Measuring Sustainable Tourism and the SDGs
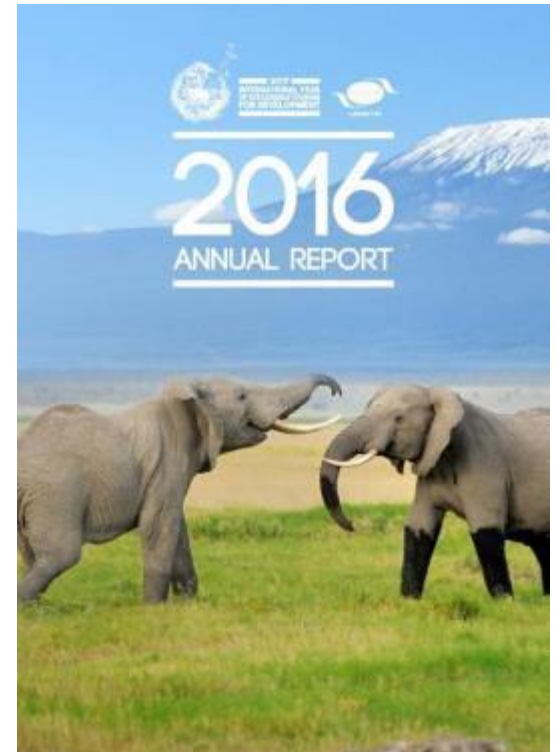
**6th Meeting of the IAEG-SDG
Manama, Kingdom of Bahrain**

John Kester, World Tourism
Organization (UNWTO)

About UNWTO

- **A specialized agency of the United Nations with HQ in Madrid, Spain**

- **Intergovernmental organization with 158 Member States, 6 territories**

- **Global forum for tourism policy issues and a practical source of tourism know-how**

- **Promotion of responsible, sustainable and universally accessible tourism**

- **Mainstreaming tourism in the global agenda**

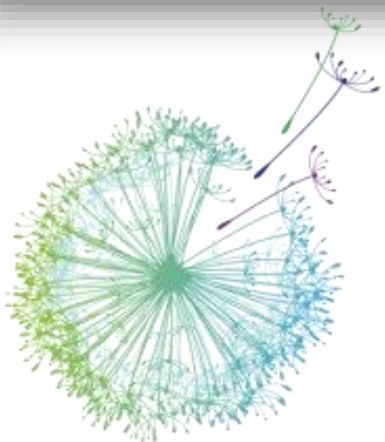- **+ 500 Affiliate Members**

www2.unwto.org/en/content/who-we-are-0

2017 International Year of Sustainable Tourism for Development

proclaimed by the 70th Session of the UN General Assembly 2015

5 key areas:
1) Inclusive and sustainable economic growth
2) Social inclusiveness, employment and poverty reduction
3) Resource efficiency, environmental protection and climate change
4) Cultural values, diversity and heritage
5) Mutual understanding, peace and security

www2.unwto.org/tourism4development2017

2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

UNWTO Statistics, Trends and Policy programme

"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."

(Art. 13, paragraph 3 of Agreement UN-UNWTO A/C.2/58/2)

| I. Development of statistical Standards | II. Implementation and capacity building | III. Data compilation and dissemination | IV. Analysis | V. Support decision-making, management, strategy, policy |

UNWTO Committee on Statistics and TSA

Subsidiary advisory body of the UNWTO Executive Council:

Achievements:

• proposes initiatives related to the **design** and **implementation** of tourism statistics' international standards (e.g. IRTS 2008, TSA 2008, Statistical Framework for Measuring Sustainable Tourism)

• promotes **international comparability** of tourism statistics by proposing initiatives relative to the collection, homogeneity, processing and dissemination of data (e.g. IRTS 2008 Compilation Guide)

• supports **efforts to integrate** such data into the frameworks of the system of national tourism statistics and the Tourism Satellite Account;

• Supports countries in their initiatives to **improve** their national **"systems of tourism statistics"** (e.g. Statistics Capacity Building Programme)

Tourism Statistics:
The 2008 international consensus

supported by all UN countries and ILO, IMF, World Bank, WTO, European Commission

International Recommendations for Tourism Statistics 2008

Tourism Satellite Account: Recommended Methodological Framework 2008

System of National Accounts 2008

IRTS 2008: concepts, definitions, classifications for basic tourism statistics

+

TSA: RMF 2008: framework for the economic measurement of tourism consistent with SNA, BoP

=

System of Tourism Statistics

Credible, comparable statistics

Tourism as an economic sector (i.e. GDP, etc.)

http://statistics.unwto.org/content/irts2008

UNWTO Committee on Statistics and TSA: current work

- **Measuring Sustainable Tourism (MST):**
    - Statistical Framework to expand existing framework of IRTS and TSA beyond economic dimension to also measure social and environmental dimensions
    - SDG indicators
    - Technical Note on linking TSA – SEEA
    - Pilot studies to test relevance and feasibility:

      Mexico, Italy, the Netherlands, Fiji, Canada, Austria, Wales and soon the Philippines
    - Global consultations, regional workshops
- Regional Statistics Capacity Building Programme and support to technical cooperation in tourism statistics and TSA in countries
- TSA Compilation Guide

Measuring Sustainable Tourism: Measure better to manage better

WHY Measure Sustainable Tourism ?

- Sustainable tourism increasingly relevant in **national agendas** for fostering economic growth, social inclusiveness, protection of cultural and natural assets

- Recognition at **highest international level**:
  - 2030 Agenda + SDGs
  - 2017 International Year of Sustainable Tourism for Development

- Tourism "seen and felt" and managed at **subnational levels**

- Need **credible data** to support policy, track progress

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industries, the environment and host communities"

"[..] is a continuous process and requires constant monitoring of impacts"

Defining Sustainable Tourism

The Measuring Sustainable Tourism (MST) is being led by the multidisciplinary <u>Working Group of Experts</u> composed of country experts and experts from international organizations, academia, etc. Progress has been presented and supported at relevant fora: UNCEEA, UNWTO Committee, UN Statistical Commission.
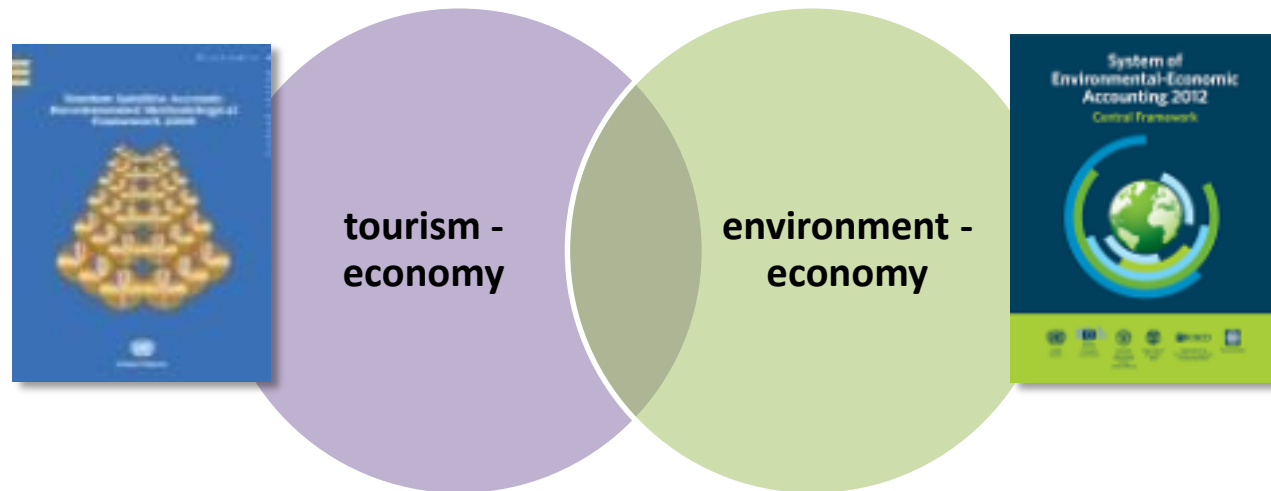
Its research and discussions found that:
➢ **<u>Broad coverage</u> is needed of economic, environmental and social factors**
➢ **Development of the framework <u>should build on existing statistical standards</u>**
➢ **Development of an <u>integrated statistical framework</u> should focus initially on linking economic (incl. employment) and environmental dimensions**
➢ **<u>Sub-national spatial scales are fundamental</u>**
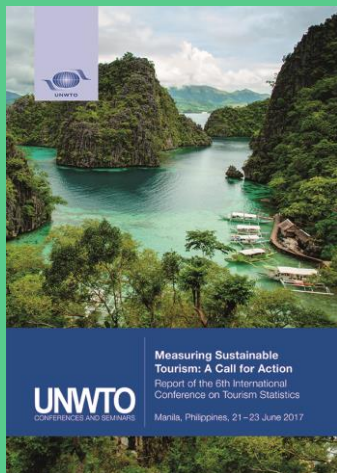➢ **<u>Several indicators needed</u> to assess sustainability instead of a single or composite indicator**

The logical first step in MST: linking TSA-SEEA

tourism - economy

environment - economy

> An important part of this linking is contained in the "Technical Note" to be finalized in 2018. It focuses on the following accounts:
>   - **water**
>   - **energy**
>   - **greenhouse gas (GHG) emissions**
>   - **solid waste**
> Supports compilation of some SDG relevant tourism indicators in the short term while MST Statistical Framework advances to support reviewing the current tourism indicators in the 2020 comprehensive review

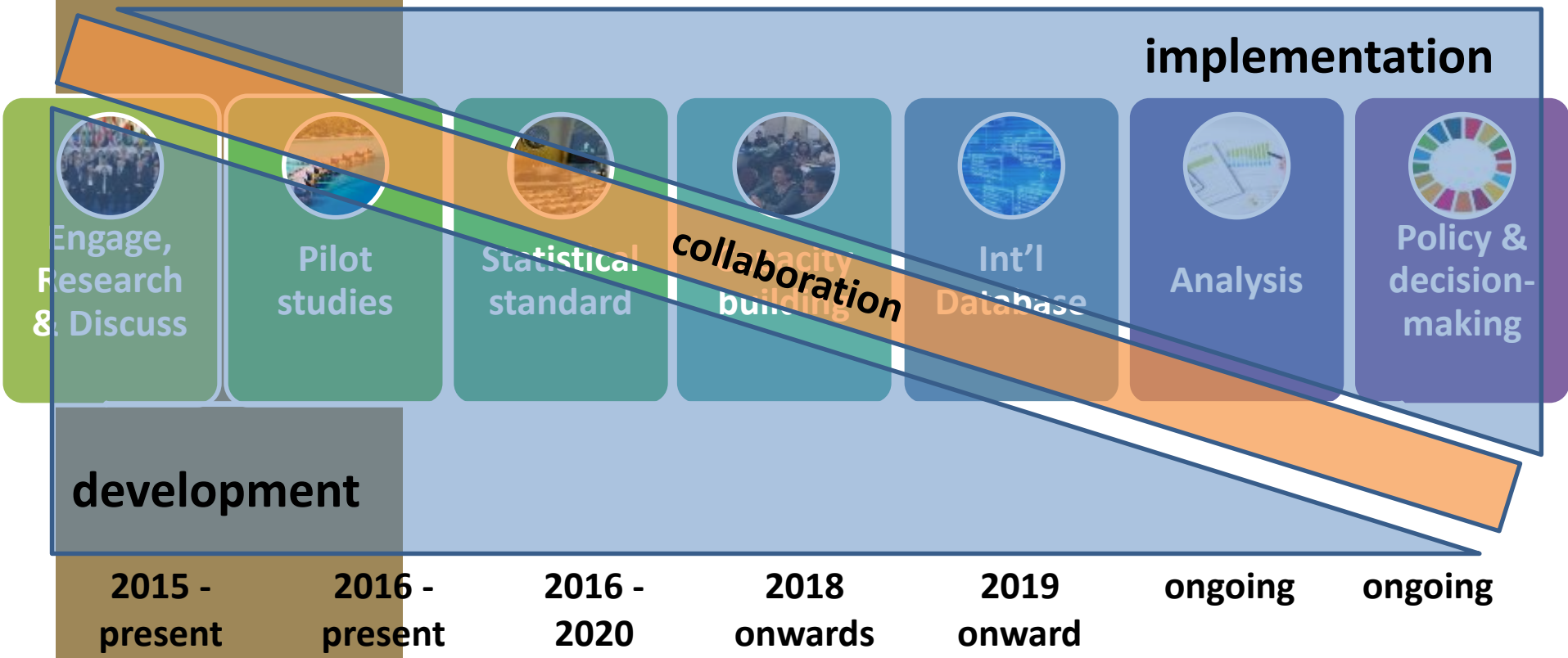# Manila Call for Action on Measuring Sustainable Tourism

WHERE from, WHERE to?

- 6th International Conference on Tourism Statistics, Manila, Philippines, June 2017
- Historic event: over 1,000 participants from 88 countries, including Ministers, Chief Statisticians, international organizations, academia and private sector
- Presentation of 1st draft MST Statistical Framework, incl. draft technical note TSA-SEEA
- The *Manila call for Action* was adopted
  - Raising awareness
  - Garner support
  - Demonstrate commitment
  - Facilitate collaboration
  - Harness resources
- UNWTO General Assembly (China, Sept 2017)

Towards a Statistical Framework for Measuring Sustainable Tourism (MST)

HOW?

implementation

development

collaboration

Engage, Research & Discuss	Pilot studies	Statistical standard	Capacity building	Int'l Database	Analysis	Policy & decision-making
2015 - present	2016 - present	2016 - 2020	2018 onwards	2019 onward	ongoing	ongoing

SDG Tourism Indicators

Target 8.9 – by 2030, devise and implement policies to promote **sustainable tourism** that creates jobs and promotes local culture and products.

> **Tier II: 8.9.1** Tourism direct GDP as a proportion of total GDP and in growth rate

> **Tier III: 8.9.2** Number of jobs in sustainable industries as a proportion of total jobs and growth rate of jobs, by sex

Target 12.b – develop and implement tools to monitor sustainable development impacts for **sustainable tourism** that creates jobs, promotes local culture and products.

> **Tier III: 12.b.1** Number of sustainable tourism strategies or policies and implemented action plans, with agreed monitoring and evaluation tools

Target 14.7 – by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and **tourism**.
> [Custodian: FAO / can be complemented by above indicators]

Reviewing indicators

Indicator 8.9.2

➢Since tourism is defined from the demand side the rationale for focusing on "sustainable industries" is not clear.

➢There is no general statistical definition of "sustainable industries" that could be applied to tourism and no intention to do so in the short-term.

➢There is no statistical definition of "tourism jobs". TSA:RMF 2008: "the measurement of employment is limited to employment in the tourism industries and the variables used to express this volume are the number of jobs and hours worked" (para 4.64).

➢Conceptually, just because a "tourism job" is in a "sustainable industry" it doesn't mean that the "tourism job" itself would be sustainable.

➢The new indicator is not based in any existing or related statistical frameworks or statistical infrastructures, even though the UNWTO Committee understands that a guiding principle in designing the SDG indicator framework was precisely to have a statistically based indicator set.

Indicator 12.b.1

•No internationally agreed (statistical) concept for "sustainable tourism strategy or policy and action plan",

•Not clear what the relationship/boundary may be between the three different instruments

•No international dataset collecting this information, nor any plans to do so because it would seem difficult to align with National Statistical Systems

Towards a Comprehensive Review of the SDG tourism indicators

WHERE from, WHERE to?

➢UNWTO and its Committee on Statistics and TSA welcomes work of IAEG-SDG, look forward to working together in further developing tourism relevant SDG indicators

➢Much work has taken place since 2015 as part of project towards a Statistical Framework for Measuring Sustainable Tourism (MST), led by the MST Working Group of Experts and continues now that UNSC 48th session supported it.

➢A pragmatic stance should be adopted in selection of indicators. There is sufficient information and agreement to identify a limited number of relevant indicators on sustainable tourism (as proposed by Committee in late 2015 - early 2016).

➢The are some open issues related to 8.9.2 and 12.b and further consideration and refinements are needed, so it is proposed to work towards 2020 Comprehensive Review. This was conveyed to IAEG-SDG:

  ➢in notes from the UNWTO Committee in late 2015, early 2016 (Mexico City), early 2017 (Ottawa)

  ➢at an informal meeting with IAEG-SDG Co-Chairs in the margins of the UNSC 48th session (Mar 2017)

Thank you!