

Measuring the Sustainability of Tourism (MST)

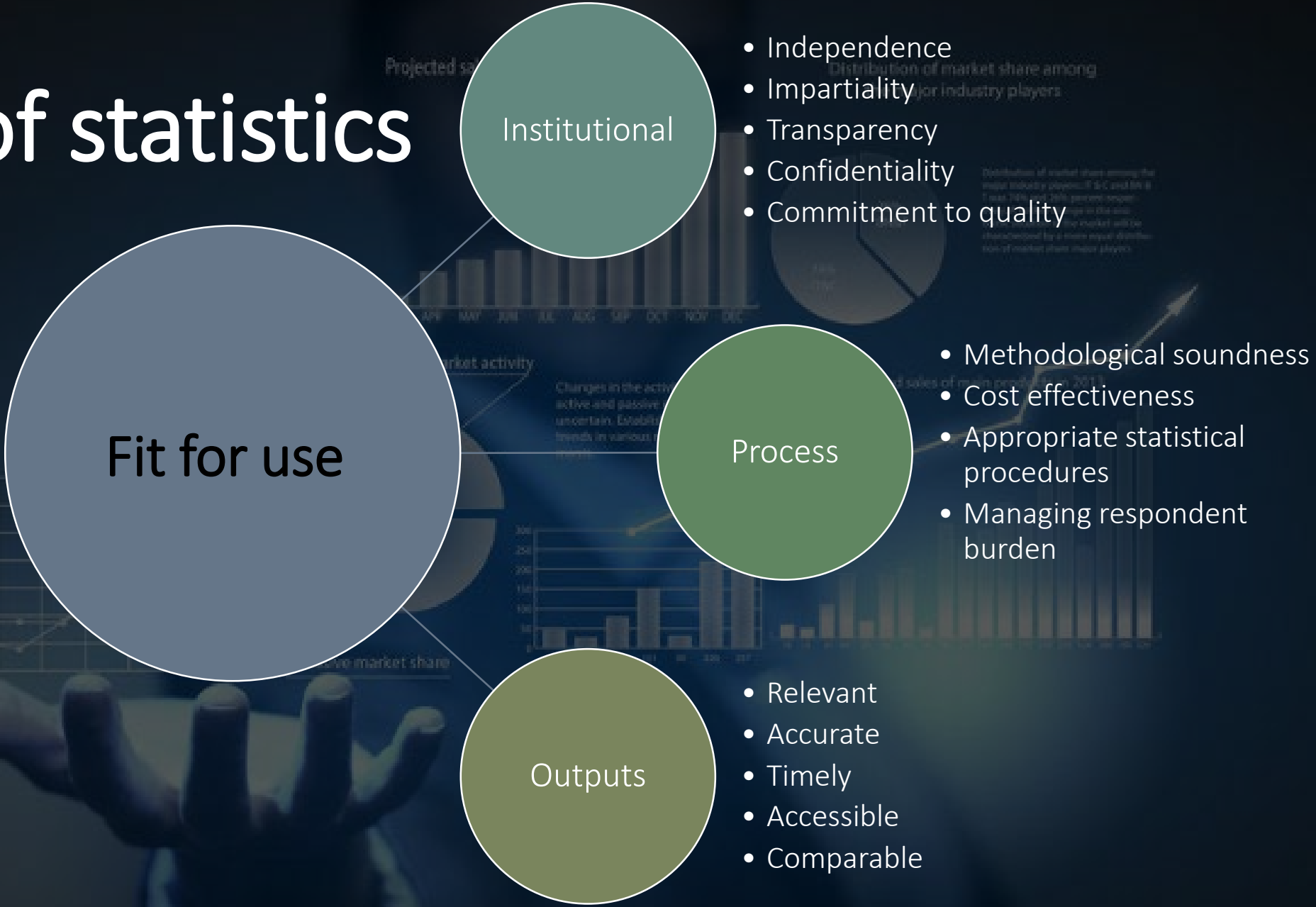


Joint OECD-UNECE Seminar on the
Implementation of the SEEA
13 – 15 March 2023

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Value of statistics





Tourism

... is a *social, cultural and economic* phenomenon related to the movement of people outside their usual place of residence

... has an *impact* on the *economy*, the *natural and built environment*, the *local population* at the places visited and the visitors themselves



Sustainable Tourism

- Makes *optimal use of environmental resources*, maintaining essential ecological processes
- Respects the *socio-cultural authenticity* of host communities, conserves their living cultural heritage
- Ensures viable, *long-term economic operations*, providing socio-economic benefits to stakeholders



Role of UNWTO in measurement

...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

(United Nations General Assembly Resolution A/RES/58/232)

Institutional set-up

UNWTO General Assembly

UNWTO Executive Council

UN General Assembly

UN Economic and Social Council (ECOSOC)

United Nations Statistical Commission
(decision-maker statistical standards)

National Tourism
Administrations

National Statistical Institutes

Selected policy instruments that have recognized MST:

[European Parliament Resolution on a strategy for sustainable tourism](#)

G.20 Leaders Declaration - [Alula Framework](#)

[Pacific Sustainable Tourism Policy Framework](#) & Pacific Statistical Strategy based on MST

UN Statistical Commission, [High Level Discussion on Measuring the Sustainability of Tourism](#)

UNWTO [General Assembly](#) and [Executive Council](#)

UNWTO Committee on Statistics
Secretariat: UNWTO Department of Statistics

Working Group of Experts on MST
Secretariat: UNWTO Department of Statistics

International Measurement Frameworks

Basic tourism statistics

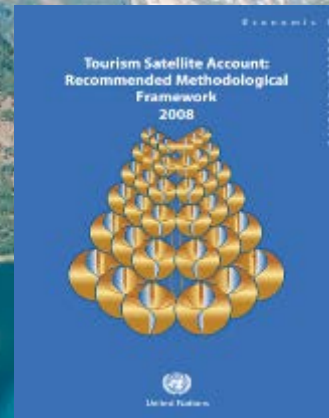


Visitors and their characteristics
Tourism expenditure
Tourism industries

Economic contribution



Tourism Direct GDP
Tourism GVA
Tourism employment

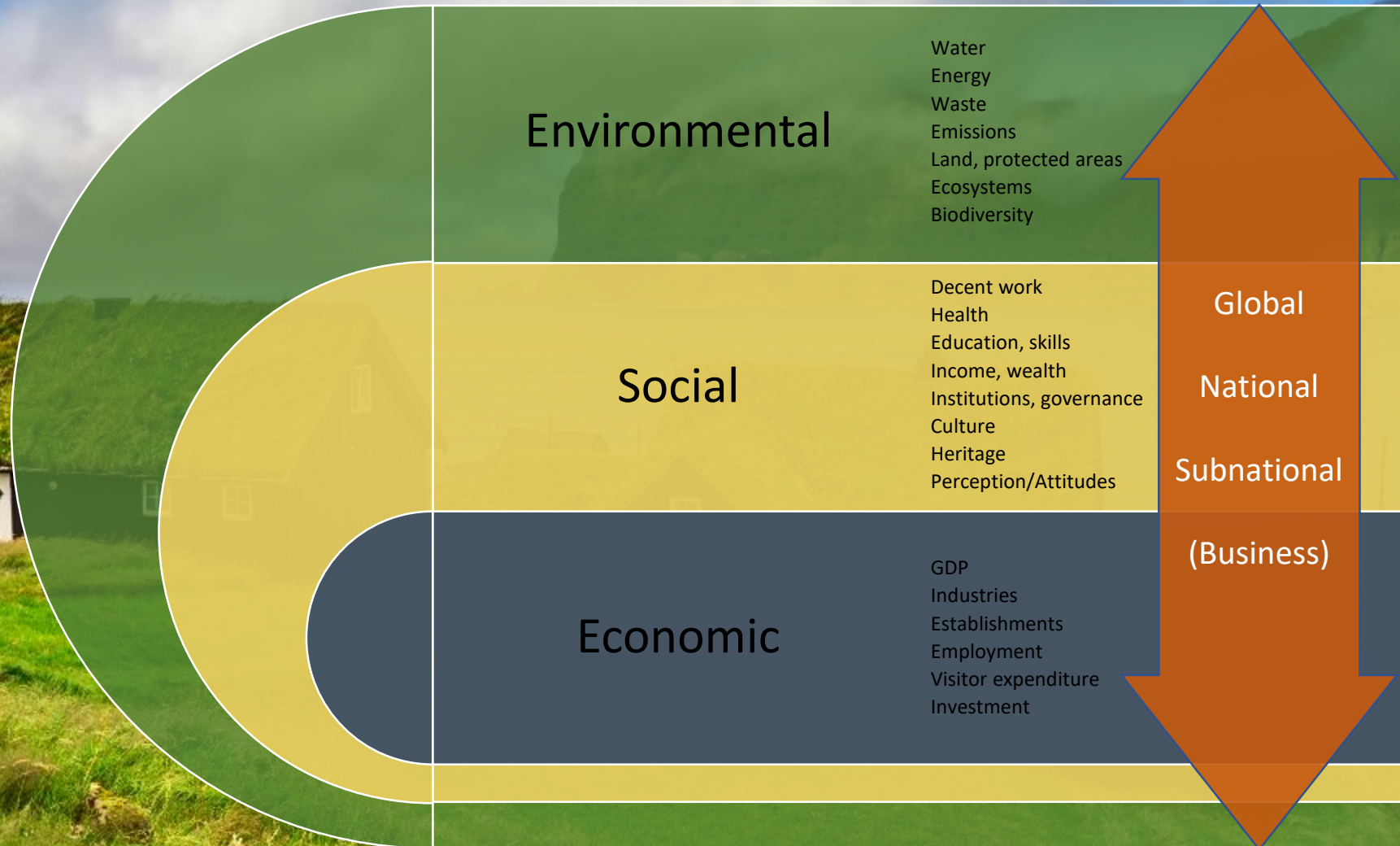


Sustainability

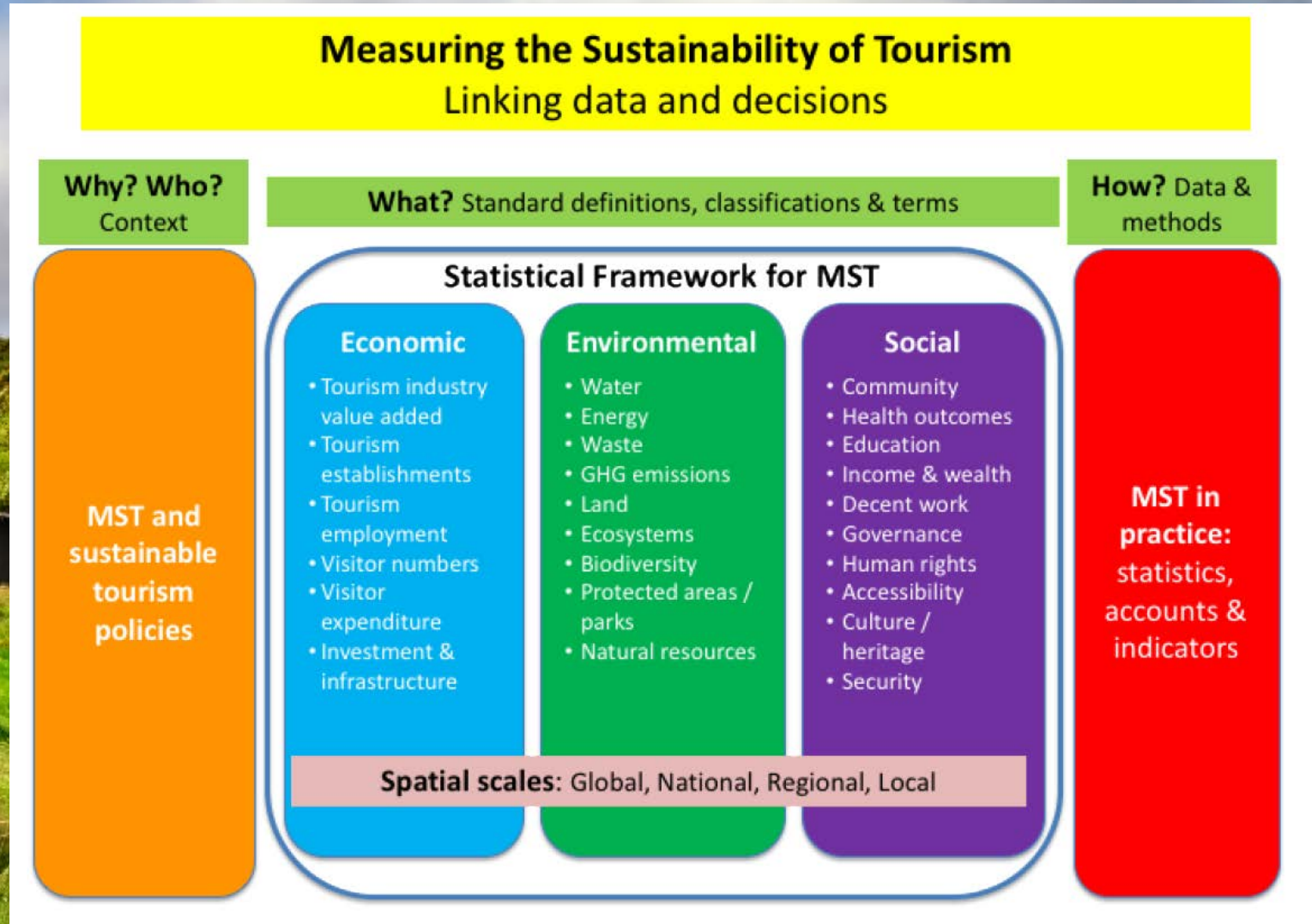


Environmental: emissions, water, energy, waste, land
Social: decent work, health, education, culture, heritage
Economic: industries, establishments, employment

Statistical Framework for MST



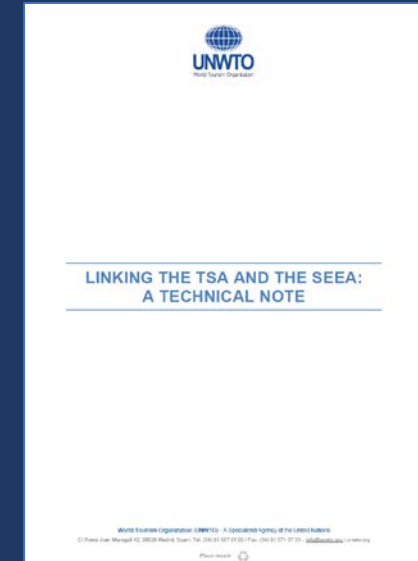
Statistical Framework for MST



See draft Versions under:
[https://www.unwto.org/
events/symposium-
countries-exp-3rd-
meeting-eg](https://www.unwto.org/events/symposium-countries-exp-3rd-meeting-eg)

Connecting TSA and SEEA (1)

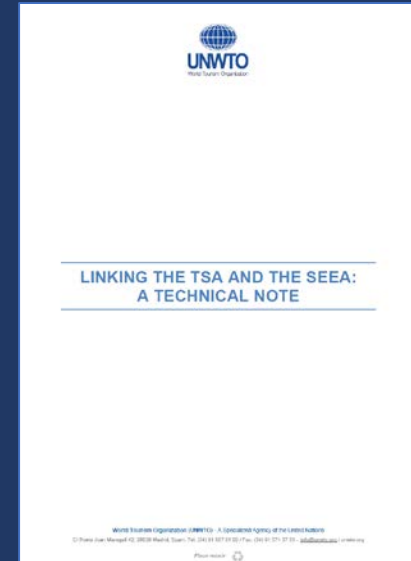
- “**Statistical Framework for MST**” will show approaches to linking information from the “System of Environmental-Economic Accounting” (**SEEA**) and “Tourism Satellite Accounts” (**TSA**) frameworks - both are based on the accounting framework for measuring the economy – the System of National Accounts (SNA).
- At this stage an initial set of **four core accounts** are described focused on linking measurement of environmental flows recorded following the SEEA with tourism industries as accounted for in the TSA:
 - water
 - energy
 - greenhouse gas (GHG) emissions
 - solid waste



[Technical Note](#) May 2018
(see also 50th UNSC, 5-8-March 2019, item 31, [background document](#))

Connecting TSA and SEEA (2)

- The available statistical information on environmental flows **does not make reference to tourism**, though environmental flows related to tourism activity are embedded in the estimates.
- What is required therefore, are techniques to **estimate** the proportion of a given environmental flow that is **attributable to visitor activity**.
- In the absence of directly collected data, three different **tourism shares** are described – output shares, value added shares and intermediate consumption shares – that could be taken into account to estimate, for each industry, the proportion of an environmental flow (water, energy, GHG emissions, solid waste, etc.) attributable to visitor activity and hence to tourism.
- **These shares can be derived from a TSA.**



[Technical Note May 2018](#)
(see also 50th UNSC, 5-8-
March 2019, item 3I,
[background document](#))

Measuring water resources used in tourism (1)

- **Water resources are an essential input** to the operation of **many tourism activities**.

For the assessment of environmental sustainability, two aspects are relevant (a) the level of water use by tourism activities; and (b) the availability of water.

- Following the SEEA, **two accounts** are relevant:
 - **Physical supply and use table for flows of water:**
 - It contains information on the supply and use of water and provides an overview of water flows from the environment (commonly abstracted by water supply companies), and the distribution and use of this water by tourism activities.

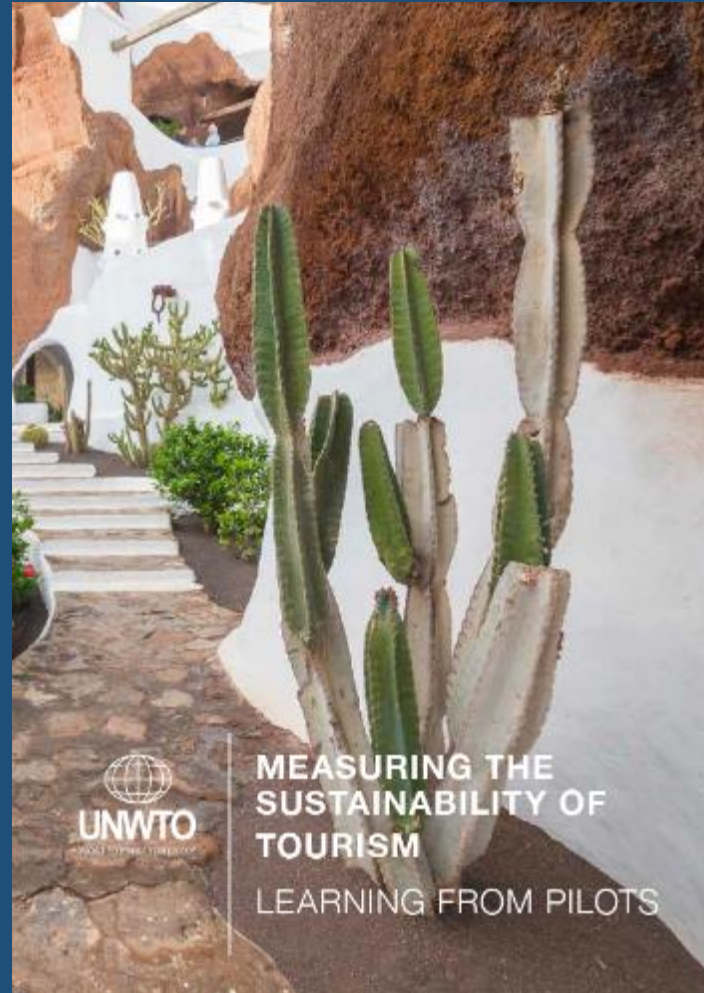
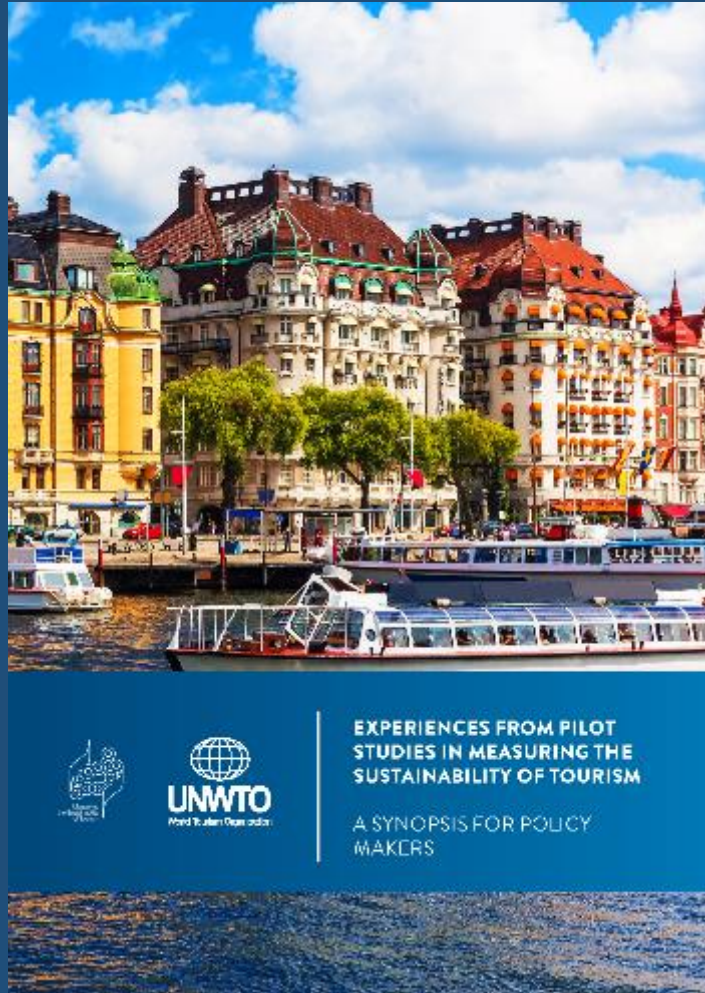
Measuring water resources used in tourism (2)

Table 3.1: Tourism water flow account (cubic metres)

		Abstraction of water; Production of water; Generation of return flows								Flows from the Rest of the world	Flows from/to the Environment	Total supply	
		Tourism industries						Water collection, treatment and supply	Sewerage	Other industries	Households		
		Accommodation for visitors	Food & beverage serving	Passenger transport	Culture, sports & recreation	Other tourism ind.	Total tourism ind.						
		Tsm Total	Tsm Total	Tsm Total	Tsm Total	Tsm Total	Tsm Total			Tsm Total			
Physical supply table for water													
Sources of abstracted water		Inland water resources											
		Other water resources											
Water supply		Distribution of abstracted water						Water collection, treatment and supply					
		Own-use of abstracted water											
Wastewater generated		Wastewater to treatment							Sewerage	Other industries		Households	
		Other wastewater and re-used water											
Return flows of water generated*													
TOTAL SUPPLY													
<hr/>													
Physical use table for water													
Water abstracting industries													
Water use		Use of distributed water						Water collection, treatment and supply	Sewerage				
		Own-use of abstracted water											
Wastewater received									Sewerage				
Return flows of water													
TOTAL USE													

NB: The set of tourism industries has been condensed for presentational purposes.

Austria
Fiji
Germany
Italy
Mexico
Philippines
Samoa
Saudi Arabia
Sweden
Thailand
Vietnam



7 new pilots
Costa Rica
Indonesia
New Zealand
South Africa
Spain, Canary Islands
Uganda
Arab countries
5 pilots w/ new developments
Austria
Fiji
Italy
Mexico
Sweden



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THANK YOU!

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