Statistics for Sustainability

Measuring the Sustainability of Tourism and monitoring tourism in the SDGs

CTO-UNWTO Workshop on Tourism Statistics
16-17 February 2021

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What is statistics?

Mobilizing the power of data to make better decisions
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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W. J. Radermacher
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.
CLIMATE CHANGE

RECESSION

COVID-19

SURE YOUR ND ALL WELL.
Measuring the Sustainability of Tourism

What we measure affects what we do, and if we measure the wrong thing, we will do the wrong thing

- Joseph Stiglitz
Towards a common language

**Standard**
- Multilateral coordination and technical developments for improving/expanding the measurement of tourism
- Statistical Framework for Measuring the Sustainability of Tourism
- Consensus building

**Implementation**
- Translating standards into practical guidance & direct support to countries
- Pilots
- Capacity development
- Technical support

**Data**
- Worldwide data collection and processing to support international comparability
- Pilot results & policy implications
- SDG indicators on tourism
- Forthcoming MST database
Role of UNWTO

...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
(Standard) Framework

Policy area A

Policy area B

Policy area C

Policy area D
(Standard) Framework

Measuring the Sustainability of Tourism

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

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

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

(raw) data
Basic statistics
Accounts
Indicators
Knowledge
Decisions

Why? Who?
Sustainable development and tourism policies & decisions, context
Consensus building

UNWTO General Assembly
UN Statistical Commission
G20

Manila Call for Action on Measuring Sustainable Tourism

UNWTO Committee on Statistics
UNCEEA
MST Working Group of Experts
MST Editorial Board

Austria
Argentina
Cabo Verde
Canada
Egypt
Fiji
France
Georgia
Germany
Indonesia
Ireland
Italy
Jamaica
Malaysia
Mexico
Mozambique
Netherlands
Oman
Thailand
The Philippines
Portugal
Saudi Arabia
Samoa
South Africa
Spain
Sweden
Uruguay
Vietnam

UNSD
ILO
WTO
OECD
Eurostat
World Bank Group
Asian Development Bank
UNESCAP
Conservation International
Cardiff University
CISET University of Venice
Eberswalde University for Sustainable Development
Universidad de La Laguna
Andalucía Regional Government
In2Destination
INRouTe
Exceltur
Hilton
Implementation

Data

- Germany: Gender pay gap 22% lower, proportion of employees with low wages 2x that of whole economy
- Philippines: Domestic tourism 3x more water & energy than inbound tourism
- Netherlands: 4% value added, 7% taxes (biggest polluters paid least)
- Mexico: Socio-economic benefits from archaeological sites & protected areas
- Samoa: 13% GDP and 22% employment, 10% water and 12% electricity
- Austria: €2,2291 tourism income/capita, 78/100 acceptance
Tourism is an essential pillar of the 2030 Agenda for Sustainable Development. It is imperative that we rebuild the tourism sector to ensure tourism regains its position as a provider of decent jobs, stable incomes and the protection of our cultural and natural heritage.

- António Guterres
International datasets

Global SDG Database: Goal 12
Target 12.b “develop and implement tools to monitor sustainable tourism”
Indicator: implementation of standard accounting tools (MST relevant TSA tables and environmental accounts)

Total number of countries that report compiling at least one table / account
International datasets

Global SDG Database: Goal 8
Target 8.9 “promotion of sustainable tourism”
Indicator: Tourism Direct GDP
1. Statistics serve the public good and provide a common language

2. Measuring the Sustainability of Tourism (MST) is expanding tourism statistics by developing a common language to measure key economic, social and environmental aspects of tourism to better inform on the sustainability of tourism and its role in sustainable development

3. Tourism can aid the achievement of Sustainable Development Goals, and MST can provide the underlying statistical framework to support data production, organization, integration and international comparability.
Thank you

Statistics for Sustainability

Measuring the Sustainability of Tourism and the sector’s role in sustainable development

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