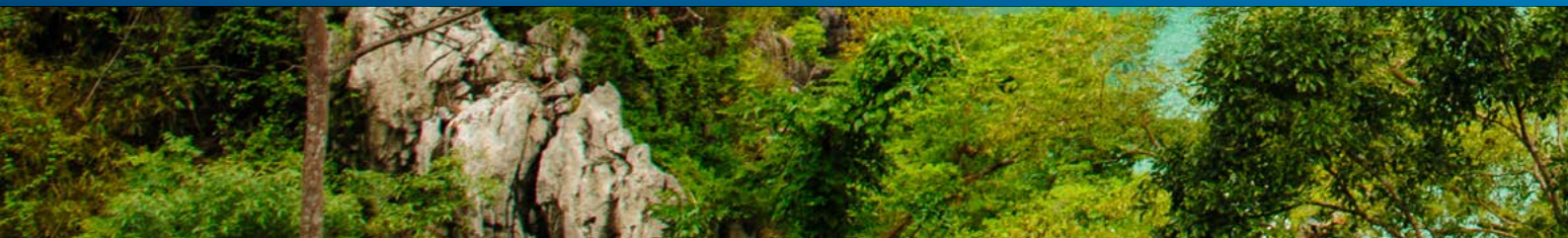




MEASURING THE SUSTAINABILITY OF TOURISM



WHAT IS MST?

UNWTO, in collaboration with the UN Statistics Division, is propelling the development of the Measuring the Sustainability of Tourism (MST) programme to provide to all countries in the world a common framework to measure the impacts and contributions of tourism on the economy, society and the environment, at both the national and sub-national levels.

The Statistical Framework for MST is a valuable guiding tool for countries to produce credible, comparable and integrated data to better guide decisions and policy with respect to sustainable tourism - including the Sustainable Development Goals.

It aims to become the third international standard on tourism after the International Recommendations for Tourism Statistics and the Tourism Satellite Account: Recommended Methodological Framework.

“Measuring the sustainability of tourism is fundamental to improve policy action for sustainable development, and will promote one common statistical language which can be compared across countries and different economic sectors, and make tourism’s voice heard when addressing key decisions”

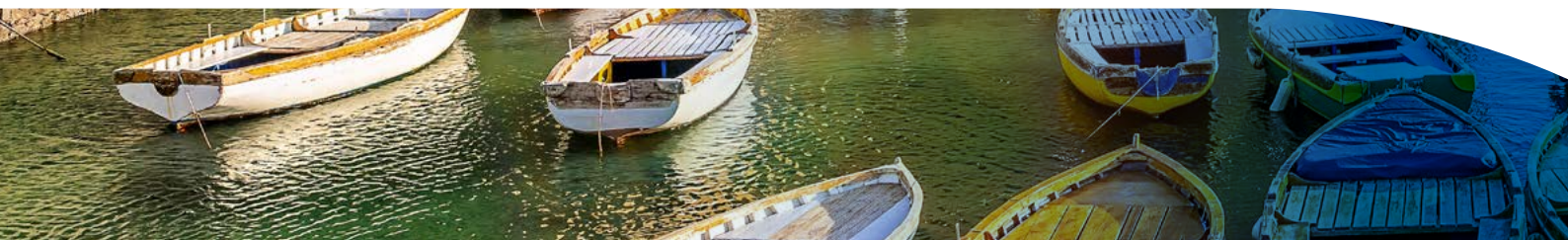
Zurab Pololikashvili
UNWTO Secretary-General

PARTNERS AND MEMBERS OF THE WORKING GROUP OF EXPERTS ON MST

Argentina
Austria
Cabo Verde
Canada
Egypt
Fiji
France
Georgia

Germany
Indonesia
Ireland
Italy
Malaysia
Mexico
Mozambique
Netherlands

Oman
Philippines
Portugal
Saudi Arabia
South Africa
Spain
Sweden
Uruguay





WHAT KIND OF INFORMATION DOES MST PROVIDE?

- Key statistical data and indicators on the social, environmental, and economic impacts of tourism at national and/or sub-national levels, for example:

DIMENSION	
ECONOMIC	Tourism industry value added
	Tourism GDP
	Tourism establishments
	Tourism expenditure
	Tourism infrastructure assets
	Employment in tourism
	Demographics of tourism establishments
	Investment & Infrastructure
ENVIRONMENTAL	Water use in tourism industries (including wastewater flows)
	Energy use in tourism industries
	GHG emissions generated by tourism industries
	Solid waste generated in tourism industries
	Land use (including marine areas)
	Ecosystem condition and services for tourism related areas
	Wildlife in protected areas/parks
Green jobs	
SOCIAL	Culture/heritage
	Health outcomes
	Education
	Community
	Visitor perception
	Tourism governance
	Accessibility
	Decent work

- MST is the framework recognized by the UN Statistical Commission for monitoring the contribution of Tourism to the SDG Agenda. It can be used to derive specific indicators for this purpose at the global, national and sub-national levels.

As custodian agency to the tourism SDG indicators 8.9.1 “Tourism direct GDP” and 12.b.1 “Implementation of standard accounting tools to monitor the economic and environmental aspects of tourism”, UNWTO is compiling, verifying and submitting national level data on these indicators to the UN Statistics Division.





PILOTS

Pilots in countries or destinations are key to test the framework for MST on the ground. These Pilots help respond specific policy questions from authorities, while also feeding back the framework with critical information for its improvement. The main steps for becoming a MST pilot are as follows:

1. IDENTIFY THE POLICY AND ANALYTICAL QUESTIONS TO BE ADDRESSED

Some examples of these types of questions, in each of the three dimensions of sustainability, are*:

Economic: How is employment distributed across the various tourism industries? What is the value added and productivity of these tourism industries? Are there differences in value added contributions of visitors from different countries? What is the evolution in the number of large, medium, small and micro enterprises in tourism in my country/destination? How much employment do they each generate? What levels of investment in transport infrastructure are required to support current and likely visitor numbers?

Environmental: Are protected areas and other natural features of a destination (e.g. beaches, national parks) being maintained in good or very good condition? How is their condition related to visitor numbers?, Are tourism industries reducing their potential environmental impact in terms of reducing their consumption of water and energy, their release of GHG emissions and their treatment of solid waste?, What are the trends in land use for tourism purposes and is there a suitable balance in terms of maintaining local landscapes?

Social: What types of jobs are currently offered in tourism industries? Will there be a reduction

in seasonal and part-time work in the future if tourism demand rises?

How important are cultural and heritage sites in underpinning tourism demand?

Is there a suitable balance between the number of visitors to a destination and the wellbeing of the local community?

2. SET UP NECESSARY INSTITUTIONAL ARRANGEMENTS

Success in developing integrated statistical approaches, especially when crossing the economic, environmental, and social domains, will depend primarily on success in managing the variety of stakeholders.

3. IDENTIFY AND COLLECT THE NECESSARY STATISTICS AND DATA

The collection of statistics will be guided by the key topics for analysis (step 1) and data availability.

4. PRESENT THE RESULTS

This step will help disseminate and increase the visibility of the work that countries and destinations are doing on MST, while feeding and helping to improve the framework.

If interested in becoming an MST pilot, please contact the UNWTO's Statistics Department at sttc@unwto.org

IF YOU WANT MORE INFORMATION

<https://www.unwto.org/measuring-sustainability-tourism>

