

Agenda item 3

Task Team on Sustainable Tourism

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14th Meeting of the IAEG-SDGs
Plenary Session
24 October 2023
Copenhagen, Denmark



Agenda

1. Target 8.9
2. Objectives of the task team
3. Progress since the 13th meeting
4. UNWTO's proposed indicators
5. Next steps

Target 8.9

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

- **Target 8.9: By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products**
 - Indicator 8.9.1: Tourism direct GDP as a proportion of total GDP and in growth rate

Objectives of the task team

To **discuss, build consensus on, and develop a detailed proposal** for sustainable tourism indicators to better monitor Target 8.9.

Proposal to be ready in time for submission to and consideration by the IAEG-SDGs during the **2025 comprehensive review** of the global indicator framework

Progress to-date

1. November 2022: Second meeting of the task team

- **Agenda:** 1) Process, criteria, and timeline of the 2025 Comprehensive Review; 2) Indicator(s) for Target 8.9; 3) Definition of “sustainable tourism”; and 4) How to move forward
- **Outcomes:** UNWTO agreed to provide list of potential sustainable tourism indicators with members, focusing on those with sound methodology and good coverage, drawing on their extensive tourism database

2. April 2023: Third meeting of the task team

- **Agenda:** 1) Presentation by UNWTO on proposed indicators; 2) Open discussion; and 3) Roundtable on how to move forward
- **Outcomes:** UNWTO was asked to provide lists of countries in which data are available for the two proposed indicators

UNWTO's proposal: Indicator candidate list

List of most relevant indicators with internationally agreed methodologies and where data can be collected through existing statistical infrastructure. **Note, however, that some of these indicators may not have sufficient data availability.**

Indicator theme	Proposed indicator	Indicator ready to use
Tourism concentration	Number of visitors per population of the country of reference	√
Tourism concentration	Number of visitors per hectare of habitable land	
Visitor Length of Stay	Average length of stay of inbound visitors	√
Visitor Length of Stay	Average length of stay of inbound and domestic visitors in hotels and similar establishments	√
Tourism Businesses	Share of establishments in tourism industries to total establishments	
Accommodation Occupancy	Occupancy rates for accommodation industry (based on bed-places)	√
Energy use	Net domestic energy use by tourism industries per inbound visitor overnight	
Water use	Final water use in tourism industries per inbound visitor overnight	
GHG emissions	Share of Greenhouse Gas (GHG) emissions from tourism industries to total national GHG emissions	
Wastewater	Wastewater per visitor overnight in the accommodation industry	
Tourism employment	Number of jobs in tourism industries	√
Tourism employment	Number of full-time equivalent jobs in tourism industries	√
Tourism employment	Number of employees in the tourism industries	√
Tourism seasonality	Variations in Arrivals of non-resident tourists at national borders, by month	√

UNWTO's proposal: Two new indicators

UNWTO proposed the addition of two indicators to Target 8.9:

- FOR THE SOCIAL DIMENSION: **NUMBER OF EMPLOYEES IN TOURISM INDUSTRIES**

- FOR THE ENVIRONMENTAL DIMENSION: **NET DOMESTIC ENERGY USE BY TOURISM INDUSTRIES PER INBOUND VISITOR OVERNIGHT**

UNWTO's proposal: Data availability

For employment, “**number of employees by tourism industries**” has the best coverage (94 countries).
Tier classification requirements are being checked with UNWTO.

NUMBER OF EMPLOYEES IN THE TOURISM INDUSTRIES [94]	NUMBER OF JOBS IN THE TOURISM INDUSTRIES [32]	NUMBER OF FULL TIME EQUIVALENT JOBS IN THE TOURISM INDUSTRIES [24]
BY TOURISM INDUSTRY: <ul style="list-style-type: none">• ACCOMMODATION SERVICES FOR VISITORS [91]• OTHER ACCOMMODATION SERVICES [27]• FOOD AND BEVERAGE SERVING ACTIVITIES [73]• PASSENGER TRANSPORTATION [61]• TRAVEL AGENCIES & OTHER RESERVATION SERVICES [81]• OTHER TOURISM INDUSTRIES [63]	BY STATUS: <ul style="list-style-type: none">• EMPLOYEE [32]• SELF-EMPLOYED [26]	BY STATUS AND SEX: <ul style="list-style-type: none">• EMPLOYEE [23]<ul style="list-style-type: none">• MALE [23]• FEMALE [23]• SELF-EMPLOYED [14]<ul style="list-style-type: none">• MALE [14]• FEMALE [13]

For “**net domestic energy use by tourism industries per inbound visitor overnight**,” UNWTO regularly collects inbound visitor overnights from countries but not net domestic energy use (though this is reported by some statistical systems such as EUROSTAT).

The methodology of this indicator is available in the Statistical Framework for Measuring the Sustainability of Tourism which has been adopted by the UNWTO General Assembly and will be submitted to the next session of the UNSC for its endorsement.

Next steps

1. UNSD is working with UNWTO to determine:
 - a) which tier classification(s) the two proposed indicators would fall under if adopted, and
 - b) whether UNWTO has methodologies to calculate global and regional aggregates
2. The results will be presented to task team members for decision/approval
3. Once approved, UNWTO to develop detailed proposal package (rationales, metadata file, etc.) to be submitted to the 2025 Comprehensive Review

THANK YOU!

