Tourism

Dec 2019: First Regional Workshop on MST – jointly with ESCAP
II. Capacity Building

Regional Capacity Building Programme

First workshop: 4 days – participating countries
- Technical focus on IRTS: theory and practice
- Exercises and homework in advance
- Current state and set objectives until end of programme

Second workshop: 3 days – particip. countries – 6 months later
- Presentation of advancement by countries
- Technical focus on new IRTS issues and TSA, more on Supply

Third workshop: 2 days – particip. countries – 6 months later
- Identification of needs, next steps and plans ahead

Regional seminar: 2 days – all countries in the región – 6 months later
- Participating countries present on achievements, lessons learned, plans, other experiences
II. Capacity Building

Regional Capacity Building Programme

Selection of participating countries:
Member States voicing needs for training in tourism statistics/TSA (generally identified by their Regional Programme)

Participants from countries:
Three delegates per country representing
- the National Tourism Administration,
- the National Statistics Office,
- the Central Bank.

Experts and staff involved:
- Tourism statistics and TSA experts
- UNWTO personnel (STTC and regional department)
- Other international organizations

FOSTER INTER-AGENCY COOPERATION
III. Data

Core topic 1: Basic tourism statistics

UNWTO Statistical Database
- 145+ indicators
- Data collection: March to December, Publication: First Quarter
- Data available in the UNWTO website
- Two flagship publications: the Compendium and the Yearbook on Tourism Statistics

Basic Tourism Statistics

Country Fact Sheets

Tourism Dashboard
III. Data

Core topic 2: Economic contribution

- Two SDG indicators
- TDGDP, TDGVA, GVATI, Implementation of TSA
- Data collection: August to December; Publication: February
- Plans to expand collection to include more key TSA indicators
III. Data

Core topic 2: Economic contribution
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Thank you for your attention!