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

Final Programme

Tuesday 19 September

08:30 Meeting point at Parque de la Alameda for transfer to the Andalucía Lab.

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
- Mr. Lisardo Morán Urdiales, CEO, Public Enterprise for Management of Tourism and Sport of Andalusia

Promotional Video of Andalusia

10:00 – 10:45 2. Setting the scene

2.1 Objective of the Expert Group, Mr. Peter Laimer, Chair of the Expert Group on MST and Statistics Austria

2.2 MST progress, Ms. Clara van der Pol, Director a.i., Statistics Department, UNWTO

2.3 Developments by the MST Editorial Board, Mr. Michel Dubreuil, Chair of the MST Editorial Board and Destination Canada

10:45 – 11:10 3. SF-MST Introduction and key features (chapters 1 and 2)

3.1 Main updates, Mr. Michel Dubreuil, Destination Canada

3.2 Findings from the Research Team on the delineation of sub-national spatial areas (Chapter 2), led by Mr. Raul Hernandez, La Laguna University, Spain

Group discussion

11:10 – 11:45 Group photo + coffee break

11:45 – 12:15 4. Measuring economic sustainability (chapter 3)

4.1 Main updates, Mr. Carl Obst, UNWTO Expert

4.2 Findings from the Research Team on Tourism Occupations led Mr. Manpreet Singh, Australian Bureau of Statistics and Mr. Michel Dubreuil, Destination Canada
12:15 – 13:45  5. Measuring environmental sustainability (chapter 4)

5.1 Main updates, Mr. Arturo de la Fuente, Eurostat
5.2 Findings from the Research Team on Attribution of environmental flows to tourism, led by Mr. Calvin Jones, Cardiff Business School
5.3 Launch of the Switzerland MST pilot, Mr. Fabian Schrey, Federal Statistical Office, Switzerland
5.4 The Nordic case, Ms. Kathrine Lindeskov Johansen and Mr. Jonathan Lindahl, Centre for Regional and Tourism Research, Denmark
5.5 A UN Perspective, Mr. Julian Chow, Statistician, UNSD

Group discussion

13:45 – 15:00  Lunch

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

6.1 Findings from the Research Team on the social dimension, led by Mr. Nico Heerschap, former Statistics Netherlands
6.2 Main updates on chapter 5, Mr. Carl Obst, UNWTO Expert
6.3 Measuring resident perceptions and the link to sustainability, Mr. Julio López Astor, co-chair of the UNWTO Committee on Statistics and Turespaña
6.4 Measuring social progress of tourism in Costa Rica, Ms. Mariana Garita, Costa Rica Tourism Board
6.5 Addressing decent work in tourism, Ms Valentina Stoevska, Senior Statistician, ILO

Group discussion

16:15 – 16:45  Coffee break

16:45 – 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

18:15 Bus transfer from ANDALUCIA LAB to Parque de la Alameda-Marbella.

20:30 – 22:30  Welcome dinner at the El Fuerte Marbella Hotel, sponsored by the Regional Ministry of Tourism, Culture and Sports of Andalusia, co-financed with European Funds
Wednesday 20 September

9:15 Meeting point at Parque de la Alameda for transfer to the Andalucía Lab.

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, Ms. Clara van der Pol, Director a.i., and Ms. Leandry Moreno, Officer, Statistics Department, 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 Díaz, Director of Satellite Accounts, INEGI, Mexico

8.4 Measuring tourism sustainability for policy, Ms. Zrinka Marusic, Institute for Tourism, Croatia

Group discussion

11:15 – 11:45 Coffee break

11:45 – 12:45 9. Towards a harmonized ESG framework for Tourism Businesses

9.1 The need for a ESG framework, Ms. Zoritsa Urosevic, Executive Director, UNWTO

9.2 Progress and Findings from the company pilots, Ms. Laura Ballerini and Ms. Amy Booth, University of Oxford SDG Impact Lab

9.3 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, Maria Teresa Cantú, Head of Membership Marketing & ESG


10.1 Conclusions, next steps and research agenda, Mr. Peter Laimer, Chair of the Expert Group on MST and Statistics Austria and Ms. Clara van der Pol, Director a.i., Statistics Department, UNWTO

10.2 Briefing on the next meeting of the UNWTO Committee on Statistics, Mr. Julio López Astor, Co-chair of the Committee and Turespaña


- Mr. Peter Laimer, Chair of the Expert Group on MST

13:30 – 15:00 Lunch

14:30 – 15:30 Meeting of the MST Editorial Board (members only)

15:30 BUS from ANDALUCIA LAB to Parque de la Alameda-Marbella.

17:00 – 20:00 Technical tour hosted by the Regional Ministry of Tourism, Culture and Sports of Andalusia