



Monitoring Sustainability: The World Tourism Organization and the Sustainable Development of Tourism

**International Seminar on Environmental and
Social Tourism Indicators for Measuring
Tourism Development**

Vienna, Austria
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Tourism Market Trends Programme
UNWTO



Sustainable Development Goals



8.9 by 2030 devise and implement policies to promote **sustainable tourism** which creates jobs, promotes local culture and products



12.b develop and implement tools to monitor sustainable development impacts for **sustainable tourism** which creates jobs, promotes local culture and products



14.7 by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and **tourism**



The 10YFP Sustainable Tourism Programme

<http://www.unep.org/10yfp/Home/tabid/133135/Default.aspx>

<http://sdt.unwto.org/content/10yfp-sustainable-tourism-programme>



World Tourism Organization | a specialized Agency of the United Nations

To accelerate the shift towards Sustainable Consumption and Production Patterns (SCP) in tourism

Vision

A tourism sector that has globally adopted sustainable consumption and production practices resulting in enhanced environmental and social outcomes and improved economic performance.



Mission

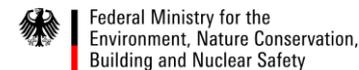
To catalyse changes in tourism operations through **evidence-based** decision making, efficiency, innovation, collaboration among stakeholders, monitoring and the adoption of a life cycle approach for continuous improvement.

10YFP STP Stakeholders

Lead and Co-leads

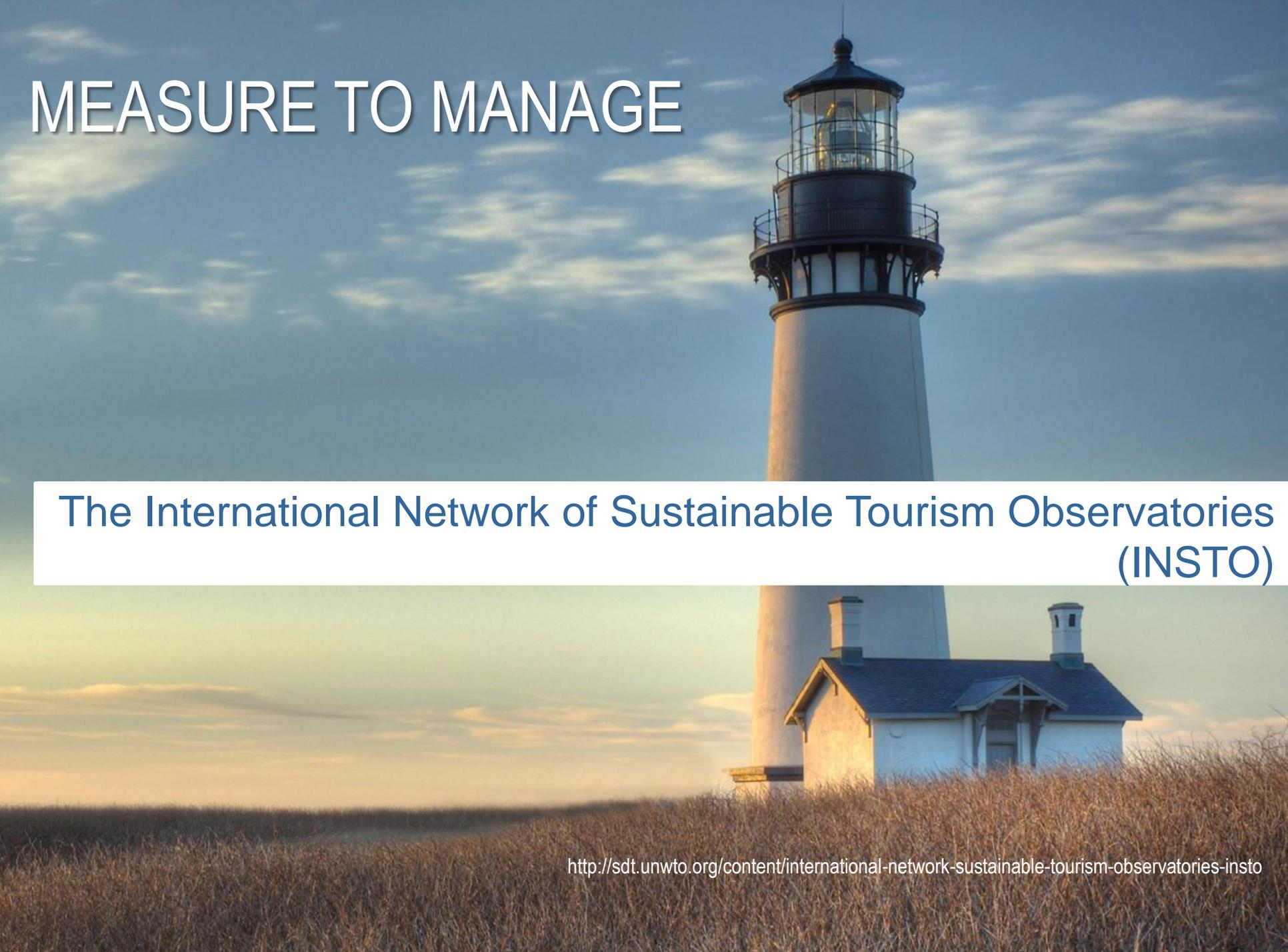


Multistakeholder Advisory Committee



And 65+ partners

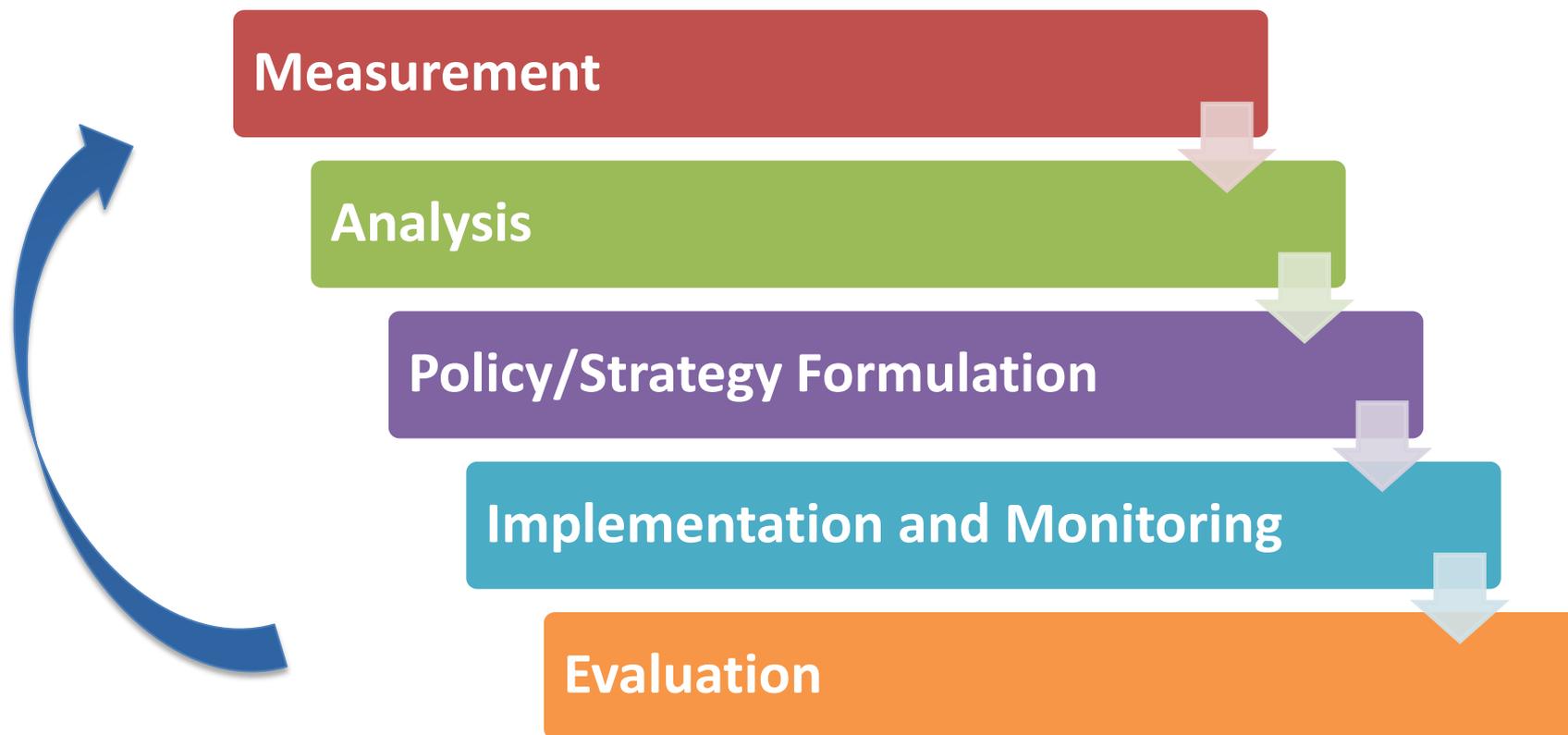
MEASURE TO MANAGE

A tall, white, cylindrical lighthouse with a black lantern room and a black metal railing around the top. The lighthouse is situated on a grassy hill. In the foreground, there is a field of tall, dry, brown grass. The sky is a mix of blue and light green, with some light clouds. The overall scene is peaceful and scenic.

The International Network of Sustainable Tourism Observatories (INSTO)

<http://sdt.unwto.org/content/international-network-sustainable-tourism-observatories-insto>

MEASURE – MANAGE – IMPROVE



INSTO at the destination level

Network of tourism observatories monitoring sustainable tourism development at a global, regional, national or local (destination) level

- Strengthen **institutional capacities** for information management and monitoring in support of decision and policy making
- Promote the **systematic application** of monitoring and information management techniques, as key tools for the formulation and implementation of sustainable tourism policies and strategies
- Facilitate the establishment of a **network of Observatories** to monitor the impacts of sustainable tourism development at destinations



Measuring for impact: Exploring existing and new approaches



Indicators: Baseline issues areas

1. Local satisfaction with tourism
2. Economic benefits for community/destination
3. Employment
4. Tourism seasonality
5. Energy management
6. Water management
7. Sewage treatment (waste water management)
8. Solid waste management
9. Development control



<http://sdt.unwto.org/en/content/indicators-sustainability-tourism-destinations>



Economic benefits for community/destination

2.1

Number of local people (ratio of men to women) employed in tourism

2.2

Ratio of tourism employment to total employment

2.3

% of tourism jobs held by local residents

REVIEW & RESEARCH

2.29

Changes in costs of living and their components

Employment

3.1

Total number employed in the tourism sector; also by industry (e.g. traveller accommodation, restaurants, air transportation etc.) occupation and level

3.2

Diversity levels of employees (also by gender per sector)

MEET & DISCUSS

2016 Preparatory Statistics Conference on Measuring Sustainability

2017 Global Statistics Conference on Measuring Sustainability

5.2

% of energy consumption from renewable resources (at destinations, establishments)

5.3

Percentage of business participating in energy conservation programs or applying energy saving policy and techniques

5.4

Per capita consumption (total energy consumption (MJ) per annum / person years per annum)(also just for the tourism sector)

Milestones



What tourism managers need to know
A practical guide to the development and use of indicators of sustainable tourism

The Guidebook on Indicators of Sustainable Development for Tourism Destinations

UNWTO/INRouTe
Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines

Handbook on sub-national measurement of tourism

Nice Conference
on the Measurement of the Economic Impact of Tourism

Iguazú Conference
on “The Tourism Satellite Account (TSA): Understanding Tourism and Designing Strategies”

Bali Conference
on Tourism: An Engine for Employment Creation

SDG

SCP

10 YFP



RTS
(Recommendations on Tourism Statistics)

Adoption of TSA
(Tourism Satellite Accounts)

International Recommendations for Tourism Statistics

Update of TSA
(Tourism Satellite Accounts)

UNWTO/ILO
Measuring Employment in the Tourism Industry – Guide with Best Practices

SEEATourism

1993

1996

1999

2000

2004

2005

2008

2009

2013

2014

2015

2016 / 2017

Today



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