



## UNSD's support to improving the compilation of indicators for sustainable tourism

Meeting of the Working Group of Experts on Measuring Sustainable Tourism  
Madrid, Spain, 20 – 21 October 2016



**United Nations Statistics Division**  
Karoly Kovacs, Chief, Statistics of International Trade in Services Section

### Outline

- **Background - “The future we want” – Sustainable Tourism**
- **Transforming our World: the 2030 Agenda for Sustainable Development**
  - Targets 8.9, 12.b and 14.7
- **Role of the UN Statistical Commission**
  - Decision 47/101
  - Annex IV of Report of the IAEG-SDG
    - Indicators 8.9.1 and 8.9.2
- **Measuring SDG indicator 8.9.1 – Tourism direct GDP**
  - Derived from the Tourism Satellite Account
  - Manual on Tourism Satellite Account (TSA: RMF 2008)
- **Global assessment on the status of implementation of the TSA**
- **Compilation Guidance needed**

## “The future we want”



### General Assembly

Distr.: General  
11 September 2012

Sixty-sixth session  
Agenda item 19

#### Resolution adopted by the General Assembly on 27 July 2012

[without reference to a Main Committee (A/66/L.56)]

#### 66/288. The future we want

*The General Assembly,*

Recalling its resolution 64/236 of 24 December 2009, in which it decided to organize, in 2012, the United Nations Conference on Sustainable Development at the highest possible level, as well as its resolution 66/197 of 22 December 2011,

1. Expresses its profound gratitude to the Government and the people of Brazil for hosting the United Nations Conference on Sustainable Development in Rio de Janeiro from 20 to 22 June 2012, and for providing all the necessary support;

2. Endorses the outcome document of the United Nations Conference on Sustainable Development, entitled “The future we want”, annexed to the present resolution.

123rd plenary meeting  
27 July 2012

#### Annex

#### The future we want

##### I. Our common vision

1. We, the Heads of State and Government and high-level representatives, having met at Rio de Janeiro, Brazil, from 20 to 22 June 2012, with the full participation of

## “The future we want”

### Sustainable tourism

130. We emphasize that well designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities. We recognize the need to support sustainable tourism activities and relevant capacity building that promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity and ecosystems and cultural diversity, and improve the welfare and livelihoods of local communities by supporting their local economies and the human and natural environment as a whole. We call for enhanced support for sustainable tourism activities and relevant capacity building in developing countries in order to contribute to the achievement of sustainable development.

## Resolution adopted by the General Assembly on 25 September 2015

United Nations

A/RES/70/1



General Assembly

Distr.: General  
21 October 2015

Seventieth session  
Agenda items 15 and 116

### Resolution adopted by the General Assembly on 25 September 2015

[without reference to a Main Committee (A/70/L.1)]

#### 70/1. Transforming our world: the 2030 Agenda for Sustainable Development

*The General Assembly*

Adopts the following outcome document of the United Nations summit for the adoption of the post-2015 development agenda:

#### Transforming our world: the 2030 Agenda for Sustainable Development

##### Preamble

This Agenda is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. We recognize that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development.

All countries and all stakeholders, acting in collaborative partnership, will implement this plan. We are resolved to free the human race from the tyranny of poverty and want and to heal and secure our planet. We are determined to take the bold and transformative steps which are urgently needed to shift the world on to a sustainable and resilient path. As we embark on this collective journey, we pledge that no one will be left behind.

The 17 Sustainable Development Goals and 169 targets which we are announcing today demonstrate the scale and ambition of this new universal Agenda. They seek to build on the Millennium Development Goals and complete what they did not achieve. They seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls. They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental.

## Transforming our World: the 2030 Agenda for Sustainable Development



UNITED NATIONS

TRANSFORMING OUR WORLD:



THE 2030 AGENDA FOR  
SUSTAINABLE DEVELOPMENT

## Transforming our World: the 2030 Agenda for Sustainable Development

- This Agenda is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom.
- The 17 Sustainable Development Goals and 169 targets which we are announcing today demonstrate the scale and ambition of this new universal Agenda. They seek to build on the Millennium Development Goals and complete what these did not achieve.

## Transforming our World: the 2030 Agenda for Sustainable Development

### Sustainable Development Goals



## Transforming our World: the 2030 Agenda for Sustainable Development

8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

14.7 By 2030, increase the economic benefits to small island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism

## Decision of the UN Statistical Commission on the goals and targets of the 2030 Agenda for Sustainable Development

**47/101**

### **Global indicator framework for the goals and targets of the 2030 Agenda for Sustainable Development**

The Statistical Commission:

(a) Expressed its appreciation to the Inter-Agency and Expert Group on Sustainable Development Goal Indicators and its support for the report of the Expert Group,<sup>1</sup> congratulated the Group on its accomplishment and commended its country-led, open, inclusive and transparent process in developing the global indicator framework;

(b) Asked the Inter-Agency and Expert Group to continue to work with the same level of focus, determination and ambition, maintaining the same level of inclusiveness and transparency of the process so far;

(c) Agreed on the revised terms of reference of the Inter-Agency and Expert Group, as presented in annex I of its report;

(d) Agreed, as a practical starting point, with the proposed global indicator framework for the goals and targets of the 2030 Agenda for Sustainable Development,<sup>2</sup> as reflected in the list of indicators presented in annex IV of the report, subject to future technical refinement;

## Report of the Inter-Agency and Expert Group on Sustainable Development Goal Indicators to the UN Statistical Commission in 2016

E/CN.3/2016/2/R

Statistical Commission  
Forty-seventh session  
6-11 March 2016  
Item 1(a) of the provisional agenda<sup>a</sup>  
Items for discussion and decision: data and indicators  
for the 2016 Sustainable Development Agenda

### Report of the Inter-Agency and Expert Group on Sustainable Development Goal Indicators

Note by the Secretary-General

In accordance with Economic and Social Council decision 2015/239 and past practices, the Secretary-General has the honour to transmit the report of the Inter-Agency and Expert Group on Sustainable Development Goal Indicators. The present report provides an overview of the work of the Inter-Agency and Expert Group on the development of a global indicator framework for the Goals and targets of the 2016 Agenda for Sustainable Development. The report describes the activities undertaken by the Expert Group since its establishment following a decision of the Statistical Commission at its fortieth session, and also presents a proposal of global indicators for the follow-up and review of the 2016 Agenda. The proposal includes indicators for all Goals and targets, with some indicators already fully defined and a few requiring refinements following further consultation. An update on the later set of indicators will be presented in a background document to be submitted to the Commission.

## Annex IV

### Final list of proposed Sustainable Development Goal indicators

Sustainable Development Goal indicators should be disaggregated, where relevant, by income, sex, age, race, ethnicity, migratory status, disability and geographic location, or other characteristics, in accordance with the Fundamental Principles of Official Statistics (General Assembly resolution 68/261).

Goals and targets (from the 2016 Agenda)	Indicators
<b>Goal 1. End poverty in all its forms everywhere</b>	
1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day	1.1.1 Proportion of population below the international poverty line, by sex, age, employment status and geographical location (urban/rural)
1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions	1.2.1 Proportion of population living below the national poverty line, by sex and age 1.2.2 Proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

## Report of the Inter-Agency and Expert Group on Sustainable Development Goal Indicators

*Sustainable tourism appears in three goals, namely:*

- Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- Goal 12. Ensure sustainable consumption and production patterns
- Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development

**Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**

8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

8.9.1 Tourism direct GDP as a proportion of total GDP and in growth rate

8.9.2 Number of jobs in tourism industries as a proportion of total jobs and growth rate of jobs, by sex

**Goal 12. Ensure sustainable consumption and production patterns**

12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

12.b.1 Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools

## Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development

14.7 By 2030, increase the economic benefits to small island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism

14.7.1 Sustainable fisheries as a percentage of GDP in small island developing States, least developed countries and all countries

## UN Secretary General launches the Sustainable Development Goal Report 2016

*The Sustainable Development Goals Report 2016* presents an overview of where the world stands relative to the 17 Goals of the 2030 Agenda, supported by multiple charts and infographics.

The database is available at

<http://unstats.un.org/sdgs/indicators/database>

The Sustainable Development Goals Report  
2016





## Measuring the SDG indicator 8.9.1 – Tourism direct GDP

The international recommendation, Tourism Satellite Accounts: Recommended Methodological Framework 2008, was approved by the UN Statistical Commission in 2008 states the following:

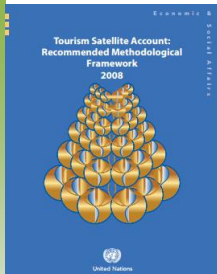
The complete Tourism Satellite Account provides:

- Macroeconomic aggregates that describe the size and the direct economic contribution of tourism, such as tourism direct gross value added (TDGVA) and tourism direct gross domestic product (TDGDP), consistent with similar aggregates for the total economy and for other productive economic activities and functional areas of interest.

## Measuring the SDG indicator 8.9.1 – Tourism direct GDP

- Detailed data on tourism consumption, a more extended concept associated with the activity of visitors as consumers, and a description of how this demand is met by domestic supply and imports, integrated within tables derived from supply and use tables which can be compiled both at current and constant prices;
- Detailed production accounts of the tourism industries, including data on employment, linkages with other productive economic activities and gross fixed capital formation;

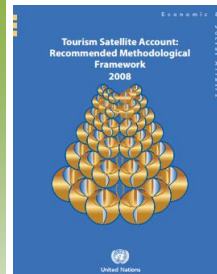
## Measuring the SDG indicator 8.9.1 – Tourism direct GDP



### Chapter 2. The demand perspective: concepts and definitions

A.	Background .....
A.1.	Usual environment .....
A.2.	Vacation homes .....
A.3.	Duration of a trip .....
A.4.	Main purpose of a trip .....
A.5.	Classification of visitors .....
B.	Tourism expenditure and tourism consumption .....
B.1.	Definition and scope of tourism expenditure .....
B.2.	Definition and scope of tourism consumption .....
B.2.1.	Categories of tourism consumption .....
B.3.	Special issues .....
B.3.1.	Tourism consumption as an intermediate consumption of producers (business, Government and non-profit institutions serving households) .....
B.3.2.	Services provided within the household for the benefit of its members .....
B.3.3.	Housing services provided by vacation homes on own account .....
B.3.4.	Tourism single-purpose consumer durables .....
C.	Tourism gross fixed capital formation .....
D.	Tourism collective consumption .....

## Measuring the SDG indicator 8.9.1 – Tourism direct GDP



### Chapter 3. The supply perspective: concepts and definitions

A.	Classification of products and productive activities for tourism .....
A.1.	Products .....
A.2.	Tourism characteristic activities .....
A.3.	Tourism industries .....
B.	Special issues .....
B.1.	Housing services provided by vacation homes on own account and other types of vacation home ownership .....
B.1.1.	Full ownership .....
B.1.2.	Timeshares and other types of innovative vacation home ownership .....
B.2.	Travel agencies, tour operators and other providers of reservation services .....
B.3.	The meetings industry .....
C.	Variables characterizing the tourism industries .....
C.1.	Gross value added .....
C.2.	Employment .....
C.3.	Gross fixed capital formation of the tourism industries .....

### Chapter 4. Tables, accounts and aggregates

A.	Tables and accounts .....
A.1.	General observations .....
A.2.	Classifications used .....
A.3.	Recording reservation services separately .....
A.4.	The treatment of goods .....
A.5.	The tables .....
A.5.1.	Overview .....
A.5.2.	Description .....
B.	Aggregates .....
B.1.	Main aggregates .....
B.1.1.	Internal tourism expenditure and internal tourism consumption .....
B.1.2.	Tourism supply .....
	(a) Gross value added of tourism industries .....
	(b) Tourism direct gross value added .....
	(c) Tourism direct gross domestic product .....
B.2.	Other aggregates .....
B.2.1.	Tourism employment .....
B.2.2.	Tourism gross fixed capital formation .....
B.2.3.	Tourism collective consumption .....
B.2.4.	Total tourism internal demand .....

## Measuring the SDG indicator 8.9.1 – Tourism direct GDP

- Link between economic data and non-monetary information on tourism, such as number of trips (or visits), duration of stay, purpose of trip, modes of transport, etc., which is required to specify the characteristics of the economic variables.



TSA is to support the compilation of the requested 8.9.1 and 8.9.2 indicator of the SDG framework

## Implementation of IRTS and TSA in countries

As part of the global assessment on TSA, the UN Statistics Division sent a request to the English and Spanish speaking countries' National Statistical Offices in June 2016, asking about their experience in implementing the international recommendations on tourism statistics and tourism satellite account. It was requested that the NSOs contact their national counterparts involved in the compilation or dissemination of tourism statistics whenever relevant.

## Implementation of IRTS and TSA in countries

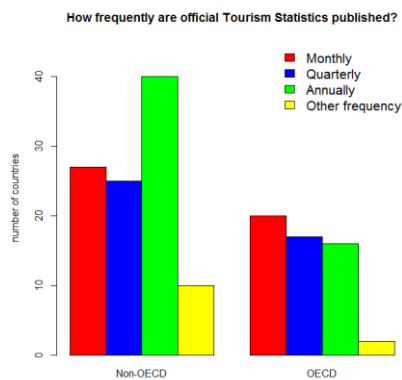
The assessment was designed to follow the structure of the TSA, such as the expenditure on inbound, domestic and outbound tourism, the production accounts and employment in the tourism industries, bearing in mind that it could provide accurate information on the collection status of tourism value added and employment in tourism.

We have received 71 replies (24 OECD and 47 non-OECD).

The next slides show some of the findings from the assessment.

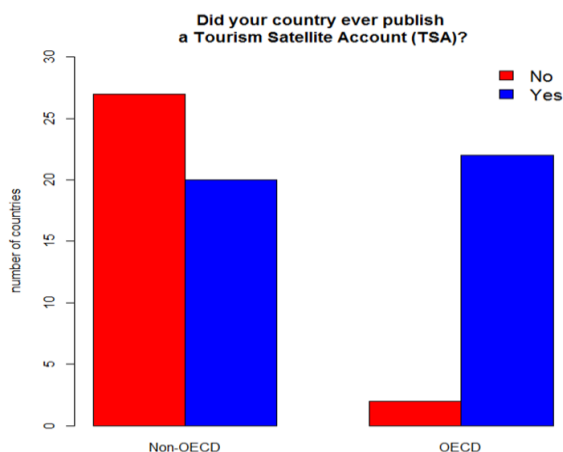
## Implementation of IRTS and TSA in countries

All countries do collect and publish basic tourism statistics on a regular basis (monthly, quarterly, annually)



## Implementation of IRTS and TSA in countries

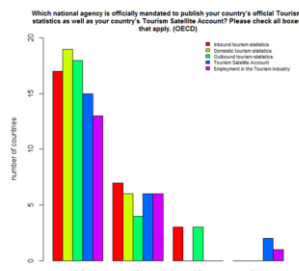
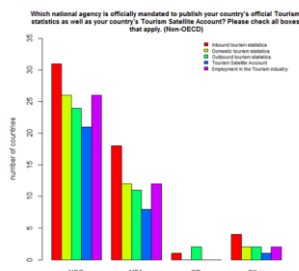
Most of the OECD countries publish TSA  
meanwhile 43 % of the non-OECD countries do so.



## Implementation of IRTS and TSA in countries

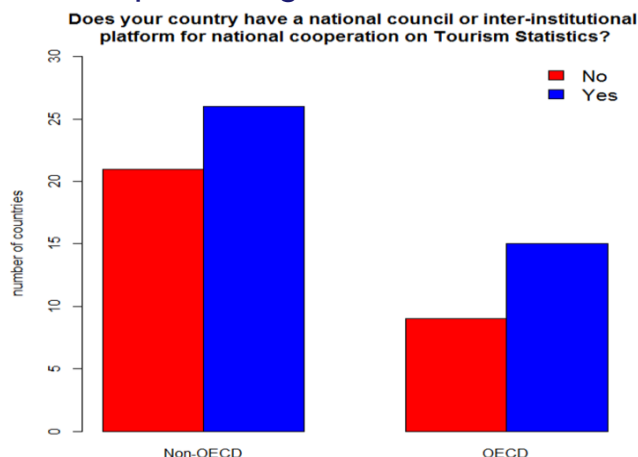
Who are involved in collecting and disseminating basic tourism statistics and tourism satellite accounts in the countries?

- National Statistical Office
- National Tourism Administration
- Local government
- Central Bank



## Implementation of IRTS and TSA in countries

In many countries there is some coordination mechanism in producing tourism statistics

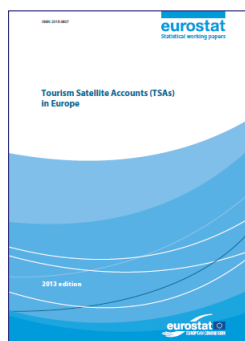


## Implementation of IRTS and TSA in countries

- Implementing the international recommendation for Tourism Satellite Account is very important as it provides the possibility for countries to compile the above mentioned indicators, 8.9.1 and 8.9.2.
- UNSD will support capacity building in this area and is ready to service an Expert Group for the drafting of a Compilation Guide for TSA.
- Eurostat provided such a guide to the EU member states in 2009.



Eurostat also collects TSA data for the member countries -- the latest publication was published in 2013



### Table of Contents

Introduction .....	4
Main findings .....	5
Background and introductory comments on the data .....	6
The demand side: how much do visitors spend? .....	10
The supply side: how much does tourism contribute to the national economy? .....	18
Tourism gross fixed capital formation and collective consumption .....	21
Non-monetary data .....	22
Annex — List of indicators in the questionnaire .....	23
Methodological notes .....	25

### Conclusions:

- TSA is needed to compile SDG indicators 8.9.1 and 8.9.2
- A compilation guide would benefit countries to move forward in compiling a Tourism Satellite Account
- A proposal to prepare a Compilation Guide for TSA will be submitted to the UN Statistical Commission, if the working group agrees
- Expert Group (consisting of country experts and experts from international agencies) will prepare the Guide using existing materials, such the Eurostat manual.



Thank you