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UN Statistical Commission
side event
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Measuring Sustainable Tourism

Existing tools and the way ahead – the
Austrian case

Outline



- UNWTO Committee on Statistics and the TSA
- Tourism Statistics/TSA in Austria
- SEEA in Austria
- Merging TSA and SEEA



UNWTO Committee on Statistics and TSA



➤ **Austria** has been

- a member of UNWTO since 1975;
- attending the UNWTO Committee on Statistics and the Tourism Satellite Account (TSA) for more than 20 years;
- an official member of the Committee since 2015, chairing the group in 2016 and 2017 (incl. the Working Group on Measuring Sustainable Tourism).

➤ The **Committee** - a subsidiary advisory body of the UNWTO Executive Council - is

- proposing initiatives related to the design and implementation of tourism statistics **international standards** (i.e. Statistical Framework Measuring Sustainable Tourism);
- promoting international **comparability** of tourism statistics by proposing initiatives relative to the collection, homogeneity, processing and dissemination of data (i.e. IRTS 2008 Compilation Guide);
- supporting member countries in their initiatives to **improve** their respective national “**Systems of Tourism Statistics**” (STS) and in the development of the TSA (i.e. Statistics Capacity Building Programmes);
- liaising with other **international bodies** with delegated responsibilities for leadership and coordination of related international statistics and their standards within sphere of the UN system.

UNWTO Committee on Statistics and TSA



Currently, the work of **UNWTO** and the **Committee** considers the following issues:

- Development of a “Statistical Framework for Measuring Sustainable Tourism” (**SF-MST**; http://cf.cdn.unwto.org/sites/all/files/pdf/item_3.2_1.pdf)
- Preparation of a **Technical Note** on linking SEEA and TSA (http://cf.cdn.unwto.org/sites/all/files/pdf/item_3.3_1.pdf)
- Continuation of **pilot studies/best practices** of countries related to “Measuring Sustainable Tourism” (MST; see also http://statistics.unwto.org/wg_meeting)
- Further considerations and investigations related the measurement of tourism on **subnational level** taking into account MST
- Elaborations on the tourism relevant **SDG indicators** related to targets 8.9, 12.b and 14.7 and the organisation of the data collection (UNWTO as the responsible Custodian Agency)
- Preparatory work for the “**6th UNWTO International Conference on Tourism Statistics Measuring Sustainable Tourism**” to be held in the Philippines/Manila 21-24 June 2017 (<http://asiapacific.unwto.org/event/6th-international-conference-tourism-statistics-measuring-sustainable-tourism>)
- Continuation of the Statistics Capacity Building Programmes (recently in Algeria; <http://statistics.unwto.org/event/regional-statistics-capacity-building-programme-2017-2019>)
- Further investigations related to **current phenomena** and its statistical measurement (big data, sharing economy)

Tourism statistics at Statistics Austria



Primary Statistics

Accommodation capacity

Arrivals & overnight stays

Trips with overnight stays

Same-day trips

Accommodation statistics

Travel Behavior of Austrians

Accounts

Travel Balance of Payments (TBoP)

Tourism-Satellite Accounts (TSA)

Credit

Debit


Value added

Labor force

TSA for Austria - overview



What is calculated

Aim	Information about tourism as an economic phenomenon; by integrating the supply and demand side	
Subject	Tourism's contribution to value added and employment	
Coverage	Direct effects (TSA available from 1999), regional TSAs	

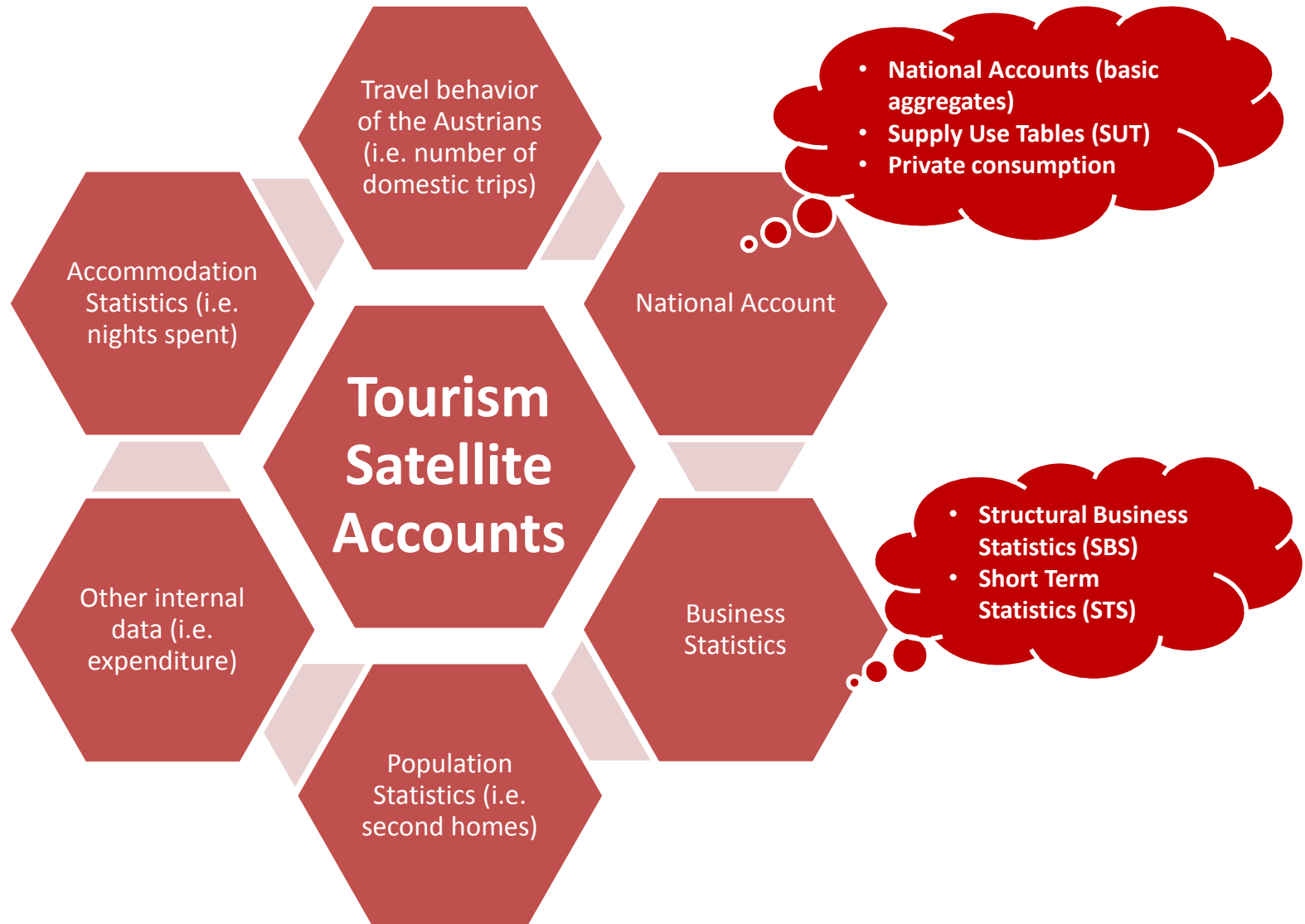
Why is it calculated

Legal basis	x	
Contract	Federal Ministry for Science, Research and Economy (BMWFV); Regional Tourism Boards (Vienna, Lower Austria and Upper Austria)	

How is it calculated

Type of statistics	Accounts (synthetic product: model estimation based on existing data)	
Method	TSA: Recommended Methodological Framework (UNWTO, OECD, EUROSTAT, 2008)	

TSA for Austria – data sources



SEEA in Austria - overview



What is calculated

Physical Accounts	Energy balances and related basic data, Material flow accounts, Air emissions accounts
Monetary Accounts	Environmental expenditure accounts, Environmental taxes, Environmental goods and services
Combined physical and monetary accounts	Integrated NAMEA

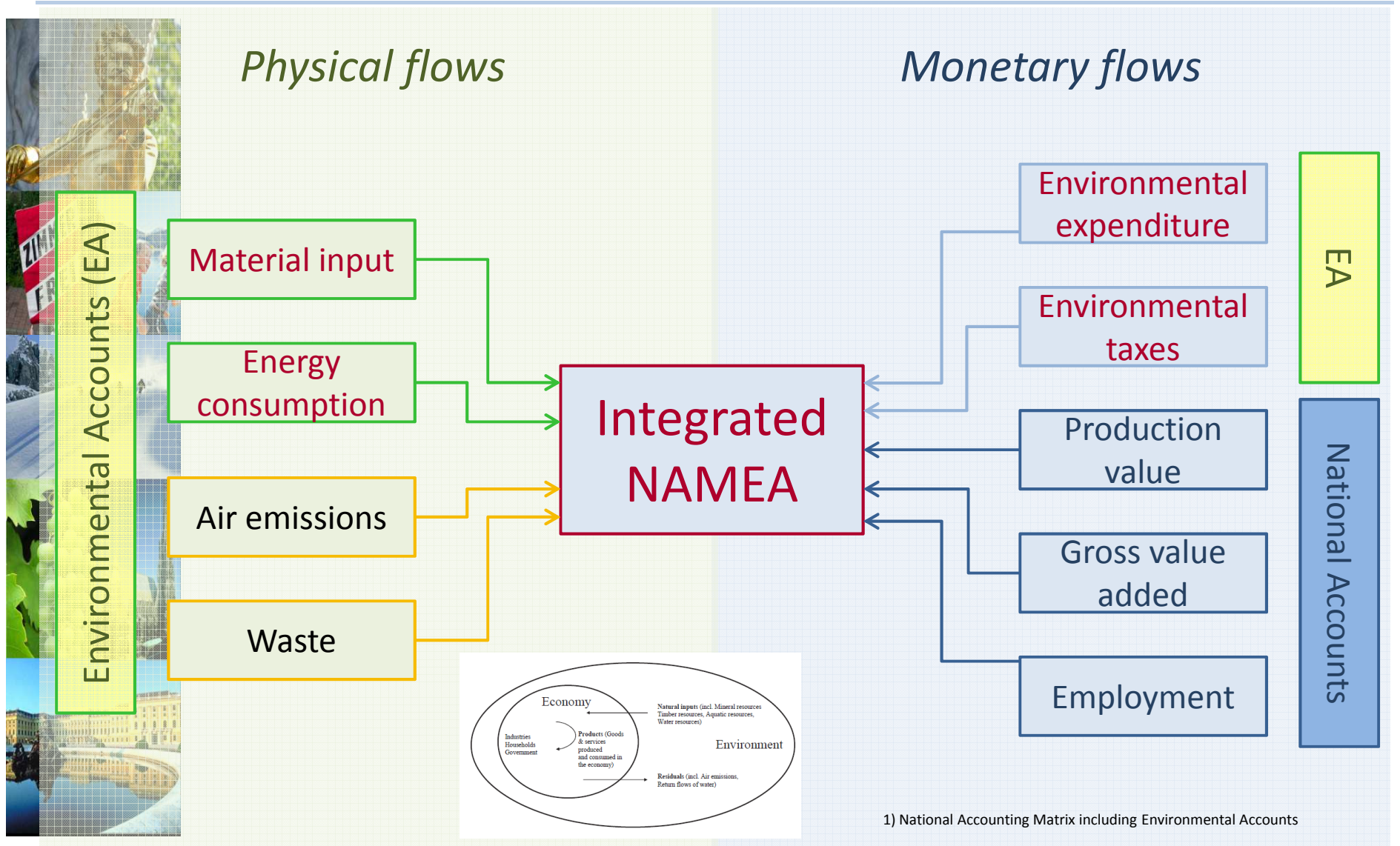
Why is it calculated

Legal basis	<ul style="list-style-type: none"> Regulation (EU) No 691/2011 of the European Parliament and of the Council of 6 July 2011 on European environmental economic accounts Regulation (EU) No 538/2014 of the European Parliament and of the Council of 16 April 2014 amending Regulation (EU) No 691/2011 on European environmental economic accounts
Contract	The Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW)

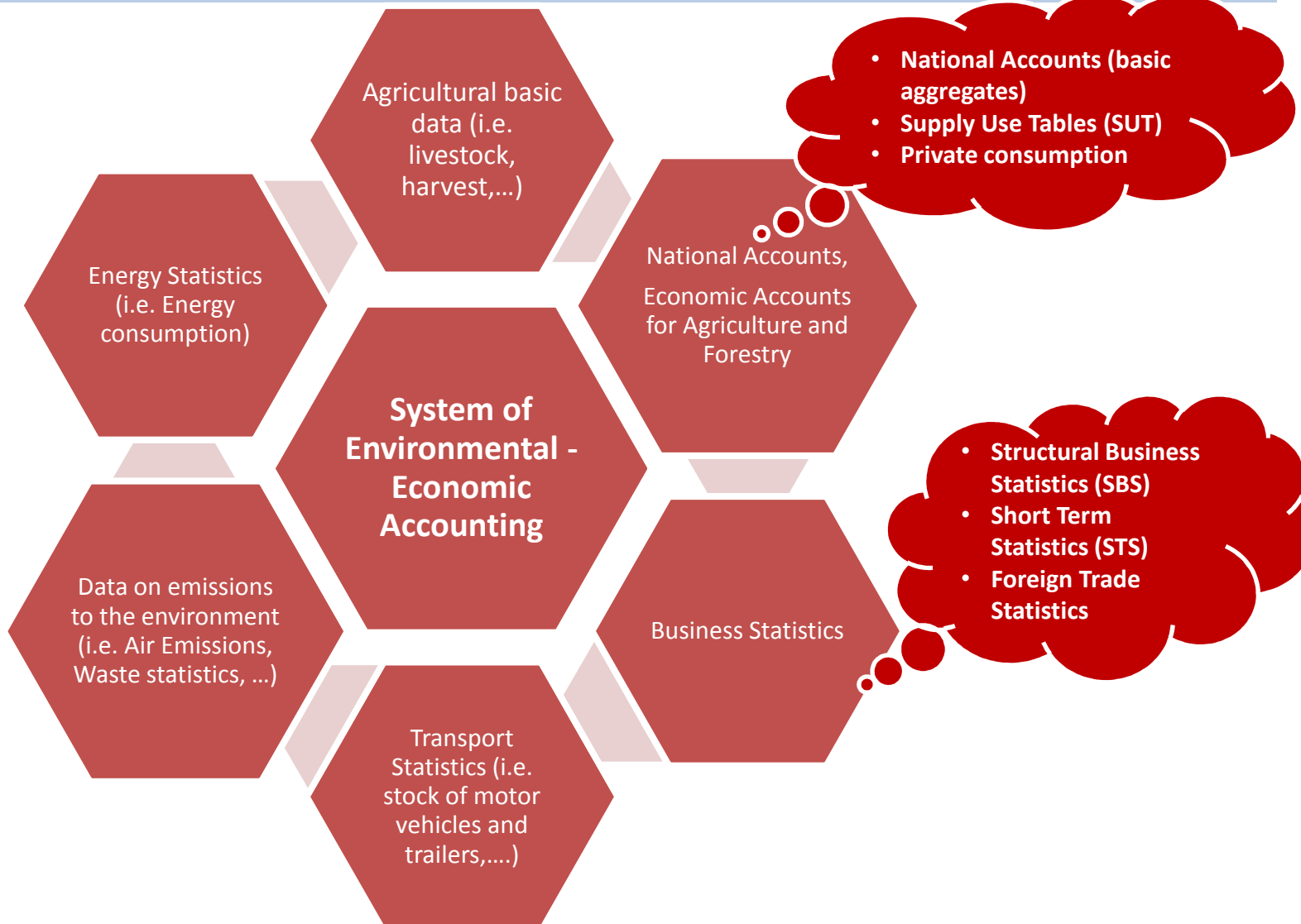
How is it calculated

Type of statistics	Accounts
Method	Eurostat Handbooks based on the System of Environmental Accounting (SEEA), Central Framework, EC, FAO, IMF, OECD, UN, World Bank 2012.

SEEA in Austria - the integrated NAMEA¹⁾



SEEA in Austria – data sources



Merging TSA and SEEA



- Taking into account **tourism promotion** it becomes obvious that most of the tourism capital consists of **natural and social resources**.
- **Tourism can contribute positively to socio-economic and cultural development**, while at the same time it can **cause degradation** of the natural environment and loss of local identity.
- There is a clear need for developing a tool for measuring these impacts and **reduce the vulnerability of the tourism** sector. It is of high importance that these **impacts gets mapped and taken under consideration** of decision and policy makers, in their analysis of tourism.
- Once **time series** are made available, these tourism-environment accounts allow to assess, for example, whether or not decoupling is occurring and, in this perspective, they can be used as a **key tool for assessing the sustainability of actions** taken or policies proposed for adoption in the tourism sector.

Merging TSA and SEEA – Air emission and energy use



- A first set of estimates could concern the **energy use and air emissions** for **selected tourism industries**, i.e. accommodation, passenger transport and food and beverage serving industry.
- The **data required** could be based on
 - energy consumption,
 - air emissions account,
 - aggregates based on TSA (i.e. production, intermediate consumption, Tourism Direct Gross Value Added (TDGVA))

The **tourism ratio** - based on domestic supply (at purchasers' prices) and demand (internal tourism consumption) related information by products - provide the crucial item to estimate the portion of energy use and greenhouse gas emissions due to tourism (these ratios are applied to the respective industry in order to calculate TDGVA).



These TSA-based ratios are then **applied to the energy use and air emissions** by the respective tourism industry, to obtain the portion attributable to tourism.

Source: Statistics Austria;

- http://www.statistik.at/web_en/statistics/EnergyEnvironmentInnovationMobility/energy_environment/environment/namea/index.html
- [Standard documentation, meta information: Integrated NAMEA as of 2012](#)

Merging TSA and SEEA – Eco taxes



- Basically, environmental taxes are designed to **motivate both producers and consumers** to limit or reduce the environmental burden and adopt a responsible approach to natural resources.



Some **tourism activity generates also revenues** from **eco-taxes** which include mainly energy taxes, transport taxes, resource taxes and pollution taxes (essentially the contribution towards cleaning up abandoned hazardous sites). These eco-taxes also include taxes on motor vehicles, landfill taxes and taxes on emissions into the air or into water.



Some **taxes are not taxes according to the concepts of the SNA**, they are not taken into account among eco-taxes as defined by international guidelines, although they would be **tourism relevant** such as motorway tolls, parking meter fees, waste collection fees and sewage fees, water fees.

Source: Statistics Austria;

- http://www.statistik.at/web_en/statistics/EnergyEnvironmentInnovationMobility/energy_environment/environment/eco_taxes_environmentally_related_taxes/index.html.
- [Standard documentation, meta information: Environmental taxes](#)

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http://www.statistik.at/web_en/statistics/tourism/tourism_satellite_accounts/index.html

http://www.statistik.at/web_en/statistics/EnergyEnvironmentInnovationMobility/energy_environment/environment/index.html