

# Measuring the Sustainability of Tourism (MST)

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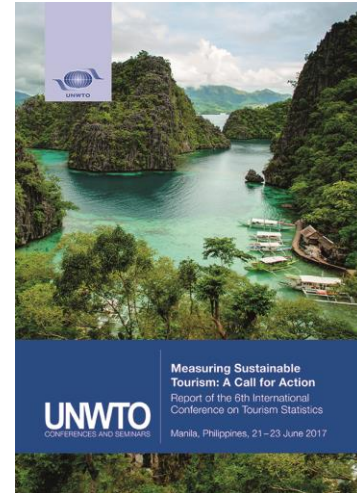


The screenshot shows the UNWTO Statistics website. At the top right, there is a language dropdown set to 'English' and social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram. Below these is a search bar. The main navigation bar includes links for Home, About, Data, Methodology, Measuring sustainability, UN System activities, Promoting excellence, Papers, Events, Contact, and FAQs. The main content area features a large photo of a group of people at a conference with the text 'CREDIBLE SUSTAINABLE TOURISM MEASUREMENT FOR IMPROVED DECISION-MAKING'. Below this is a quote from the United Nations: 'The United Nations recognizes the World Tourism Organization as the appropriate organization 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.' This is followed by a quote from the 'Fundamental Principles of Official Statistics': 'Official statistics provide an indispensable element in the information system of a democratic society, serving the government, the economy and the public with data about the economic, demographic, social and environmental situation.' The text then states that the UNWTO Statistics Department is committed to developing tourism measurement for furthering knowledge of the sector, monitoring progress, evaluating impact, promoting results-focused management, and highlighting strategic issues for policy objectives. It also mentions that the department works towards advancing methodological frameworks for measuring tourism and expanding its analytical potential, designs practical guidance for their implementation in countries, supports statistical strengthening in countries through capacity building, and compiles and disseminates tourism statistics of countries all over the world. For more information, see About us. The website also has sections for 'Upcoming events' (26 February 2019 - Nineteenth meeting - Committee on Statistics - Spain; 27 February 2019 - More), 'Recent events' (24 October 2018 - Second Meeting of the Working Group of Experts on Measuring the Sustainability of Tourism - Madrid - Spain; 27 September 2018 - Regional Statistics Capacity Building Programme - Second Workshop - Algiers - Algeria), and 'Publications' (UNWTO News 80 November 2018; Compendium of Tourism Statistics, Data 2012 -).

## MST Statistical Framework

### *Statistical Framework for Measuring the Sustainability of Tourism (MST)*

- MST is a major innovative initiative with the objective to expand the existing statistical framework (IRTS & TSA) beyond the economic dimension to measure also social and environmental dimensions
- launched in the framework of the UN 2030 Agenda, with participation of countries, UNSD and international organizations
- aims to get comparable, comprehensive and consistent data on the impacts of tourism in the economy, environment and host communities coherent on national and subnational level
- a core feature of the framework is the linking of the System of Environmental-Economic Accounting (SEEA) with the existing framework for tourism satellite account (TSA)



## Sustainable Development Goals

### MST is basis for the development of indicators for the Measurement of Sustainable Development Goals (SDGs)

- monitoring 17 SDGs with their 169 targets with statistically-based indicators as requested by UNGA
- UNWTO is custodian agency of 3 indicators and coordinates the development of tourism related indicators with countries and through the coordination within the formal process of the Inter-agency and Expert Group on SDG Indicators
- UN Statistical Commission recognises MST as the framework for the derivation of SDG indicators



# Measuring the Sustainability of Tourism

## Linking data and decisions

**Why? Who?**  
Context

**MST and sustainable tourism policies**

**What?** Standard definitions, classifications & terms

### Statistical Framework for MST

#### Economic

- Tourism industry value added
- Tourism establishments
- Tourism employment
- Visitor numbers
- Visitor expenditure
- Investment & infrastructure

#### Environmental

- Water
- Energy
- Waste
- GHG emissions
- Land
- Ecosystems
- Biodiversity
- Protected areas / parks
- Natural resources

#### Social

- Community
- Health outcomes
- Education
- Income & wealth
- Decent work
- Governance
- Human rights
- Accessibility
- Culture / heritage
- Security

**Spatial scales:** Global, National, Regional, Local

**How?** Data & methods

**MST in practice:**  
statistics,  
accounts &  
indicators

# Statistics - Measure better to manage better

## Where do we stand

### Statistical Framework MST

- First discussions 2015
- work through UNWTO Committee on Tourism Statistics and MST Working Group of Experts
- *6<sup>th</sup> International Conference on Tourism Statistics: Measuring Sustainable Tourism* in June 2017, Manila, Philippines, and the *Manila Call for Action*
- consultation of countries
- pilot studies in various countries to test relevance and feasibility
- aim is to get MST statistical framework adopted by the UN Statistics Commission (UNSC) as third international standard on tourism statistics
- <http://statistics.unwto.org/mst> and <http://statistics.unwto.org/mstconference>



Manila Call for Action  
on  
Measuring Sustainable Tourism

We, the representatives of tourism, economic, environmental and other related administrations, statistical institutes, international and regional organizations, the private sector, the academia and civil society, gathered at the 6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism, organized by the Government of the Philippines and the World Tourism Organization (UNWTO) on 21-23 June 2017 in Manila, the Philippines, and on the occasion of the International Year of Sustainable Tourism for Development, 2017:

1. Acknowledge that sustainable tourism contributes to the three dimensions of sustainable development – economic, social and environmental – and to the 17 Sustainable Development Goals (SDGs) of the universal 2030 Agenda for Sustainable Development, as affirmed by the United Nations (UN) General Assembly when announcing the adoption of the International Year of Sustainable Tourism for Development, 2017<sup>1</sup>.
2. Draw attention to the fact that tourism has become one of the fastest growing and most important economic sectors in the world, benefiting destinations and communities worldwide. With over 1.2 billion international overnight visitors and many more domestic visitors in 2016, the sector represents an estimated 10% of the world's GDP and 1 in 10 jobs globally. This growth comes with the need to uphold the foundations of prosperity for tourism destinations: the rich natural resources of our planet and its diverse cultural heritage.
3. Recall that sustainable tourism is defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Sustainable tourism should thus make optimal use of environmental resources, respect host communities and ensure viable, long-term economic operations so that benefits are equitably distributed among all stakeholders.



# Thank you!

## Statistics Department

### World Tourism Organization (UNWTO)

[www.unwto.org](http://www.unwto.org)



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