Measuring the Sustainability of Tourism (MST):
4th Meeting of the Expert Group
Andalucía Lab, Marbella, Spain
19-20 September 2023

Provisional Programme
(as of 06/09/2023)

Tuesday 19 September

09:00 – 09:30 Registration

09:30 – 10:00 1. Official Opening
- Ms. Zoritsa Urosevic, Executive Director, UNWTO
- Ms. Elena Manzanera, President, National Statistics Institute, Spain
- Representative from Andalucía (tbc)

Promotional Video of Andalusia

10:00 – 10:30 2. Setting the scene
2.1 Introductory remarks, Mr. Peter Laimer, Chair of the Expert Group on MST and Statistics Austria
2.2 MST: progress and objectives, Ms. Clara van der Pol, Director a.i., Statistics Department, UNWTO
2.3 Briefing on the MST Editorial Board, Mr. Michel Dubreuil, Destination Canada

10:30 – 11:00 3. SF-MST Introduction and key features (chapters 1 and 2)
3.1 Main updates on chapters 1 and 2, Mr. Michel Dubreuil, Destination Canada and Mr. Carl Obst, UNWTO
3.2 The delineation of sub-national spatial areas (Chapter 2), Mr. Raul Hernandez, La Laguna University, Spain, and lead author of the MST research group on sub-national measurement

Documents: Chapter 1, Chapter 2, Expert Group consultation: summary of comments

11:00 – 11:30 Group photo + coffee break

4.1 Main updates on chapter 3, Ms Leandry Moreno, Officer, Statistics Department, UNWTO and Mr. Carl Obst, UNWTO
4.2 Briefing from the Research Team on Tourism Occupations, Mr. Manpreet Singh, Australian Bureau of Statistics and lead author of the MST Research group on tourism occupations and Mr. Michel Dureuil, Destination Canada
Group discussion

**Documents:** Chapter 3; Expert Group consultation: summary of comments, Paper on tourism occupations

**12:15 – 14:00  5. Measuring environmental sustainability (chapter 4)**

5.1 Main updates on chapter 4, Mr. Arturo de la Fuente, Eurostat and Mr. Carl Obst, UNWTO Expert

5.2 Attribution of environmental flows to tourism, Mr. Calvin Jones, Cardiff Business School and lead author of the MST research group on environmental flows

5.3 A UN Perspective, Mr. Julian Chow, Statistician, UNSD

5.4 The Nordic case, Ms. Kathrine Lindeskov Johansen, Centre for Regional and Tourism Research, Denmark

Group discussion

**Documents:** Chapter 4, Expert Group consultation: summary of comments

**14:00 – 15:00  Lunch**

**15:00 – 16:15  6. Measuring social sustainability (chapter 5)**

6.1 Rationale on the new structure of the chapter, Mr. Nico Heerschap, former Statistics Netherlands and lead author of the MST Research group on the social dimension and Mr. Carl Obst, UNWTO Expert

6.2 Measuring visitor perceptions and the link to sustainability, Mr. Julio López Astor, Turespaña

6.3 Social Progress Index, Costa Rica

6.4 Addressing decent work in tourism, Ms. Valentina Stoevska, Senior Statistician, ILO

Group discussion

**Documents:** Chapter 5, Expert Group consultation: summary of comments

**16:15 – 16:30  Coffee break**

**16:30 – 17:15  7. SF-MST complementary topics (new Chapter 6)**

7.1 Introduction of the new chapter 6, Mr. Carl Obst, UNWTO Expert

7.2 Insights from a practical compilation perspective, Ms. Apolonija Oblak Flander, National Statistical Office, Slovenia

Group discussion

**Document:** Chapter 6

**20:30 – 22:30  Welcome dinner**
Wednesday 20 September

10:00 – 11:15  8. Towards a core set of MST indicators

8.1 Initial set of core indicators based on SF-MST and process, Mr. Carl Obst, UNWTO Expert and Ms. Leandry Moreno, Officer, Statistics, UNWTO

8.2 Developing a coherent system of indicators at regional level, Ms. Ana Moniche, European Projects and International Networks, Junta de Andalucía

8.3 Nature and sustainable tourism for the Kunming-Montreal biodiversity framework, advances in the Mexican agenda, Raúl Figueroa Diaz, Director of Satellite Accounts, INEGI, Mexico

8.4 Statistics for policy, Ms. Zrinka Marusic, Institute for Tourism, Croatia

Group discussion

Document: paper on SF-MST indicators

11:15 – 11:45  Coffee break

11:45 – 12:45  9. A harmonized ESG framework for tourism businesses

9.1 Progress and Findings from the companies’ pilots, Ms. Laura Ballerini and Ms. Amy Booth, Oxford University SDG Impact Lab

9.2 Insights from leading companies

- Hilton Worldwide, Mr. Harry Chrispin, Senior Manager ESG EMEA
- Maxx Royal Resorts, Ms. Duygu Tepe and Ms. Eda Kocadere, Marketing Business Development
- Fuerte Hoteles, Mr. Héctor Abuín Bermúdez, Corporate Multi-brand Operations Director
- BWH Italia, María Teresa Cantú, Head of Membership Marketing & ESG

Group discussion

12:45 – 13:15  10. Way forward

10.1 Summary of the meeting, next steps and research agenda, Mr. Peter Laimer, Chair of the Expert Group on MST and Statistics Austria

Group discussion


- Mr. Peter Laimer, Chair of the Expert Group on MST and Statistics Austria
- Ms. Zoritsa Urosevic, Executive Director, UNWTO

13:30 – 15:00  Lunch

13:30 – 15:00  Meeting of the MST Editorial Board tbc (members only)

17:00 – 20:00 Technical tour (time tbc)