

Measuring the Sustainability of Tourism

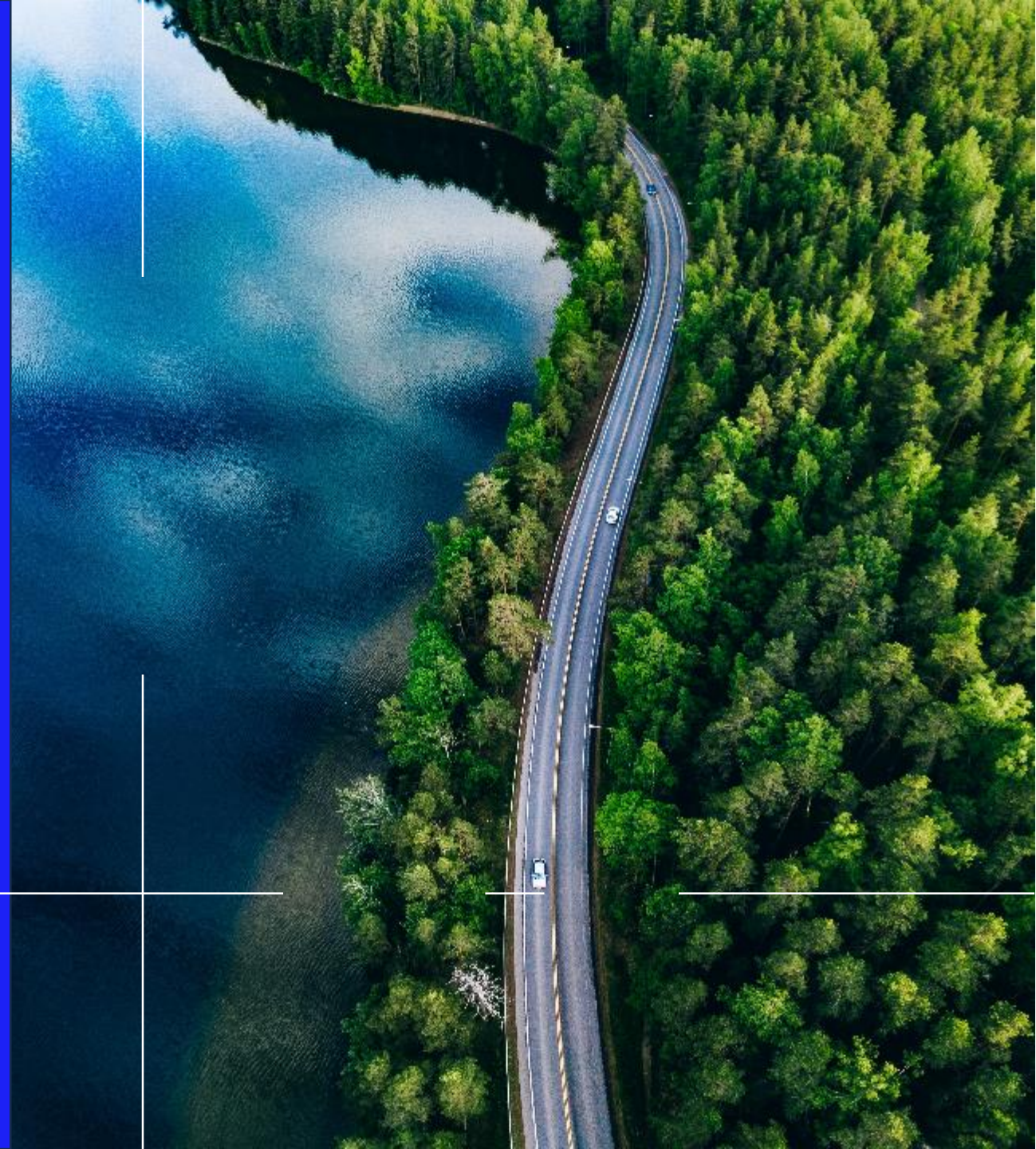
19th TourMIS Users' Workshop
& International Seminar

Sustainable Tourism Indicators: Data-Driven
Strategies for Destinations

Vienna, 12-13 September 2024



UN Tourism



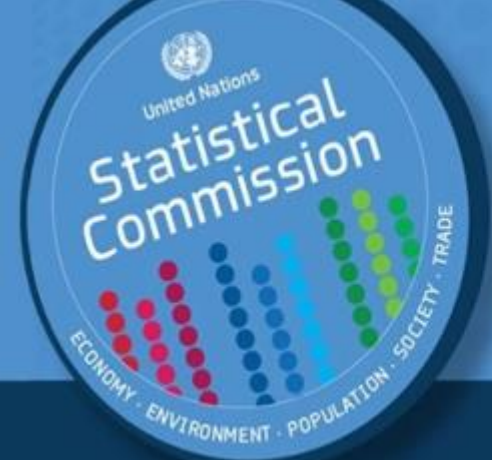




UN Tourism UN mandate as a specialized agency

“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”

Agreement between UN and UN Tourism whereby UN Tourism became a UN Specialized agency; United Nations General Assembly Resolution A/RES/58/232



BETTER DATA
BETTER LIVES

unstats.un.org

@UNStats

UN Measurement Standards for Tourism

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

Basic tourism statistics

International Recommendations for Tourism Statistics 2008

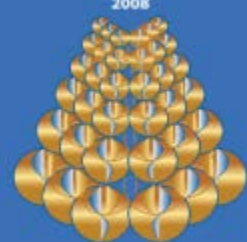


Visitors and their characteristics
Tourism expenditure
Tourism industries



Economic contribution

Tourism Satellite Account: Recommended Methodological Framework 2008



Tourism Direct GDP
Value added of tourism industries
Employment



Sustainability

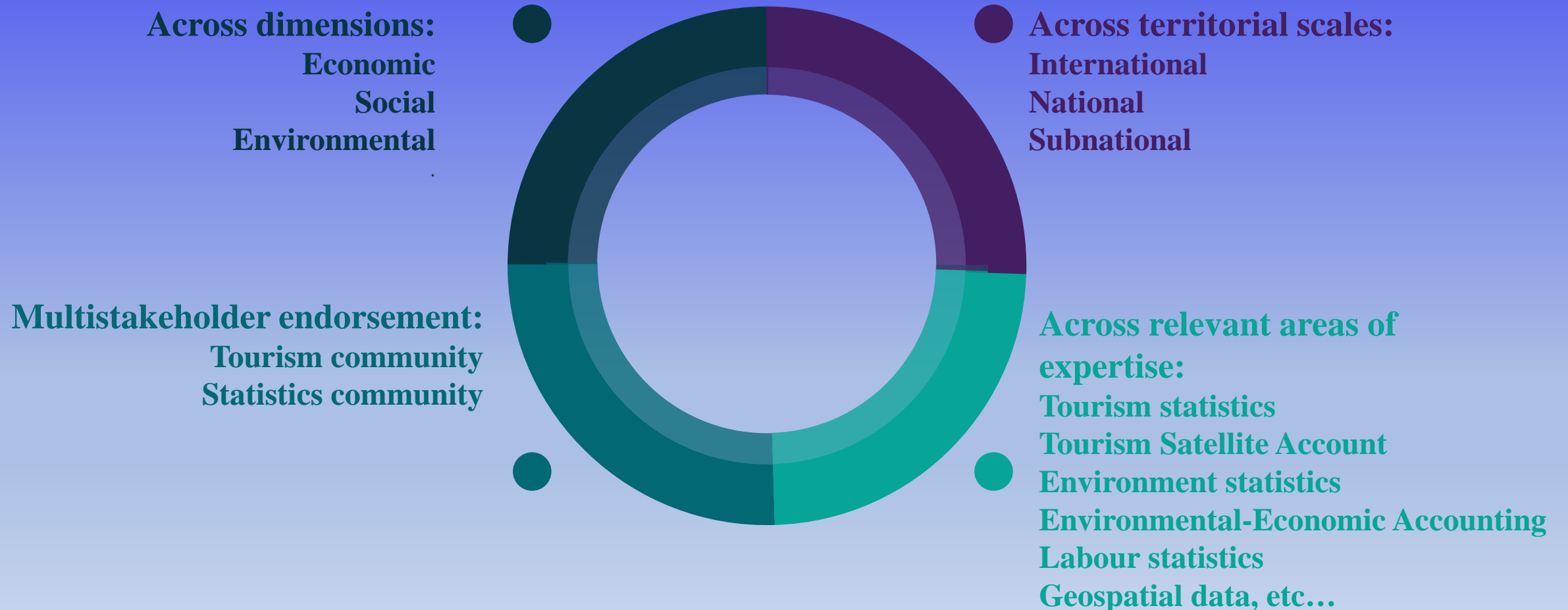
Statistical Framework for Measuring the Sustainability of Tourism (MST)

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

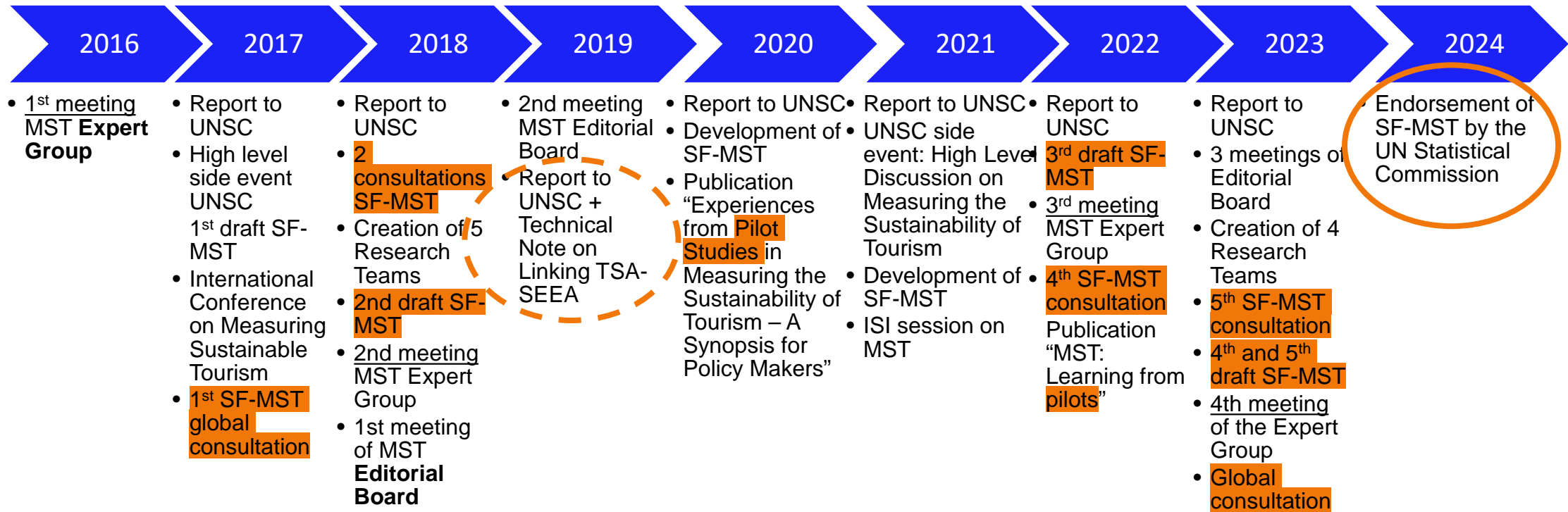
Social: employment, decent work, education and skills, culture, heritage, visitor and resident, perceptions, etc.

Economic: GDP, tourism establishments, seasonality, etc.

Measuring the Sustainability of Tourism: a 360° approach to measure tourism



Statistical Framework for MST: a multi-year process



Measuring the Sustainability of Tourism Pilots at destination and country levels

14 Experiences with a subnational focus

(some of them combined with national level)

15 Experiences with a national focus



Statistical Framework for Measuring the Sustainability of Tourism: endorsement by the UN



Internationally agreed reference framework for measuring the **economic**, **social** and **environmental** aspects of tourism



Adopted by all 193 UN Member States + UN System + over 50 International Organizations



To empower policy makers and the private sector to shape innovative policies and transform business models

Led by UN Tourism Committee on Statistics

Developed by Expert Group on MST

Endorsed at the 55th session of the UN Statistical Commission

With the active support of **34 countries** from all world regions, **3 world regions** and **international organizations** taking active part in the deliberations

UN Tourism Committee on Statistics and the **Expert Group on MST** were congratulated for their pioneering work

Recognized as **beyond GDP example**



Download the framework

Recalling decision 3(CXVIII) regarding the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST),

5. *Adopts* the nearly finalized Statistical Framework for Measuring the Sustainability of Tourism (MST) with a view to presenting it to the United Nations Statistical Commission for its endorsement as the new statistical standard for tourism;
6. *Calls upon* National Tourism Administrations to coordinate with their respective National Statistical Institute for a country position at the United Nations Statistical Commission's fifty-fifth session to be held in New York from 27 February to 1 March 2024;
7. *Expresses* its deepest appreciation to the Expert Group on MST and the UNWTO Committee on Statistics composed of pioneering countries, international and regional organizations, private sector and academia, for the partnership and the resources and efforts deployed in leading the innovative multi-year process on MST; and
8. *Encourages* the UNWTO Member States to gradually implement the Statistical Framework for MST and thereby move towards more credible and comparable data on tourism's environmental, social and economic aspects in order to guide the sustainable development of tourism.



**RESOLUTIONS ADOPTED BY THE GENERAL ASSEMBLY
AT ITS TWENTY-FIFTH SESSION**

Samarkand, Uzbekistan, 18-19 October 2023



United Nations

Statistical Commission

**Report on the fifty-fifth session
(27 February–1 March 2024)**

Economic and Social Council
Official Records, 2024
Supplement No. 4

“Historical milestone towards harnessing the full potential of the sector, providing a solution to the pressing need for a harmonized methodology to effectively assess the sustainability of tourism”

Zurab Pololikhasvili
UN Tourism Secretary-General

55/115

Tourism statistics

The Statistical Commission:

- (a) Expressed its appreciation to the World Tourism Organization Committee on Statistics for its leadership in tourism statistics, in particular in the area of measuring the sustainability of tourism as an example of moving towards Beyond GDP;
- (b) Endorsed the statistical framework for measuring the sustainability of tourism;
- (c) Welcomed the further development of the programme of work on measuring the sustainability of tourism, including an implementation programme and preparation of the compilation guide, under the auspices of the World Tourism Organization Committee on Statistics and the technical leadership of the expert group on measuring the sustainability of tourism; and requested the UNWTO to undertake further capacity building activities to ensure countries are able to report on the indicators for sustainability of tourism; and
- (d) Called on the international donor community and Member States to support financing for the measurement of tourism and its sustainability, and its integration in broader statistical

Statistical Framework for MST

- Overview of Chapters -



Chapter 1: Introduction

Aim, scope, sustainability in tourism



Chapter 2: Key features of SF-MST

Conceptual design; Statistical foundations;
Approach to measurement at the subnational
level and main measurement themes and
potential indicators



Chapter 3, 4 and 5: Measuring the economic, environmental and social dimensions

Descriptions of the relevant concepts, definitions,
measurement boundaries, statistical outputs and
measurement issues for the economic,
environmental and social dimensions of tourism.



Chapter 6: Implementation and application of SF-MST

Introduction to a range of implementation and
compilation topics

 TSA – SEEA link



WHAT ARE THE BENEFITS OF THE IMPLEMENTATING MST?



Common language & consensus

MST offers a standardized language for key aspects of tourism sustainability, much like how the International Recommendations for Tourism Statistics clarified the definition of "visitors."

Its consensus-driven nature makes it universally applicable



Comprehensive data framework in support of data comparability

MST provides essential concepts, definitions, classifications, tables, and accounts to support the production of comparable data and indicators.

This framework, developed by leading countries and destinations, ensures data comparability and trustworthiness through internationally agreed guidance



Guidance for better decision-making

by promoting the production of more comparable, credible, and integrated data, MST supports informed decision-making and policy development in sustainable tourism.

This comparability extends over time and across countries, and integrates seamlessly with data from other economic sectors.

MST Recognition in Key Policy Instruments

- **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)
- **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)
- **High Level Political forum on sustainable development** (2023)
- **Palma Declaration “The path towards social sustainability of tourism in the EU”** adopted by the Member States of the European Union (2023)
- **UN Tourism General Assembly** adopted the Statistical Framework for MST at its 25th session (2023)
- G20 Brazil Presidency



Measuring the Sustainability of Tourism

Next steps



Implementation strategy

Best practices
Compilation Guide
Capacity development



MST –based indicators

Development of a list of indicators for international comparability



Worldwide Database

Expansion of Tourism Statistics Database with MST-based indicators

Thank you



UN Tourism