Committee on Statistics and Tourism Satellite Account

Update on the Committee on Sustainability and Tourism

13 January 2015

Committee on Tourism and Sustainability

2011-2015 Members:

Bahamas (Chairman), Bolivia, China, Iran, Islamic Republic of, Iraq, Israel (Vice-Chairman), Senegal, Serbia, Seychelles, Flanders (Representative of the Associate Members), Instituto para la Calidad Turística (Spain) - Chairman of the Affiliate Members Board (Representative of the Affiliate Members)
Adopted by UNGA, 20 November 2014

- Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection

What is the 10YFP?

It is a global framework of action to enhance international cooperation to accelerate the shift towards Sustainable Consumption (SCP) and Production in both developed and developing countries.
# Overall Programme Vision and Goals

The 10YFP sustainable tourism programme supports cooperation between stakeholders for the development and implementation of innovations and good practices in resource efficient and low-carbon tourism planning, reducing the loss of biodiversity, conserving ecosystems, preserving cultural heritage, alleviating poverty, improving sustainable livelihoods and adapting to the reality of the changing climate.

## Programme Areas

<table>
<thead>
<tr>
<th>Programme Area 1</th>
<th>Integrating sustainable consumption and production (SCP) patterns in tourism related policies and frameworks</th>
</tr>
</thead>
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<tr>
<td>Programme Area 2</td>
<td>Collaborating among stakeholders for the improvement of the tourism sector’s SCP performance</td>
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<tr>
<td>Programme Area 3</td>
<td>Fostering the application of guidelines, instruments and technical solutions to prevent and mitigate tourism impacts and to mainstream SCP patterns among tourism stakeholders</td>
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<td>Programme Area 4</td>
<td>Enhancing sustainable tourism investment and financing</td>
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</tbody>
</table>

- Integrating SCP principles and objectives for sustainable development
- Monitoring policy implementation
- Data sharing and exchange of information
- Fostering stakeholder collaboration and joint action
- Capacity building of stakeholders
- Establishing monitoring frameworks
- Integrated tools for destinations and tourism enterprises
- Research and action on priority issues in the tourism value chain
- Influencing consumer choice and behavior
- Mainstreaming innovative investment and financing tools

## Governance Structure

**LEAD ACTOR:**

WORLD TOURISM ORGANIZATION

**CO-LEADS:**

- Liberaux Égalité Fraternité République Française
- MCST Ministry of Culture, Sports and Tourism, Morocco

Supported by the Coordination Desk

*World Tourism Organization, a specialized agency of the United Nations*
10YFP Sustainable Tourism Programme

Governance Structure

Multi-stakeholder Advisory Committee (MAC)

- Department of Tourism – Republic of the Philippines
- Ecotourism Korea
- The Regional Tourism Organization of Southern Africa
- Global Sustainable Tourism Council
- Fair Trade Tourism
- Federation of Tourism Enterprises of Chile
- Federal Ministry for the Environment
- Nature Conservation Building and Nuclear Safety of Germany
- Japan Ecotourism Society
- Organization for Economic Cooperation & Development
- Ministry of Tourism, Investment & Enterprise Development – Cape Verde
- Ministry of Tourism – Government of Croatia
- National Department of Tourism of South Africa
- The International Ecotourism Society
- Naturefriends International
- Rainforest Alliance
- IUCN-WCPA Tourism & Protected Areas Specialist Group
- Regional Tourism Organization of Southern Africa
- South Pacific Tourism Organization
- Sustainable Travel International
- The International Ecotourism Society
- TUI Travel PLC
- United Nations Environment Programme
- World Travel & Tourism Council
- Kerala Institute of Tourism and Travel Studies

Towards a global network
Structure of the Observatories

Global information needs

Regional or National Level Information needs

Local/community/DMO level information needs

Initial List of International Issues and Indicators

<table>
<thead>
<tr>
<th>ISSUE AREA</th>
<th>POTENTIAL INDICATORS AND INFORMATION</th>
<th>SOURCE AND USE OF INFORMATION</th>
</tr>
</thead>
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<tr>
<td>Economic importance of tourism</td>
<td>% change in tourism receipts旅游收入变化</td>
<td>Tourism receipts accounts旅游收入账目</td>
</tr>
<tr>
<td></td>
<td>Contributions of tourism to employment, tourism workforce, and employment opportunities &amp; jobs</td>
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<tr>
<td></td>
<td>Number of tourism-related jobs旅游相关就业人数</td>
<td>Tourism employment indicators旅游就业指标</td>
</tr>
<tr>
<td></td>
<td>Significance of tourism in employing sectors旅游所雇用行业的意义</td>
<td>Selective data analysis选择性数据分析</td>
</tr>
<tr>
<td></td>
<td>Benefits for local communities本地社区得益</td>
<td>Local community development本地社区发展</td>
</tr>
<tr>
<td></td>
<td>Reduction of the footprint of the sector产业的足迹减少</td>
<td>Environmental footprint环境足迹</td>
</tr>
<tr>
<td></td>
<td>Level of effort by the sector in sustainability and results (if included) 工业在可持续性上的努力及结果 (如有)</td>
<td>Environmental performance ratings环境表现评级</td>
</tr>
<tr>
<td></td>
<td>Contribution of the sector to sustaining culture文化维系贡献</td>
<td>Cultural heritage保护文化遗产</td>
</tr>
</tbody>
</table>

Note: This is an example of how international issues and indicators can be developed from observations in different contexts.
Major issues in SDIs and metrics

- “How to measure” - a lack of harmonized units of measurements
- “What to measure” - measuring only basic indicators, while ignoring efficiency- and technology-related aspects. Negative impact vs. positive effects
- The context sensitivity
- Seasonality
- Multiple aspects of the value chain
Recommendations

How to measure:
Apply harmonized units – the report outlined some of the harmonized metrics for the energy, CO₂, water and waste that can be easily applied to the tourism sector
- Kg for CO₂
- KWH for energy
- Liters for water
- Kg for waste

Recommendations

What to measure:
- Total and Intensity (for guest and hotel) measures
- Context sensitivity and the “displacement effect”
- Important to measure both negative and positive aspects
Recommendations

Where and when to measure:

- Monthly reporting should be, wherever possible, given preference
- Need to consider consumption taking place throughout the entire life cycle, including supply, manufacturing, use, and disposition of a product

Thank you!

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