Measuring the Sustainability of Tourism (MST):
Symposium on Country Experiences and 3rd Meeting of the Expert Group
UNWTO Headquarters, Madrid, Spain
14-16 December 2022

Provisional Programme¹
(version 9/12/2022)

Symposium on Country Experiences
Wednesday 14 December

10:00 – 10:10 A. Welcome by the Chair
Mr. Peter Laimer, Statistics Austria

10:10 – 10:30 B. Overview of Measuring the Sustainability of Tourism
Ms. Clara van der Pol, Chief a.i., and Ms. Leandry Moreno, Officer - Statistics Department, UNWTO
Document: Experiences from Pilots in Measuring the Sustainability of Tourism – Volume I and II

10:30 – 11:30 C. Environmental sustainability of tourism on the ground
Moderator: Mr. Carl Obst, UNWTO expert

CO₂ emissions from tourism
- Mr. Giovanni Finocchiaro, Italian Institute for Environmental Protection and Research, and Ms. Barbara Dattilo, ISTAT
- Mr. Adam Tipper, Statistics New Zealand
- Mr. Jonathan Lindahl, Centre for Regional and Tourism Research, Denmark

Environmental impact of marine tourism
Ms. Etjih Tasriah, Statistics Indonesia

11:30 – 12:00 Coffee break hosted by Turespaña

12:00 – 12:30 C. Environmental sustainability of tourism on the ground (cont.)
Moderator: Mr. Carl Obst, UNWTO expert

Linking integrated biodiversity and tourism accounts to poverty
Mr. Tom Geene, Natural Capital Accounting and Ms. Hilda Aritnaitwe, Bureau of Statistics, Uganda

The Carbon Footprint and Decarbonization of Tourism at Region Scale
Mr. Calvin Jones, Cardiff University

Q&A

¹ For any further information please contact: Ms. Clara van der Pol, Chief a.i., Statistics Department (cvanderpol@unwto.org) or Ms. Leandry Moreno, Officer, Statistics Department (lmoreno@unwto.org)
12:30 – 13:30  D. Economic sustainability of tourism on the ground

Moderator: Ms. Kirsti Ala-Mutka, European Commission

Evaluating economic alternatives in the province of Quang Ninh, Vietnam
Ms. Kim Thi Thuy Ngoc, Ministry of Natural Resources and Environment, Vietnam

Using TSA and quick statistics to understand the evolving economic impact of Covid
Mr. Ossi Nurmi, Statistics Finland

Measuring (economic) sustainability at the micro-destination scale
Mr. Raúl Hernandez, Head of the Chair in Tourism, La Laguna University

How resilient is tourism in the Covid-19 aftermath?
Mr. Michel Dubreuil, Destination Canada

Q&A

13:30 – 14:30  Lunch hosted by Turespaña

14:30 – 15:30  E. Lessons on measuring social sustainability aspects of tourism

Moderator: Mr. Wolfgang Strasdas, Eberswalde University for Sustainable Development

Community attitudes to tourism in Niue and Cook Islands
Mr. Simon Milne, Auckland University of Technology

Visitor satisfaction as an element of tourism sustainability
Mr. Julio Lopez Astor, Turespaña

Organizing a system of information at the subnational level
Ms. Ana Moniche and Ms. Inmaculada Gallego, Andalusia Regional Government - Spain

A comprehensive approach to MST piloting:

Q&A

15:30 – 16:30  F. Governance, institutional and data availability issues

Moderator: Mr. Peter Laimer, Statistics Austria

Linking policy and data: MST as the backbone of the Pacific Tourism Statistics Strategy
Ms. Christina Leala Gale, Pacific Tourism Organization (tbc)

Towards the institutionalization of MST in Mexico
Mr. Raúl Figueroa, National Statistical and Geographical Institute (INEGI), Mexico

Saudi Arabia Experiences on MST
Mr. Faisal Al Saleemi, Ministry of Tourism, Saudi Arabia

A regional assessment and proposed roadmap for MST in the Arab region
Mr. Ahmad Ragab, Minia University, Egypt

Q&A

16:30 – 17:00  G. Considerations ahead of the 3rd Meeting of the Expert Group on MST

The value of MST for data integration and comparability
Mr. Carl Obst, UNWTO expert

Conclusions
Mr. Peter Laimer, Statistics Austria

20:00  Dinner hosted by UNWTO

3rd Meeting of the Expert Group

A new draft of the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) will be circulated in advance of the meeting. All participants are encouraged to read it (in any case chapter 1 and the chapter(s) most closely related to the participant’s area of work) and to engage in the conversation. The new draft of the Framework will remain in consultation until 25 January 2022, and participants and other experts are welcome to submit their comments in writing until that date, for incorporation into a subsequent draft.

Thursday 15 December

09:30 – 10:00 Welcome coffee

10:00 – 10:30 1. Official Opening

- Ms. Zoritsa Urosevic, Executive Director, UNWTO
- Mr. Peter Laimer, Chair of the Expert Group on MST and co-Chair of the UNWTO Committee on Statistics, Statistics Austria
- Mr. Julio Lopez Astor, co-Chair of the UNWTO Committee on Statistics, Spain Tourism Board (Turespaña)

10:30 – 11:00 2. Setting the scene

MST: ambition and process
Ms. Clara van der Pol, Chief a.i., Statistics Department, UNWTO

The role of MST in the UN System
Ms. Alessandra Alferi, Chief of Environmental Economic Account Section, UN Statistics Division (tbc)

MST as a catalyst for better work data
Mr. Rafael Diez de Medina, Chief Statistician and Director of the Statistics Department, ILO

11:00 – 11:30 Group photo in UNWTO lobby + coffee break hosted by Turespaña on 9th floor

11:30 – 12:45 3. Introducing MST, its aim and scope: Chapter 1

Introduction by the Secretariat

Kicking off the discussion with:
- Ms. Pativaine Tevita, Chief Executive Officer, Samoa Tourism Authority
- Mr. Munthir Al Ansari, Senior Consultant, Ministry of Tourism, Saudi Arabia
- Mr. Raúl Figueroa, Director of Satellite Accounts, National Statistical and Geographical Institute (INEGI), Mexico
- Mr. Arturo de la Fuente, Deputy Head of Unit, Eurostat

Group discussion: Does the chapter adequately explain the rationale of SF-MST in the current tourism policy context. Does the chapter adequately explain the value-added of SF-MST in the current landscape of measurement initiatives? Does it explain sufficiently well the benefits of having agreed concepts, definitions, classifications and data organization structures? Is the framing for the measurement of sustainability appropriate? Is the time ripe to develop—as a parallel process—an SF-MST-based set of indicators for international data reporting by countries, and for thematic SDG monitoring?

Documents: SF-MST Chapter 1


Introduction by the Secretariat

Kicking off the discussion with:
- Ms. Sheryl Crea, Policy Analyst, Tourism Seychelles
- Mr. Jonathon Khoo, Director, Centre of Environmental and Satellite Accounts, Australia Bureau of Statistics
- Mr. Peter Hackl, Professor, Vienna University of Economics and Business Administration, and Mr. Stavros Hatzimarianakis, Lecturer, University of Piraeus
- Mr. Pierre Girard, Chief, Services Division, National Statistical Institute (INSEE), France

Group discussion: Is the chapter clear about what is understood to be sustainability from an economic perspective? Does the chapter encompass well the economic issues pertaining to the sustainability of tourism,
especially those that have become more evident during the pandemic: resilience, risk, impacts of crisis, etc? Is additional content required concerning tourism investment (gross fixed capital formation)? Is the inclusion of employment as an economic factor in sustainability appropriate (see also the discussion questions for Social Sustainability: Chapter 4)? Are any important economic sustainability issues missing?

Documents: SF-MST Chapter 2: Estimating Tourism Direct GDP in cases of limited data

13:45 – 15:00 Lunch hosted by Turespaña

15:00 – 16:00 5. Environmental Sustainability: Chapter 3

Introduction by the Secretariat

Kicking off the discussion with:
- Ms. Lucia Maier, Head of Section, Federal Statistical Office, Germany
- Ms. Zrinka Marusic, Senior Research Advisor, Institute for Tourism, Croatia
- Ms. Ida Bjøierk, Regional Advisor on Environmental Statistics, UNESCAP
- Mr. Nico Heerschap, UNWTO Expert and former Statistics Netherlands

Group discussion: Is the chapter clear about what is understood to be sustainability from an environmental perspective? Are the links between ecosystems and tourism sufficiently well covered? Does the chapter provide adequate guidance on the allocation of environmental flows (notably GHG emissions from passenger transport) from production and consumption perspectives especially for analytical/policy demands? What balance should be included between recommendations for direct data collection and modelling of tourism/environmental relationships (e.g. with regard to embodied water use in tourism products)? Are any important environmental sustainability issues missing?

Document: SF-MST Chapter 3

16:00 – 16:30 Coffee break hosted by Turespaña

16:30 – 17:30 6. Social Sustainability: Chapter 4

Introduction by the Secretariat

Kicking off the discussion with:
- Mr. Rafael Diez de Medina, Chief Statistician and Director of the Statistics Department, ILO
- Mr. Michel Dubreuil, Senior Manager, Destination Canada
- Mr. Wolfgang Strasdas, Study and Research Director, Eberswalde University for Sustainable Development, Germany
- Ms. Marina Diotallevi/Mr. Ben Owen, Ethics, Senior Project Specialist, Culture and Social Responsibility Department, UNWTO (tbc)

Group discussion: Is the chapter clear about what is understood to be sustainability from a social perspective? Have any social sustainability theoretical models for organizing relationships or data been overlooked? Should the treatment of employment continue to be as it is currently presented (across chapters 2 (employment demand from tourism industries), 3 (green jobs) and 4 (employment supply and decent work outcomes)) or should it be covered exclusively in Chapter 4? Are any important social sustainability elements missing?

Documents: SF-MST Chapter 4

Friday 16 December

10:00 – 11:00 7. The spatial perspective: Chapter 5

Introduction by the Secretariat

Kicking off the discussion with:
- Mr. Raúl Hernandez, Head of the Chair in Tourism, La Laguna University, Spain
- Ms. Kim Thuy Ngoc, Head, Division of Science and International Cooperation, Ministry of Natural Resources and Environment (MONRE), Vietnam
- Mr. Tom Geme, Natural Capital Accounting and Ms. Hilda Aritnaitwe, Senior Statistician, Satellite Accounts Statistics, Bureau of Statistics, Uganda
- Mr. Nico Heerschap, UNWTO Expert and former Statistics Netherlands
Group discussion: Is the chapter clear about the applicability of SF-MST at different spatial scales? Does the chapter provide adequate guidance for delimiting sub-national tourism destinations? Can clear boundaries and comparability between the spatial scales be secured? How might the relationship between spatial scales and ecosystem accounting (Chapter 3) be best reflected? Should the chapter provide guidance on which data is most relevant at which spatial scale?

Document: SF-MST Chapter 5

11:00 – 12:00 8. Applications and extensions of MST

The importance of data harmonization for the private sector
Mr. Tim Fairhurst, Secretary General, European Tourism Association (ETOA)

The importance of measurement for key sustainability initiatives of UNWTO
Ms. Cordula Wohlmuther, Department Coordinator, Sustainable Development of Tourism Department, UNWTO

A collaboration to extend MST to business reporting (ESG)
Ms. Zoritsa Urosevic, Executive Director UNWTO, and Ms. Merelyn Whitaker, Chief Operating Officer, Oxford University SDG Impact Lab

Group discussion: Does the draft SF-MST cover the main elements needed to develop relevant applications/extensions of the framework? What other applications and initiatives should be considered? What alterations might be needed to the content and coverage of the SF-MST to ensure a good connection can be established to the variety of applications and extensions?

12:00 – 12:45 Coffee break hosted by Turespaña


Summary of the meeting and next steps

Group discussion: Does the group agree with the process? Are there any important stakeholder groups to bring on board? Are there any important issues that should be included in SF-MST, or left for the future research agenda? Do you have an interest in supporting work on specific topics?


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