Report
UNWTO REGIONAL WORKSHOP ON MEASURING TOURISM: Better data for better tourism in Asia and the Pacific
March 15 – 17, 2023
Kathmandu, Nepal
# TABLE OF CONTENTS

1. Background .................................................................................................................................................. 1
2. Workshop Objective ...................................................................................................................................... 1
3. Workshop Overview ....................................................................................................................................... 2
   3.1 Conclusions of sessions .......................................................................................................................... 3
       3.1.1 Opening Ceremony .......................................................................................................................... 3
       3.1.2 High Level Discussion on Measuring Tourism for People, Planet and Prosperity ......................... 3
       3.1.3 Keynote Speech: The System of Tourism Statistics in Nepal ....................................................... 4
       3.1.4 Session 1 – the path to smooth governance for System of Tourism Statistics ............................ 5
       3.1.5 Session 2 – Inbound, Domestic and Outbound Tourism: who are our tourists and how much do they spend? .................................................................................................................. 7
       3.1.6 Session 3 – Measuring tourism industries and employment in tourism: challenges and solutions .................................................................................................................................................. 8
       3.1.7 Session 4 – Measuring the economic impact of tourism: introduction to the Tourism Satellite Account .............................................................................................................................................. 9
       3.1.8 Session 5 – Measuring the Sustainability of Tourism (MST) .......................................................... 11
       3.1.9 Closing Ceremony ............................................................................................................................ 12
4. Participants of the Workshop ........................................................................................................................ 13
5. Annex I Workshop Programme .................................................................................................................. 18
6. Annex II Selection of Pictures of the Workshop ......................................................................................... 24
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:

- The International Recommendations for Tourism Statistics that enables the measurement of visitors, their expenditure and the tourism industries;
- The Tourism Satellite Account (TSA) 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” was jointly organized by UNWTO (Regional Department of Asia and the Pacific and the Statistics Department), the Ministry of Culture, Tourism and Civil Aviation of Nepal, and the Nepal Tourism Board. Please see the workshop website and the final programme in Annex I.

The workshop took place during three days with the following components.

1) High-level Discussion on Measuring Tourism for People, Planet and Prosperity

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

2) Technical training on tourism statistics

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

4) Technical training on Measuring the Sustainability of Tourism (MST)

This training introduced the MST Statistical Framework, shared good practices of implementing MST and raised the awareness of the importance of using MST indicators for policy development and/or management and promotion of tourism. It provided insights on the compilation of official tourism SDG indicators.
3.1 Conclusions of sessions
This section of the report addresses the main conclusions reached during the different sessions of the programme.

3.1.1 Opening Ceremony

The Opening Ceremony recognised the importance of regional cooperation as destinations across Asia and the Pacific re-open to Tourism and thanked the over 200 participants that made the effort to join this workshop from nine UNWTO Member States of the region.

Speakers highlighted how tourism can be a force of steering development and building resilience. In fact, the commitment stated was to develop sustainable tourism and to invest in the National Statistics Systems and in the System of Tourism Statistics specifically, so that reliable data can be used to guide such sustainable, competitive, innovative development of tourism.

In order of appearance, Mr. Beka Jakeli, Director of External Relations of UNWTO delivered the Opening Remarks, followed by Remarks from H.E. Dr. Sarmila Parajuli Dhakal, Ambassador of Nepal to Spain.

The video message of Mr. Jongtaek Park, Director General for Tourism policy, Ministry of Culture, Sports and Tourism of the Republic of Korea was played to the audience before the Remarks of Hon. Dr. Ram Kumat Phuyal, Member of the National Planning Commission of Nepal and the final Special Address made by Hon. Mr. Sudan Kiranti, Minister for Culture, Tourism and Civil Aviation of Nepal.

3.1.2 High Level Discussion on Measuring Tourism for People, Planet and Prosperity

The high-level discussion addressed the theme of “Measuring Tourism for People, Planet and Prosperity” and included the following moderator and panellists:

Moderator:
- Ms. Eunji Tae, Department Officer, Regional Department for Asia and the Pacific, UNWTO

Panellists:
- Dr. Ahmed Salih, State Minister of Tourism, Maldives
- Mr. Suresh Adhikari, Secretary, Ministry of Culture, Tourism and Civil Aviation, Nepal
- Dr. Thok Sokhom, Secretary of State, Ministry of Tourism, Cambodia
- Dr. Dhananjay Regmi, CEO, Nepal Tourism Board
- Mrs. Pudji Ismartini Deputy Chief of Distribution and Services Statistics, BPS-Statistics Indonesia
- Mr. Beka Jekeli, Director of External Relations, UNWTO
- Ms. Ayshanie Labe, Resident Representatives, UNDP Nepal
The panellists emphasized the need for cooperation at the national and international levels in order to generate the reliable data needed to guide the economic, social and environmental aspects of tourism for sustainable development. They recognized that robust data is needed to understand whether tourism’s potential to create better outcomes for people, planet and prosperity is on the right track, or requires redirecting. In that sense, UNWTO’s Measuring the Sustainability of Tourism (MST) will provide to all countries in the world a common framework to measure the impacts and contributions of tourism on the economy, society and the environment, at both the national and sub-national levels.

The panellists of this session concluded the following:

**Challenges in tourism:** tourism stakeholders are increasingly prioritizing sustainability in the face of various challenges, such as restarting tourism after the pandemic, the climate emergency, and geopolitical conflicts. People are also more aware of the impact of tourism on the broader Sustainable Development Goals. This awareness highlights the significant role that tourism can play in supporting or hindering progress towards sustainability. Therefore, it’s crucial to address these challenges and prioritize sustainable tourism practices to ensure that the sector contributes to a more sustainable future for all.

**Tourism Data** is largely measured in economic terms. There is a need to expand the scope of tourism statistics into the social and environmental dimensions, while also rethinking the economic measurement of tourism through the lens of sustainability.

**Investment** in tourism statistics systems is key for effectively guiding and monitoring tourism policies, strategies, master plans, and return on investments. Accurate and up-to-date data allows decision-makers to make informed choices, evaluate the effectiveness of tourism initiatives, and measure the impact of tourism on the economy, society, and the environment.

**Effective collaboration** is crucial for developing sustainable tourism and measuring its impact. Tourism authorities cannot achieve this alone, and they require the support of various institutions, including statistics authorities, central banks, immigration authorities, and private tourism businesses. By working together, relevant and rigorous data can be collected and used to inform decision-making, ensuring that sustainable tourism practices are implemented effectively.

### 3.1.3 Keynote Speech: The System of Tourism Statistics in Nepal

**Dr. Hem Raj Regmi, Division Chief, Social Statistics Division, National Statistics Office, Nepal** addressed the current advances and challenges of the System of Tourism Statistics in Nepal from both supply and demand sides. The presentation is available on the UNWTO event webpage [here](#).

In terms of governance, he highlighted the important role of the following entities: National Statistics Office, the Ministry of Tourism and Civil Aviation, the Ministry of Finance, Central Bank of Nepal, Ministry of Local Development, Ministry of Health, Ministry of Education, Ministry of Women, Ministries of Agriculture, Forest, Industry, Cooperative, Employment, Energy, etc. The area of content and relevant data source was highlighted per each entity.
In terms of the status of the System of Tourism Statistics, he explained that for inbound, outbound and domestic tourism (volume and characteristics) and its expenditure, there is a lack of complete and robust information. Specifically in the case of domestic measurement he pointed out that there is no data at all at present. From the supply side there is data on employment and tourism industries for a certain disaggregation of economic activities. He also expressed the need to construct a TSA to understand the contribution of tourism to Nepal economy. From a sustainability perspective he presented the information researched on the impact of tourism on food security.

3.1.4 Session 1 – the path to smooth governance for System of Tourism Statistics

This session introduced by Ms. Leandry Moreno, Statistics Officer at UNWTO addressed the critical need for interinstitutional cooperation for developing and sustaining over time the System of Tourism Statistics. She highlighted usual stakeholders involved, producers of data, data users, how this involvement can work, from more political committees or structures to more technical ones, and she presented some examples of countries for inspiration. The presentation is available on the UNWTO event webpage here.

After this introduction a participatory methodology was implemented. Participants shared their experiences in establishing the inter-institutional platforms in their respective countries, with some success stories and some areas where more work is needed, lessons learnt, so that peers can learn from each other, feel inspired. Hence, the audience worked into five groups, mixing in each group countries and backgrounds. The audience embraced this participatory approach, participants where very invested in explaining their experience, both their achievements and challenges, the ones that had been overcome and those that still remained challenges. In this governance session the groups concluded the following:

Concerning the entities that should be involved in the process of developing, implementing and using the System of Tourism Statistics from different roles such as data producers and data users, or both, the mentioned entities were the following: Ministry of Tourism; Immigration Authority, Central Bank, Tourism Board / National Tourism Organisation (NTO), National Statistics Authority, Tourism Businesses Associations, Visitors and Academia.

Additionally, some countries mentioned the following: Local governments; Ministry of Economy; Households; Media, Ministry of Transport, Ministry of Finance, UNWTO, Climate Change institutions, specifically, the people working as data collectors and the data users per type of information provided, and the Ministry of Cooperative of Nepal.

Regarding the entities with whom the countries, present in the workshop, currently work together for the System of Tourism Statistics, are: Ministry of Tourism, National Statistics Authority, Immigration Authority, Tourism Board / National Tourism Organisation (NTO), Central Bank, Ministry of Planning, Big Data providers, and UNWTO.
On the contrary, the entities with whom the countries present in the workshop currently do not work together for the System of Tourism Statistics are: Academia, Local governments, Tourism Businesses Associations, Climate Change Institutions, Visitors, Households, and Ministry of Finance.

This first participatory exercise unveiled that successful collaborations could be facilitated through 1) specific law or mandate that clearly stipulates the need and modalities for data sharing (why, how, when, to whom, etc.), 2) Memorandum of Understanding (MoU) or Memorandum of Agreement (MoA) or official working groups/committees with a clear mandate (countering the risk of focal point turnover effect), and 3) the importance of maintaining smooth communication among all stakeholders involved in the tourism statistics measurement process. Besides, it appears important counting with the help of technology, to move away from paper-based processes, or even repetitive process that can easily be automatize serving two institutions’ purposes at once; for instance, as in the case of Indonesia where NSO has developed the system for Immigration so that it serves the purpose of Immigration and of Tourism and other statistical needs. This way all the parties get the data automatically, without having to request it.

And, last but not least, a step that is specially relevant is that all stakeholders involved, public and private, share a sense of responsibility, accountability on what it entails to produce and use tourism data.

Concerning barriers that are impeding collaboration among the different stakeholders, the main reasons for which there was a great consensus were: budget restrictions, mistrust, the entities requested to provide the data do not trust that these data is going to kept confidential, they fear taxes, etc, tourism not being the priority for some of the entities that produce data for tourism, technological barriers that would make the process smoother, political instability, hence changing priorities and mandates, conflicting mandates among institutions, hangs in key contacts who change their jobs this forces to start over again building relationships, knowledge, etc., and communication issues among stakeholders;

Other reasons mentioned but not so widespread across countries are: lack of understanding of data by the different involved parties, inter-personal conflicts, lack of human resources to work on smooth collaboration, cooperation, on understanding each other, hierarchy not helping to build relationships, lack of coordination, cooperation, and duplicated efforts.

The main solutions proposed by the groups to overcome the main barriers are the following: clear mandates of all institutions involved, creating an inter-institutional structure with a key entity as responsible / leading and others with their respective roles and responsibilities, establishing a coordination plan, beyond these formalities, working on building relationships with the teams at the different institutions and being inclusive, following at the same time bottom-up approach and top down.
3.1.5 Session 2 – Inbound, Domestic and Outbound Tourism: who are our tourists and how much do they spend?

This session counted with an introductory presentation from Ms. Nagore Uresandi Espinosa, UNWTO Expert about the main concepts, definitions, classification, data sources and variables needed to approach the measurement of inbound, domestic, and outbound tourism flows, and their respective expenditure, as well as main issues that countries tend to face. The presentation is available on the UNWTO event webpage here.

Moreover, Mr. Mani Raj Lamichhane from the Nepal Tourism Board and Mr. Kong Sopheareak, Director, Statistics and Tourism Information Department of the Ministry of Tourism of Cambodia provided each a presentation on their country experiences. Please see the slides of Nepal here and of Cambodia here.

After these enriching presentations that allowed the participants to learn from theory and practice, the session moved into another participatory approach. This session focused on the ideal situation for measuring inbound tourism flows and expenditure, the main barriers to reach such ideal situation and the main solutions for those barriers.

The ideal situation according to the participants would be an IT architecture as a centralized system that would allow different institutions to connect their data there for data sharing, at the same time data processing for different purposes with different layers of users. This should be facilitating sharing of data, quick processing of data, and data dissemination and visualisation for different user types (layers) and always providing access to the methodology to minimise misinterpretation. Moreover, the importance of reducing time lapse was stressed: publishing data as soon as possible so that entities that share the data also see the value of receiving timely data.

In terms of leading the process, in most cases they highlighted here the role of the National Statistics Authority, and in terms of format to communicate and disseminate data, they highlighted the importance of using different formats, dashboard, pdf, infographics, and always offering the possibility of knowing more taking the participants to the methodology and by request to the metadata. The main barriers to reach such ideal situation are: lack of human resources, skills, budget, private sector not willing to provide the data, lack of practice and policies in terms of Private Public Partnership collaboration, political instability, contradictory mandates, policies, laws, bureaucracy slowing everything down, fear of change by the people working at the different entities involved, lack of Information and Communication Technology (ICT) knowledge, infrastructure, connectivity, materials, etc. time constrains in various senses: first in terms of having internal processes established and operating collaboration with existing human resources already operating at their fullest capacity, second at the borders there is too much tourists flow so there is allegedly no time to pose more questions.

The exercise could not finish on a barrier note, hence, the main solutions to the barriers according to the participants would be establishing clear mandates, policies, not conflicting, raising awareness over the importance of data in any sector, doing this at all levels, even at schools, capacity building in terms of
ICT and investing in ICT to develop the centralised system mentioned in the ideal situation, developing data ethics policy, implementing it and monitoring its fulfilment, transparency, increasing budget for the System of Statistics in general and the System of Tourism Statistics in particular, and implementing network governance practices.

3.1.6 Session 3 – Measuring tourism industries and employment in tourism: challenges and solutions

This session counted with an introductory presentation from Ms. Nagore Uresandi Espinosa, UNWTO Expert about the main concepts, definitions, classification, data sources and variables needed to approach the measurement of tourism industries and employment, as well as main issues that countries tend to face. The presentation is available on the UNWTO event webpage here.

More importantly, the session counted with two inspiring experiences from Malaysia, with Ms. Zanariah Jiat, Statistician, Planning Unit, Tourism Policy and International Affairs Division of the Ministry of Tourism, Arts and Culture of Malaysia and from India, with Mr. Fakre Alam, Director, Market Research Division of the Ministry of Tourism. It is worth highlighting, on the one hand the approach that Malaysia has done incorporating statisticians within the Ministry of Tourism so that technical cooperation among tourism and statistics stakeholders is smooth, speaking the same language, while on the other the advances India has done can help a bordering country as Nepal in a mirror logic for some operations. Please see the presentation by Malaysia here and the presentation by India here.

After these presentations on country experiences, the participants were divided into groups for a more participatory approach. In this session there was time to address exclusively the ideal situation for measuring tourism industries and employment. The ideal situation according to the participants would be a centralised system gathering all information in one place. According to them, this should be implemented for all operations, including the ones in terms of labour and industries, counting with highly skilled human resources, available budget to be able to cooperate, collect data, analyse the data and publish it for all different users to foster its use, reduced time lapse (as mentioned earlier), user friendly formats of the resulting information, increased IT and data literacy of users, private tourism sector being actively part of the process, incentivise the private sector by providing free training programmes on data, IT and the value and use of data. Moreover, it was pointed out that in an exemplary scenario widespread information across countries about the qualifications of employees to minimise the gap between what is needed from the private sector and what the education system produces.
3.1.7 Session 4 – Measuring the economic impact of tourism: introduction to the Tourism Satellite Account

This session was of special interest for the local participants since Nepal desires to advance strengthening the System of Tourism Statistics in order to be able to compile a TSA. The session started with a theoretical approach on the concept of the TSA and what is needed to be accomplished to be able to compile the ten tables through a presentation of Ms. Poonam Munjal, UNWTO Expert. The presentation is available on the UNWTO event webpage here.

Additionally, Thailand brought their experience through a presentation of Mr. Chakrit Pitanupong, Director of Economics Tourism and Sports Division, Ministry of Tourism and Sports, who highlighted both challenges and achievements made to be able to develop a set of tables on their way to the TSA. Please see the presentation here.

Both presentations awoke the interest of the participants who posed questions in terms of time duration a country needs to achieve a TSA (evidently the response varies significantly from country to country depending on size), and the level of advancement of the different demand and supply level statistical operations. These questions demonstrated the interest the countries have on implementing a TSA to understand the impact tourism has in their respective economies. In this sense, in the presentations it was highlighted the many other outputs a country can obtain in the process towards the TSA, in terms of better understanding domestic tourism, employment, the tourism industries, etc.

Ultimately, in this session a set of questions were asked to all participants in order to understand different aspects of the process in the countries presented and whether their understanding of TSA particularly had improved thanks to the monographic session. The questions and responses are presented below:

**Q1: In your country, in order to collect inbound tourism information on flows, do you use administrative records such as immigration data?**

Response: All participants responded affirmatively.

Comment: It would appear that the use administrative records for inbound purposes is clearly assumed by the full audience.

**Q2: In your country in order to collect inbound tourism information on characteristics of visitors do you use a survey at border when departing?**

Response: the responses were 50% affirmative, 25% no and 25% not sure.

Comment: It would seem that there is no clarity on the method implemented for inbound tourism when characterising visitors.
Q3: in your country in order to collect domestic tourism information do you use?
Response: 50% of countries replied that they were not sure, and 22% of countries mentioned using specific domestic tourism survey, 22% used a tourism module within a general household survey and 6% stated that they use other method.

Comment: It needs to be born in mind that this workshop took place in Nepal, most of respondents can easily be from Nepal, and the country has yet no operation on domestic tourism at the moment of the workshop.

Q4: In your country in order to collect outbound tourism information on characteristics of visitors, tourism expenditure, etc. which method do you use?
Response: There were 38% of respondents indicating surveys at border points, 38% indicating not sure, 7% indicating specific outbound tourism survey, 5% indicating a tourism module within a general household survey and 12% indicating other method.

Q5: In your country do you have tourism characteristic activities identified and classified?
Response: 75% indicated yes.

Q6: In order to measure tourism labour in your country do you use.? (select all that apply)
Response: Most of the participants stated that tourism labour measurement is conducted by surveys, which is the common procedure, specially the Labour Force Survey (45%). Other methods are used as well such as employment registers, establishment censuses mostly.

Q7: How many TSA tables does your country count with?
Response: A wide range of responses appears as it can be seen in the image, practically covering all tables except for table 9, mostly covering number 1, 4 and 8.
Q8: After this session, do we comprehend better what TSA entails?

Response: 100% of respondents replied yes.

In sum, these responses to the different questions show improve understanding but still the need for further capacity building across the spectrum of stakeholders.

3.1.8 Session 5 – Measuring the Sustainability of Tourism (MST)

This session presented the UNWTO Measuring the Sustainability of Tourism statistical framework (MST), presented by Ms. Leandry Moreno, Statistics Officer at UNWTO. Please see the presentation here. This set the basis to comprehend what MST entails and also introduced examples from some countries that have been MST pilots. Moreover, the participants had the privilege to listen to two country examples from Bangladesh with Mr. Mohammad Shafiqul Islam, Deputy Director, National Accounting Wing, Bangladesh Bureau of Statistics and from the Philippines with Mr. Warner M. Andrada, OIC-Assistant Secretary, Tourism Development, Department of Tourism, Philippines.

These experiences taught the participants 1) the relevance of ensuring that the accounts being compiled are consulted with stakeholders, 2) considering going down to a smaller scale to ensure what is relevant at the subnational level, 3) the difficulties faced to define sustainability for a specific country, and setting sustainability targets / thresholds and 4) how MST when compiled gives an idea of sustainability and then how targets can be set by policymakers.
3.1.9 Closing Ceremony

The Closing Ceremony was memorable with key statements made on the importance of investing in tourism statistical systems, measuring tourism with sound methodologies and trusted data collection tools and implementing the UNWTO’s Statistical Framework for Measuring the Sustainability of Tourism for the sustainability of the natural, cultural and intangible resources all countries have. Moreover, tokens of love were offered to speakers who had made the effort to come to Nepal to share their valuable experiences. Particular thanks were versed to the National Tourism Administrations and National Statistical Offices of Nepal, Bangladesh, Cambodia, India, Indonesia, Malaysia, the Philippines, the Maldives and Thailand, and the United Nations Development Programme (UNDP) Resident Representative of Nepal.
4 Participants of the Workshop

The High-level Discussion “Measuring Tourism for People, Planet and Prosperity” was geared towards high-level officials in National Tourism Administrations and National Statistical Offices. The technical trainings sessions targeted 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.

The final list of participants was as follows:

UNWTO MEMBER STATES

1. Bangladesh
   Mr Mohammad Shafiqul Islam
   Deputy Director
   Bangladesh Bureau of Statistics

2. Cambodia
   Dr Thok Sokhom
   Secretary of State Ministry of Tourism, Cambodia
   Mr Sopheareak Kong
   Director
   Ministry of Tourism
   Mr Ken Sophorn
   Chief of Office
   Int’l Cooperation & ASEAN Dept
   Mr Thearitratna Leng
   Officer
   Ministry of Tourism

3. India
   Mr Fakhre Alam
   Director
   Ministry of Tourism, Government of India
   Mr Ujjaval Srivastava
   Assistant Director
   Market Research Division, Ministry of Tourism, Government of India

4. Indonesia
   Mrs Pudji Ismartini
   Deputy Chief Statistician for Distribution and Services Statistics BPS-Statistics Indonesia
   Ms. Zanariah Jiat
   Statistician, Planning Unit, Tourism Policy and International Affairs Division, Malaysia

5. Malaysia
   Mr Mohammad Shafiqul Islam
   Deputy Director
   Bangladesh Bureau of Statistics

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   Mr Mohammad Shafiqul Islam
   Deputy Director
   Bangladesh Bureau of Statistics

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   Secretary of State Ministry of Tourism, Cambodia
   Mr Sopheareak Kong
   Director
   Ministry of Tourism
   Mr Ken Sophorn
   Chief of Office
   Int’l Cooperation & ASEAN Dept
   Mr Thearitratna Leng
   Officer
   Ministry of Tourism

3. India
   Mr Fakhre Alam
   Director
   Ministry of Tourism, Government of India
   Mr Ujjaval Srivastava
   Assistant Director
   Market Research Division, Ministry of Tourism, Government of India

4. Indonesia
   Mrs Pudji Ismartini
   Deputy Chief Statistician for Distribution and Services Statistics BPS-Statistics Indonesia
   Ms. Zanariah Jiat
   Statistician, Planning Unit, Tourism Policy and International Affairs Division, Malaysia

5. Malaysia
   Mr Mohammad Shafiqul Islam
   Deputy Director
   Bangladesh Bureau of Statistics
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<tr>
<th>Country</th>
<th>Official Title</th>
<th>Position</th>
<th>Ministry/Department</th>
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<td>Maldives</td>
<td><strong>Dr Ahmed Salih</strong></td>
<td>State Minister</td>
<td>Ministry of Tourism</td>
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<td></td>
<td><strong>Ms Hasaana Hassan</strong></td>
<td>Statistical Officer</td>
<td>Ministry of Tourism</td>
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<td>Nepal</td>
<td><strong>Hon. Mr Sudan Kirati</strong></td>
<td>Minister</td>
<td>Ministry of Culture, Tourism and Civil Aviation of Nepal</td>
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<td><strong>Hon. Ms Sushila Sirpali Thakuri</strong></td>
<td>State Minister</td>
<td>Ministry of Culture, Tourism and Civil Aviation of Nepal</td>
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<td><strong>HE Dr Sarmila Parajuli Dhakal</strong></td>
<td>Ambassador of Nepal to Spain</td>
<td>Embassy of Nepal, Spain</td>
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<td><strong>Mr Suresh Adhikari</strong></td>
<td>Secretary</td>
<td>Ministry of Culture, Tourism and Civil Aviation of Nepal</td>
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<td><strong>Mr Gyan Prasad Dhakal</strong></td>
<td>Joint Secretary</td>
<td>Ministry of Culture, Tourism and Civil Aviation of Nepal</td>
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<td><strong>Mr Sitaram Ghimire Sr</strong></td>
<td>Statistical Officer</td>
<td>Ministry of Culture, Tourism and Civil Aviation of Nepal</td>
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<td><strong>Mr Saroj Pokhrel</strong></td>
<td>Under Secretary</td>
<td>Ministry of Culture, Tourism and Civil Aviation of Nepal</td>
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<td><strong>Mr Raj Kumar Dulal</strong></td>
<td>Section officer</td>
<td>Ministry of Culture, Tourism and Civil Aviation, Nepal</td>
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<td><strong>Mr Suraj Aryal</strong></td>
<td>Section officer</td>
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<td>Commuter Engineer</td>
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<td><strong>Ms Rama Bhandari</strong></td>
<td>Statistical Officer</td>
<td>Ministry of Culture, Tourism and Civil Aviation, Nepal</td>
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<td><strong>Dr Dhananjay Regmi</strong></td>
<td>CEO</td>
<td>Nepal Tourism Board</td>
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<td><strong>Mr Mani Raj Lamichhane</strong></td>
<td>Director</td>
<td>Nepal Tourism Board</td>
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<td><strong>Mr Santosh Pant</strong></td>
<td>Director</td>
<td>Nepal Tourism Board</td>
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<td><strong>Mr Sunil Sharma</strong></td>
<td>Director</td>
<td>Nepal Tourism Board</td>
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<td><strong>Mr Uday Bhattarai</strong></td>
<td>Manager</td>
<td>Nepal Tourism Board</td>
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Mrs Archana KC  
Manager  
Nepal Tourism Board  

Mr Kabindra Bhatta  
Officer  
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Mr Siddhartha Vishwakarma  
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Officer  
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Mr Yubraj Gurung  
Officer  
Nepal Tourism Board  

Mr Sitaram Dahal  
Officer  
Nepal Tourism Board  

Mr Khem Raj Timilsina  
Sr. Officer  
Nepal Tourism Board  

Mr Shivaraj Pandey  
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Mr Saroj Maharjan  
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Mr Sabindra Maharjan  
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Ms. Swechhya Shakya  
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Nepal Rastra Bank  

Mr. Rolendra Jobaju  
Assistant Director  
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Mr Tek Jung Mahat  
CEO  
Hotel Association of Nepal  

Mr Ram Chandra Sedain  
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Mr Jinesh Shindurakar  
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Mr Amit Bista  
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Mr Thakur Prasad Devkota  
World Trade Organization Chair Program (Climate change and Tourism)  

Mr. Chandra Kishor Shah  
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Mr. Santosh Nepal  
Sub-Inspector  
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8. Philippines  
Mr Warner Andrada  
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Philippine Department of Tourism  

Ms Rey Jean Almazan  
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Ms Mylene Talana  
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Philippine Department of Tourism  

Mr Orlando Bryan Du  
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9. Thailand
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Mr Kuok Un (Benjamin) Iong
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Ms Leandry Moreno
Statistics Officer, Statistics Department

Ms Olivia Siv
Technical Coordinator, Technical Cooperation and Silk Road Department

Ms Nagore Uresandi Espinosa
UNWTO Expert

Ms Poonam Munjal
UNWTO Expert
5  Annex I Workshop Programme

UNWTO REGIONAL WORKSHOP ON MEASURING TOURISM
Better data for better tourism in Asia and the Pacific
15 – 17 March 2023
The Soaltee Kathmandu, Nepal

Programme

Wednesday, 15 March 2023
(Indicated time GMT + 5:45)

Inauguration Ceremony
(Venue: Malhar Hall, The Soaltee Kathmandu)

09:00 – 09:30  Arrival and registration
09:30 – 10:30  Opening Ceremony
Opening Remarks by Mr. Beka Jakeli, Director of External Relations, UNWTO
Remarks by H.E. Dr. Sarmila Parajuli Dhakal, Ambassador of Nepal to Spain
Remarks by Mr. Jongtaek Park, Director General for Tourism Policy, Ministry of Culture, Sport and Tourism, Republic of Korea (Recorded video message)
Remarks by Hon. Dr. Ram Kumar Phuyal, Member, National Planning Commission, Nepal
Special Address by Hon. Mr. Sudan Kiranti, Minister for Culture, Tourism and Civil Aviation of Nepal

Group photo
Promotional Video of Nepal

10:30 – 10:50  Coffee/Tea Break
10:50 – 12:20 **High-level Discussion “Measuring Tourism for People, Planet and Prosperity”**

*Moderator: Ms. Eunji Tae, Officer, Regional Department for Asia and the Pacific, UNWTO*

**Panellists:**

Dr. Ahmed Salih, State Minister of Tourism, Maldives

Mr. Suresh Adhikari, Secretary, Ministry of Culture, Tourism and Civil Aviation, Nepal

Dr. Thok Sokhom, Secretary of State, Ministry of Tourism, Cambodia

Dr. Dhananjay Regmi, CEO, Nepal Tourism Board

Mrs. Pudji Ismartini Deputy Chief of Distribution and Services Statistics, BPS-Statistics Indonesia

Mr. Beka Jekeli, Director of External Relations, UNWTO

Ms. Ayshanie Labe, Resident Representatives UNDP

12:20 – 12:30 **Closing of Inaugural Session**

Handover of Token of Love to the Panellist of High-Level Delegates by Hon. Ms. Sushila Sirpali Thakuri, State Minister for Culture, Tourism and Civil Aviation of Nepal

Vote of Thanks by Dr. Dhananjay Regmi, CEO, Nepal Tourism Board

**End of the Inaugural Session**

12:30 – 13:30 **Lunch Break**
Technical Session
(Venue: Malhar Hall, The Soaltee, Kathmandu)
(Followed after inaugural session)

Dr. Hem Raj Regmi, Division Chief, Social Statistics Division, National Statistics Office, Nepal

13:45 – 16:30  Session 1 – The path to smooth governance for System of Tourism Statistics
Moderator: Ms. Nagore Uresandi Espinosa, UNWTO Expert
‘Institutional cooperation for the measurement of tourism’ - Ms. Leandry Moreno, Statistics Officer, UNWTO

Break out groups: participants will reflect on the ideal governance situation for accessing data from different organisations, for agreeing on how to measure tourism jointly with borders’ authorities, ministry of tourism, statistics authorities, central bank of each country. Moreover, countries will reflect on problems that arise and how these can be addressed.

19:00 – 21:00  Welcome Dinner
(Venue: Manjari, Garden, The Soaltee, Kathmandu)
(Hosted by the Hon. Minister of Culture, Tourism and Civil Aviation of Nepal)

Thursday, 16 March 2023

09:30 – 13:00  Session 2 – Inbound, Domestic and Outbound Tourism: Who are our tourists and how much do they spend?
Moderator: Ms. Poonam Munjal, UNWTO Expert
‘Main concepts, definitions, classifications, data sources and variables’ - Ms. Nagore Uresandi Espinosa, UNWTO Expert
Country experiences on inbound / domestic / outbound tourism:

Mr. Mani Raj Lamichhane, Nepal Tourism Board

Mr. Kong Sopheareak, Director, Statistics and Tourism Information Department, Ministry of Tourism, Cambodia

Discussion

11:00 – 11:30 Coffee break

11:30 – 13:00 Break out groups: participants will reflect on issues they are facing, how to address them sharing experiences among them.

13:00 – 14:30 Lunch (Hosted by the UNWTO)

14:30 – 17:00 Session 3 - Measuring tourism industries and employment in tourism: challenges and solutions

Moderator: Ms. Leandry Moreno, Statistics Officer, UNWTO

‘Tourism industries: Main concepts, definitions, data sources and variables’ – Ms. Poonam Munjal, UNWTO Expert

‘Tourism employment: Main concepts, definitions, data sources and variables’ – Ms. Nagore Uresandi Espinosa, UNWTO Expert

Country experiences:

Ms. Zanariah Jiat, Statistician, Planning Unit, Tourism Policy and International Affairs Division, Malaysia

Mr. Fakre Alam, Director, Market Research Division, Ministry of Tourism, India

Discussion

15:30 – 16:00 Coffee break

Break out groups: participants will reflect on issues they are facing, how to address them sharing experiences among them.

19:00 – 21:00 Traditional Nepalese Dinner (Hosted by Nepal Tourism Board)

(Venue: Bhojan Griha, Dillibazar, Kathmandu)
Session 4 - Measuring the economic impact of tourism: Introduction to the Tourism Satellite Account

Moderator: Ms. Nagore Uresandi Espinosa, UNWTO Expert

‘What is the Tourism Satellite Account and how to compile the 10 tables’
– Ms. Poonam Munjal, UNWTO Expert

Countries experiences:

Mr. Chakrit Pitanupong, Director of Economics Tourism and Sports Division, Ministry of Tourism and Spots, Thailand

Discussion

Coffee Break

Session 5 - Measuring the Sustainability of Tourism (MST)

‘Introduction on MST’ – Ms. Leandry Moreno, Statistics Officer, UNWTO

Countries experiences:

Mr. Mohammad Shafiqul Islam, Deputy Director, National Accounting Wing, Bangladesh Bureau of Statistics, Bangladesh

Mr. Warner M. Andrada, OIC-Assistant Secretary, Tourism Development, Department of Tourism, Philippines

Closing Ceremony

Certificate Distribution to all participants

Presented by

Ms. Sushila Sirpali Thakuri, State Minister, Ministry of Culture, Tourism and Civil Aviation, Nepal

Mr. Beka Jakeli, Director of External Relations, UNWTO
Closing Remarks

Mr. Beka Jakeli, Director of External Relations, UNWTO
Ms. Sushila Sirpali Thakuri, State Minister, Ministry of Culture, Tourism and Civil Aviation, Nepal

End of the Technical Programme and Session

12:30 – 14:00  Lunch break

14:00 – 17:00  Technical Tour
UNESCO World Heritage Site
(Kathmandu Durbar Square and Swyambhu Stupa)
6 Annex II Selection of Pictures of the Workshop

Opening ceremony of Inaugural Session

Closing ceremony of Inaugural Session
High Level Discussion “Measuring Tourism for People, Planet and Prosperity”

Keynote speech - The System of Tourism Statistics in Nepal
Session 1 – The path to smooth governance for System of Tourism Statistics

Session 1 – Break out groups
Session 2 – Inbound, Domestic and Outbound Tourism: Who are our tourists and how much do they spend?

Session 2 – Break out groups
Session 3 – Measuring tourism industries and employment in tourism: challenges and solutions

Session 3 – Break out groups
Session 4 – Measuring the economic impact of tourism: Introduction to the Tourism Satellite Account

Session 5 – Measuring the Sustainability of Tourism (MST)
Closing ceremony
UNWTO Hosts Tourism Data Workshop for Asia and the Pacific Members

Kathmandu, Nepal, 17 March 2023 - UNWTO has concluded a three-day workshop focused on helping Member States from across Asia and the Pacific better measure and manage their tourism sectors.

Recognizing the importance of regional cooperation as destinations across Asia and the Pacific re-open to tourism, UNWTO organized the workshop alongside the Ministry of Culture, Tourism and Civil Aviation of Nepal and the Nepal Tourism Board and with the support of the Ministry of Culture, Sports and Tourism of the Republic of Korea.

Approximately 200 participants from nine Member States took part in the workshop, which began with a high-level discussion around the theme of “Measuring the Sustainability of Tourism for people, planet and prosperity”. Speakers emphasized the need for cooperation at the national and international levels in order to generate the reliable data needed to guide the economic, social and environmental aspects of tourism for sustainable development.

Interactive training sessions

Following on from the opening discussions, UNWTO hosted a series of technical training sessions focused on tourism statistics, measuring the economic impact of tourism and measuring the sustainability of tourism, and offered an interactive platform for participants to learn and exchange good practices. Participants then reviewed fundamental basics on tourism statistics in relation to the UN statistical standard “International Recommendations for Tourism Statistics 2008”, before they explored the technical requirements for a successful TSA compilation.

The final session introduced the MST Statistical Framework, which offered unique insights on the importance of using MST indicators for policy development and the compilation of official tourism SDG indicators.

Pan-Regional Participation

Taking part in the workshop were high-level representatives from the National Tourism Administrations and National Statistical Offices of Nepal, Bangladesh, Cambodia, India, Indonesia, Malaysia, the Philippines, the Maldives and Thailand, and the United Nations Development Programme (UNDP) Resident Representative of Nepal.