Measuring the Sustainability of Tourism (MST)

Global INSTO Meeting
UNWTO Headquarters
21 – 22 November 2023

Clara van der Pol
Director a.i Statistics Department
Role of UNWTO in measurement

...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

(UNITED NATIONS GENERAL ASSEMBLY RESOLUTION A/RES/58/232 whereby UNWTO became a UN Specialized Agency)
UN Measurement Standards for Tourism

Fulfilling UNWTO’s UN mandate to improve the statistics of tourism (UN GA Resolution A/RES/58/232)

- Basic tourism statistics
  - Visitors and their characteristics
  - Tourism expenditure
  - Tourism industries

- Economic contribution
  - Tourism Direct GDP
  - Value added of tourism industries
  - Employment

- Sustainability
  - Statistical Framework for Measuring the Sustainability of Tourism (MST)
    - Forthcoming

**Environmental**: emissions, water, energy, waste, land, ecosystems

**Social**: employment, decent work, education and skills, culture, heritage, visitor and resident, perceptions, etc.

**Economic**: GDP, tourism establishments, seasonality, etc.
MST:
A 360 approach to measure tourism

- Across dimensions:
  - Economic
  - Social
  - Environmental

- Across territorial scales
  - International
  - National
  - Subnational

- Across relevant areas of expertise

- Multistakeholder endorsement
  - Tourism community
  - Statistics community
Statistical Framework for Measuring the Sustainability of Tourism (MST)

Environmental
- Water
- Energy
- Waste
- Emissions
- Land, protected areas
- Ecosystems
- Biodiversity

Social
- Decent work
- Education
- Institutions, governance
- Culture
- Host community
- Perception/Attitudes
- Satisfaction

Economic
- GDP
- Industries
- Establishments
- Employment
- Visitor expenditure
- Investment

Download the latest version:
Measuring the Sustainability of Tourism (MST): A process supported by the UN Statistical Commission

| Development of Statistical Framework for Measuring the Sustainability of Tourism (SF-MST), led by Expert Group |
| Engagement and consensus-building to achieve UN endorsement |
| Supporting implementation of SF-MST in countries: pilots and beyond |
| Development of set of indicators derived from SF-MST for international comparability purposes |
| Setting up international dataset and country data reporting, as part of UNWTO Statistical Database |
Institutional set-up

UN General Assembly

UN Economic and Social Council (ECOSOC)

United Nations Statistical Commission
(decision-maker statistical standards)

UN Committee of Experts on Environmental-Economic Accounting
Chair: Canada

UNWTO General Assembly

UNWTO Executive Council

UNWTO Committee on Statistics
Co-chairs: Austria, Spain

Expert Group on MST
Chair: Austria

MST Editorial Board
Chair: Philippines (2018-2022), Canada (from 2023)

5 MST Research Teams (2019)
SDGs, Employment, Social, Implementation, Sub-national

4 MST Research Teams (2023)
Environmental flows, Social, Sub-national, Occupations

National Tourism Administrations

National Statistical Institutes
# SF-MST: a multi-stakeholder process (selected entities)

<table>
<thead>
<tr>
<th>Ministries and DMOs</th>
<th>National Statistical Offices</th>
<th>International Organizations</th>
<th>Others</th>
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</table>
| Argentina, Cabo Verde, Canada, Chile, Costa Rica, Croatia, Denmark, Ecuador, Egypt, Georgia, Greece, Jamaica, Malaysia, Mexico, Mozambique, Peru, Philippines, Portugal, Samoa, Saudi Arabia, Seychelles, Spain, Sri Lanka, Sweden, Switzerland, Thailand, United States of America | Australia, Austria, Cabo Verde, Canada, Costa Rica, Fiji, Finland, France, Germany, Indonesia, Ireland, Italy, Malaysia, Mexico, Netherlands, New Zealand, Philippines, Slovenia, South Africa, Spain, Sweden, Switzerland | Caribbean Development Bank, European Commission, ILO, Eurostat, OECD, UNCTAD, UNESCAP, UN Statistics Division, WTO, Pacific Tourism Organization, European Travel Commission | Auckland University of Technology, Cairo University, Cardiff Business School, Harvard University, Leuphana University, Minia University, MODUL University Vienna, University of Piraeus, Ministries of environment |}

**Subnational Institutions**

- Regional Government of Andalucía, Spain
- INSTO Canary Island (through the Universidad de La Laguna)
- INSTO Aegean Islands (through the University of the Aegean)
- European Trade Association for Tour Operators (ETOA)
Global effort at a glance

- 13 Formal versions Statistical Framework
- 9 Research Teams
- 67 Research Teams Members
- 6 Editorial Board Meetings
- 5 Expert Group Meetings
- 6 High-level events
- 21 Discussion papers
- 27 Country interventions at UN Statistical Commission to support MST
High Level Political Forum - Economic, Social, and Environmental Sustainability in Tourism

SAVE THE DATE

High-Level Political Forum on Sustainable Development (HLPF) 2023 official side event

Economic, Social, and Environmental Sustainability in Tourism

(in person event)

Friday 14 July 2023
13:15 - 14:30
Conference Room 3
United Nations Headquarters
New York
“UNWTO’s Framework for Measuring the Sustainability of Tourism will offer us more data and a better insight into the challenges we are trying to solve”

Csaba Kőrösi, President of the United Nations General Assembly

at the High-Level Political Forum official side event on the Economic, Social and Environmental Sustainability of Tourism, 14 July 2023
4th MEETING OF THE EXPERT GROUP ON MEASURING THE SUSTAINABILITY OF TOURISM

Marbella
19 & 20 September

Andalucía

Andalucía

Comunidad de Andalucía

UNWTO
28 MST Pilots

- Implemented or in development
- Countries expressed interest
Some examples of Subnational MST pilots

Thailand: energy, water, solid waste and GHG emissions in tourism in the Andaman cluster

Italy: CO2 emissions from domestic tourism trips distributed by destination region

Mexico: Socio-economic benefits from archaeological sites & protected areas

Austria: regional employment attributable to tourism varies between 3.2% (Upper Austria) and 16.3% (Tyrol)

Canary Islands: 47 micro-destinations cover 90% overnight stays - 1.6% of territory

Vietnam: share of Tourism Regional GDP < share of wastewater from tourism in the Quang Ninh province

Italy: CO2 emissions from domestic tourism trips distributed by destination region

Some examples of Subnational MST pilots

Mexico: Socio-economic benefits from archaeological sites & protected areas

Costa Rica: 1.4% of GDP is from nature-based tourism, of which half is from only 5 destinations

Canary Islands: 47 micro-destinations cover 90% overnight stays - 1.6% of territory

Uganda: Expenditure on wildlife watching in 12 protected areas x3 in 2011-2019

Indonesia: generation of solid waste and wastewater from marine tourism in 17 provinces

KwaZulu-Natal (South African region): value of nature-based tourism: R12.9 billion

Top contributors: savanna & grassland

Vietnam: share of Tourism Regional GDP < share of wastewater from tourism in the Quang Ninh province

“Experiences from Pilot Studies In Measuring The Sustainability of Tourism”
Compilation of good practices: MST

Austria  
Fiji  
Germany  
Italy  
Mexico  
Philippines  
Samoa  
Saudi Arabia  
Sweden  
Thailand  
Vietnam  

Austria  
Costa Rica  
Fiji  
Indonesia  
Italy  
Mexico  
New Zealand  
South Africa  
Spain, Canary Islands  
Sweden  
Uganda  
Arab countries
Progress on MST has been regularly reported to the United Nations Statistical Commission which has, since 2017, “supported the development of the statistical framework for measuring sustainable tourism by the working group of experts on measuring sustainable tourism of the World Tourism Organization […], and noted the interest of a number of countries in participating in these pilot projects” (decision 48/115 (b)).
Recent Milestones achieved

1. Global consultation

Statistical Framework for Measuring the Sustainability of Tourism

Global consultation on the complete draft

We are pleased to launch the global consultation on the Statistical Framework for Measuring the Sustainability of Tourism jointly between the United Nations Statistics Division (UNSD) and the World Tourism Organization (UNWTO).

The programme of work on Measuring the Sustainability of Tourism (MST) was launched by UNWTO following the request of the UNSD to assist in the United Nations National Committee. The development of the Statistical Framework for Measuring the Sustainability of Tourism (MST) has been fully funded by IGES.

This group was set up in partnership with the UNSD under the auspices of the UNWTO. Contributions on National and at the regional level to the United Nations Committee of Experts on Environmental Accounting (CEEA) are thus being supported by the United Nations Statistics Division (UNSD) through the Economic Commission for Europe (UNECE).

The purpose of this consultation is to seek comments on the draft Statistical Framework for Measuring the Sustainability of Tourism (MST) that have been prepared by IGES and to promote the use of the framework.

IGES hopes that this consultation will lead to a premature adoption of the framework in the near future. For this reason, the Statistical Framework for Measuring the Sustainability of Tourism has been prepared by IGES in collaboration with a number of countries and regions.

The Consultation is restricted to countries and regions that have expressed interest in the framework and have indicated that they wish to participate in the consultation. The consultation is open to all interested parties and participants are encouraged to provide feedback on the framework.

The Consultation will take place from 11 February to 31 March 2023. The Consultation will be conducted through an online platform where participants will be able to view the draft Statistical Framework for Measuring the Sustainability of Tourism (MST) and provide feedback.

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2. Extraordinary meeting of the UNWTO Committee on Statistics

“As much as we need to rethink tourism, we also need to rethink tourism measurement. MST responds to the urgent need for guidance to produce more credible and harmonized data on the role of tourism for people, planet and prosperity”.

Ms. Verna C. Buensuceso, OIC-Undersecretary, Tourism Development, Department of Tourism, the Philippines
3. The UNWTO General Assembly adopted the Statistical Framework for MST
Final Step

The submission of the Statistical Framework for MST to the UN Statistical Commission for its endorsement

at the United Nations Statistical Commission meeting in New York from 27 February to 1 March 2024
MST Recognition by policy

- **Al-Ula Framework for Inclusive Community Development through Tourism** adopted by the **G20** (2020)
- **European Parliament Resolution** establishing the EU Strategy for sustainable tourism (2021)
- **Sustainable Tourism Policy Framework for the Pacific**, which includes a statistical strategy based on MST currently being implemented in the region (2021)
- **UN Secretary general** on the occasion of the Beyond GDP report “Valuing what counts” (2022)
- **Goa Roadmap for Tourism as a Vehicle for Achieving the SDGs** adopted by the **G20** (2023)
- **UN Statistical Commission** reiterated its support throughout 2017-2023
- **High Level Political forum on sustainable development** (2023)
- **UNWTO General Assembly** has adopted the SF-MST, marking a global consensus by the tourism policy community (2023)
- **Palma Declaration “The path towards social sustainability of tourism in the EU”** adopted by the European Union (2023)

**Manila Call for Action on Measuring Sustainable Tourism**

adopted by more than 1000 leaders and experts from 88 countries including Ministers, Heads of National Statistical Institutes, policy experts, statisticians, private sector, civil society and academia (2017)
Measuring the Sustainability of Tourism (MST)

THANK YOU!

Clara van der Pol
Director a.i Statistics Department