Measuring the Sustainability of Tourism (MST)

15th Global Forum on Tourism Statistics
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"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."

Fundamental Principles of Official Statistics

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.

The department works towards advancing the methodological framework 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.

Upcoming events
26 February 2019 - Nineteenth meeting - Committee on Statistics - Spain
27 February 2019

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 - Agadir - Morocco
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).
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

- MST and sustainable tourism policies

What? Standard definitions, classifications & terms
- 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

How? Data & methods

Statistical Framework for MST

Spatial scales: Global, National, Regional, Local

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

• 6th 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

Thank you!

Statistics Department
World Tourism Organization (UNWTO)

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