



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

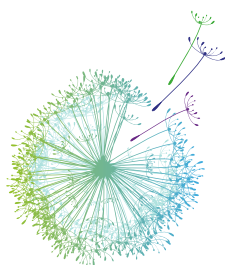


Sixth UNWTO International Conference on **Tourism Statistics**

MEASURING SUSTAINABLE TOURISM

Manila, Philippines, 21 – 24 June 2017

PROGRAMME



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21
JUN

Wednesday

08:30 - 09:00

Registration

09:00 - 10:00

Opening Ceremony

Venue: New Port Performing Arts Theater

- **H.E. Mrs. Wanda Tulfo-Teo**, Secretary, Department of Tourism, Philippines
- **Mr. Pali J. Lehohla**, special envoy of the United Nations Statistical Commission and Statistician-General, Statistics South Africa
- **Mr. Taleb Rifai**, Secretary-General, UNWTO
- **Senate President Aquilino Pimentel III**, Senate of the Philippines

Screening of the International Year of Sustainable Tourism for Development 2017 Video: TRAVEL.ENJOY.RESPECT

Transfer from New Port Performing Arts Theater to Marriott Grand Ballroom

10:00 - 10:30

Ministerial Roundtable

Committing to Measuring Sustainable Tourism (MST)

10:30 - 12:30

Venue: Marriott Grand Ballroom

The Sustainable Development Goals (SDGs) and the International Year of Sustainable Tourism for Development, 2017 constitute a unique opportunity to advance sustainable, inclusive and responsible tourism. The SDGs and national agendas worldwide require a shift towards more integrated policy across economic, social and environmental domains. This, in turn, must be underpinned by more integrated data. Developing a statistical framework to measure sustainable tourism is thus essential in fostering a common understanding for tracking progress and directing policy efforts. Ministers from around the globe will discuss the opportunities and challenges that sustainable tourism brings to their countries, and how the use of more integrated data is supporting them in paving the way towards a more sustainable future.

Moderator: **Ms. Anita Mendiratta**, Strategic Advisor to CNN International for T.A.S.K Group

Introductory remarks by **Mr. Taleb Rifai**, UNWTO Secretary-General

Panel of Ministers

- **H.E. Mr. John Amaratunga**, Minister of Tourism Development and Christian Affairs, Sri Lanka
- **H.E. Mrs. Wanda Tulfo-Teo**, Secretary, Department of Tourism, Philippines
- **H.E. Ms. Kobkam Wattanavrangkul**, Minister of Tourism and Sports, Thailand
- **Mr. Pali J. Lehohla**, Statistician-General, South Africa
- **Ms. Anne Lafortune**, Principal Secretary for Tourism, Ministry of Tourism, Civil, Aviation, Ports and Marine, Seychelles
- **H.E. Mr. I Gde Pitana**, Deputy Minister for International Marketing, Ministry of Tourism, Indonesia
- **Mr. Navitalai Tuivunivai**, Trade Commissioner, Fiji
- **Ms. Young-Shim Dho**, Chairperson, Sustainable Tourism for Eliminating Poverty (STEP)
- **Mr. Mario Hardy**, CEO, Pacific Asia Travel Association (PATA)
- **Mr. Hwang Seong Un**, Director General for International Tourism Policy, Ministry of Culture, Sports and Tourism, Republic of Korea
- **Mr. Dai Bin**, President of China Tourism Academy and Director of the CNTA Tourism Data Center, China
- **Mr. Sérgio Guerreiro**, Director, Knowledge Management & Corporate Affairs, Turismo de Portugal and Representing the European Travel Commission
- **Ms. Beatriz Marco Arce**, Deputy Director for Tourism Intelligence, Spain Tourism Board (Turespaña), Spain
- **Mr. Alain Dupeyras**, Head of Tourism, OECD

12:30 - 14:00

Luncheon hosted by the Philippine Department of Tourism

13:30

Press Conference

Venue: Media Lounge, Marriott Grand Ballroom

15:00 - 17:00

Ministerial Tour of Intramuros, Manila*

14:00 - 15:30

Roundtable of Chief Statisticians

Measuring Sustainable Tourism: Towards a Statistical Framework

This session will present the first draft of the Statistical Framework for Measuring Sustainable Tourism (MST) under development by the Working Group of Experts on Measuring Sustainable Tourism. The framework will support more integrated and more sustainable management of tourism by providing a common language and organizing structure that integrates the economic, environmental and social dimensions of sustainable tourism. In doing so, the framework will support policy and analysis at the global, national and subnational levels. A panel of Chief Statisticians from around the world will comment on this draft and discuss the two conditions for the framework to be truly solution-centred: relevance (whether the framework includes the information required by users) and feasibility (how statistical solutions can be found).

Background document: *Statistical Framework for Measuring Sustainable Tourism*, presented by **Ms. Clara van der Pol**, Programme Coordinator, Statistics, Trends and Policy, UNWTO

Moderator: **Ms. Lisa Grace S. Bersales**, National Statistician, Philippine Statistics Authority

Panel of Chief Statisticians:

- **Mr. Khalid Al Mudhaffar**, Director General of Economic Statistics, National Centre for Statistics, Oman
- **Mr. Zachary Mwangi Chege**, Director General, National Bureau of Statistics, Kenya
- **Ms. Elena Kukharevich**, Deputy Chairman, National Statistical Committee, Belarus
- **Mr. Pali J. Lehohla**, Statistician-General, Statistics South Africa
- **Ms. Titi Kanti Lestari**, Director of Finance, Information Technology, and Tourism Statistics, Statistics Indonesia
- **Mr. Kemueli Naiqama**, Deputy Government Statistician, Bureau of Statistics, Fiji
- **Mr. Kaushal Joshi**, Principal Statistician, Asia Development Bank

15:30 - 15:45

Coffee break

15:45 - 17:15

Session 1. Understanding Needs and Putting Data to Use

Quality statistics are, by definition, data that are fit for purpose. This session will cover some of the main expectations and requirements of data users at international, national and subnational levels and how a statistical framework on MST should cater to these needs.

Moderator: **Mr. Carlos Vogeler**, Executive Director for Member Relations, UNWTO

Panel:

- **Mr. Emad Hassan**, Advisor to the Minister for Green and Sustainable Tourism, Ministry of Tourism, Egypt: "A View on Egypt's Efforts to Develop Sustainable Tourism Indicators"
- **Mr. Sérgio Guerreiro**, Director, Knowledge Management & Corporate Affairs, Turismo de Portugal and Representing the European Travel Commission
- **Ms. Beatriz Marco Arce**, Deputy Director for Tourism Intelligence, Spain Tourism Board (Turespaña), Spain
- **Ms. Jing Liu, Programme Officer**, International Union for Conservation of Nature: "The IUCN Green List of Protected and Conserved Areas: the global standard for protected areas in the 21st century"
- **Mr. Dirk Glaesser**, Director, Sustainable Development of Tourism, UNWTO: "Supporting Sustainable Development through Observatories"
- **Ms. Miriam Cecilia Adame Alcaraz**, Director, Information and Analysis, Secretariat of Tourism of the State of Guanajuato, Mexico
- **Mr. Geoffrey Lipman, Professor**, Victoria University, Australia and Hasselt University Limburg, Belgium: "Relevant Measurement of Travel & Tourism Impacts in a Climate Focused World"

18:30

Departure to the Philippine International Convention Centre for dinner

19:00

Welcome Dinner hosted by the Philippine Department of Tourism

* Pre-registration to host organizer is required.



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Thursday – Friday, 22-23 June: Technical tour for Ministers

22
JUN

Thursday

09:30 - 11:00

Session 2. Linking the Economic and Environmental Measurement of Tourism

The starting foundation of the MST statistical framework is to bridge the economic and environmental dimensions of sustainable tourism by linking two UN statistical standards: the Tourism Satellite Account (TSA) and the System of Environmental Economic Accounting (SEEA). This session will present an overarching technical note and some pioneering pilot studies integrating economic and environmental data for tourism.

Central paper: *Linking TSA and SEEA: A Technical Note*, presented by **Mr. Carl Obst**, UNWTO Consultant

Moderator: **Mr. Karoly Kovacs**, Chief, Statistics of International Trade in Services Section, UNSD

Presentations:

- **Ms. Demi Kotsovos**, Senior Economist, Statistics Canada: "Towards Sustainable Tourism Indicators: Linking the Canadian Tourism Satellite Account 2012 with the Canadian System of Environmental-Economic Accounting"
- **Ms. Artika Devi**, Senior Statistician, National Accounts & Satellite Accounts, Fiji Bureau of Statistics: "Developments towards the Measurement of Sustainable Tourism in Fiji"
- **Mr. Raúl Figueroa Díaz**, Director of Satellite Accounts, INEGI Mexico: "Greening the Tourism Satellite Account"
- **Mr. Faisal Al Saleemi**, Information Department Manager, Tourism Information and Research Center, Saudi Arabia: "Developing Environmental Measures for Tourism"
- **Mr. Florande S. Polistico**, Chief Statistical Specialist Initiatives, Philippine Statistics Authority: "Philippine Tourism Satellite Accounts and Environmental Accounts"

11:00 - 11:15

Coffee break

11:15 - 12:45

Session 3. Employment: a Key Aspect of the Social Dimension of Sustainable Tourism

The MST initiative considers the three dimensions of sustainability (environmental, economic and social). This session will address employment as a key consideration of the social dimension and highlight how these data and the important cultural aspects of tourism may be incorporated to provide an integrated data view.

Central paper: *Employment, Green Jobs and Sustainable Tourism*, presented by **Mr. Igor Chernyshev**, ILO/UNWTO consultant

Moderator: **Mr. Rafael Diez de Medina**, Chief Statistician and Director, Department of Statistics, ILO

Presentations:

- **Mr. Ma yiliang**, Head of Tourism Statistics, CNTA Tourism Data Center and China Tourism Academy, China: "The Measurable Contribution by Tourism to Employment and Poverty Alleviation in China"
- **Ms. Roxana Arguedas**, Information Administration, Instituto Costarricense de Turismo, Costa Rica: "Social Progress Index in Tourism Destinations in Costa Rica"
- **Ms. Chen Xu**, Cardiff Business School: "Linking Tourism Satellite Accounts and Economic Development: The Role of Social, Labour and Capital Accounting"
- **Mr. Vincent Nijs**, Research Project Manager, VisitFlanders (Belgium): "Learnings from 'Resident Attitudes towards Tourism' for Tourism City Management Activities"
- **Mr. Christophe Demunter**, Tourism Statistics Section, European Commission (EUROSTAT): "Tourism Contribution to EU Labour Markets"

12:45 - 14:00

Luncheon hosted by the Philippine Department of Tourism

14:00 - 15:15

Session 4 Part I. Subnational Measurement in the Philippines

Tourism is "seen and felt" at the destination level, with management taking place at this level. At the same time, broader policy direction and resource allocation is often made at the national level, and policy implementation can be the role of intermediate, regional authorities. There is also an overarching demand for global monitoring as reflected in the SDGs. The relevance of information at different spatial scales is a strong rationale for harmonization between data at national, regional and destination levels to facilitate policy coherence and effectiveness.

This Part I will focus on the pioneering work in the Philippines and how it can feed the Statistical Framework for Measuring Sustainable Tourism.

Moderator: **Ms. Maria Cherry Lyn S. Rodolfo**, Consultant in Tourism and Aviation, The Asia Foundation, Philippines

Presentations:

- **Mr. Candido J. Astrologo**, Assistant National Statistician, Philippine Statistics Authority: "Scaling Up the Local Tourism Data Ecosystem of Guimaras"
- **Ms. May Lacao**, Palawan Council for Sustainable Development: "Recreational Services in the Province of Palawan"
- **Ms. Maria Corazon M. Ebarvia**, Project Manager, Partnerships in Environmental Management for the Seas of East Asia (PEMSEA), Quezon City, Philippines: "Assessment of Blue Economy in the East Asian Seas Region"

15:15 - 15:30

Coffee break

15:30 - 17:00

Session 4 Part II. Subnational Measurement in the World

This Part II completes Session 4 to present advances worldwide that highlight the relevance and feasibility of subnational measurement for tourism management. It will also discuss at more technical levels the importance of delineating spatial areas and issues of comparability and coherence.

Moderator: **Mr. Peter Laimer**, Deputy Director, Directorate Spatial Statistics, Statistics Austria and Chair of the UNWTO Committee on Statistics and TSA.

Presentations:

- **Mr. Luo Zhibin**, Deputy Mayor of Zhangjiajie Municipal Government, China: "Establishing China standards of tourism Classification, Solving the tourism statistics problem by using big data"
- **Ms. Mélanie Gauche**, Project manager, Monitoring and Statistics Directorate, Ministry for the Ecological and Solidarity Transition, France: "Measuring Tourism Intensity and its Impact on the Environment at Subnational Level"
- **Ms. Nagore Espinosa**, Coordinator of INRouTe and CEO of in2destination: "Tourism, Territory and Sustainability: A Statistical Insight at Subnational Levels" and **Mr. Raúl Hernández-Martín**, Head of the Chair of Tourism, University of La Laguna: "A pilot study on Measuring Sustainability in Lanzarote, Canary Islands, Spain"
- **Mr. Carlos Carré**, Consultant for Conservation International: "Ecotourism in the San Martín Region (Peru) from an Ecosystem Accounting Perspective"
- **Ms. Jingyan Liu**, Sun Yat-sen University: "A Web-based Regional Tourism Satellite Account Information System"
- **Mr. Carl Obst**, UNWTO Consultant: "Defining Spatial Areas for Measuring Sustainable Tourism"

19:00 - 20:30

Cocktail Reception hosted by new Port Mall, Mega World and Resort World Manila



09:30 - 10:45

Session 5. Producing Data on Sustainable Tourism

The world today produces more data than ever before. Irrespective of who produces this data (National Statistical Institutes, Ministries, private sector, etc.) or by what means (from survey-based, administrative or big data sources), a statistical framework facilitates the production of trustworthy data that answer the questions at hand. It does so by making most effective use of data that are already available, identifying data gaps, promoting coherence and consistency, and helping to focus and prioritize resources for data collection. This session will explore the potential to use various complementary data sources, particularly big data, for the measurement of sustainable tourism and propose approaches to measurement when data are more limited.

Central paper: Tourism Statistics: *Early Adopters of Big Data?* presented by **Mr. Christophe Demunter**, Tourism Statistics Section, European Commission (EUROSTAT).

Moderator: **Mr. John Kester**, Director of Statistics, Trends and Policy, UNWTO and **Mr. Christophe Demunter**, Tourism Statistics Section, European Commission (EUROSTAT).

Panel with brief presentations:

- **Ms. Sarah Mathews**, Head of Destination Marketing APAC, TripAdvisor and PATA Chairperson
- **Mr. Rifa Rufiadi**, Deputy Director for Tourism Statistics, Statistics Indonesia (BPS): "Tourism Statistics based on Mobile Positioning Data"
- **Ms. Ana Moniche** and **Ms. Inmaculada Gallego**, Regional Government of Andalusia and NECsTour: "Data on Sustainable Tourism. The sub-national European Experience"
- **Mr. Aki-Hiro Sato**, Assistant Professor, Kyoto University: "Data Infrastructure for Data Analytic Platforms"
- **Ms. Rochelle Turner**, Research Director, WTTC: "Tracking Global Progress towards Sustainable Development"

10:45 - 11:00

Coffee break

11:00 - 12:00

Session 6. Tourism Indicators for Monitoring the SDGs

The demand for high-quality indicators to monitor progress has been most recently underlined by the adoption of the Sustainable Development Goals (SDGs) and the recognized importance of establishing clear, comparable and measurable indicators of progress towards these goals. There are three SDG targets that relate directly to sustainable tourism: 8.9, 12.b and 14.7. The session will address possible indicators for those three targets and the potential to identify indicators relevant to assessing the tourism contribution in other SDG targets.

Central paper: *Tourism Indicators for Monitoring the SDGs*, presented by **Mr. Peter Laimer**, Deputy Director for Spatial Statistics, Statistics Austria and Chair of the UNWTO Committee on Statistics and TSA

Moderator: **Mr. Sven Kaumanns**, Head of Section, Environmental-Economic Accounts and Sustainable Development Indicators, Federal Statistical Office of Germany

Panel:

- **Ms. Lisa Grace S. Bersales**, National Statistician, Philippine Statistics Authority and co-Chair of the Inter-agency and Expert Group on SDG Indicators
- **Mr. Maxime Verstraete**, Vice President of Sustainability, Hilton Worldwide and Official Partner of the International Year of Sustainable Tourism for Development, 2017
- **Mr. Rafael Diez de Medina**, Chief Statistician, Director Department of Statistics, ILO
- **Mr. Karoly Kovacs**, Chief, Statistics of International Trade in Services Section, UNSD

12:00 - 12:45

Closing ceremony

Conference highlights by the Rapporteur **Mr. Tadayuki Hara**, Associate Professor, University of Central Florida

Adoption of the Manila Call for Action on Measuring Sustainable Tourism:

- **Mr. Márcio Favilla**, Executive Director for Operational Programmes and Institutional Relations, UNWTO
- **Mr. Benito C. Bengzon, Jr**, Undersecretary for Tourism Development Planning, the Philippines
- **Mrs. Lisa Grace S. Bersales**, National Statistician, Philippine Statistics Authority

12:45 - 14:30

14:40 - 17:45

19:00

Luncheon hosted by the Philippine Department of Tourism

Technical Tour to the Walled City of Intramuros

This tour is open to all foreign and local delegates.

Description: Intramuros, or the 'Walled City', was built by the Spaniards, more specifically by Miguel Lopez de Legaspi, in 1571, is situated on the southern bank of river Pasig, and is one of Manila's oldest districts. Although, previously the site served as a large Indianized-Malayan-Islamic settlement, during the 16th century, it was the centre of religious, political and military power, when Philippines were under the control of Spain, and were a Spanish colony. Only the elite Spaniards and Mestizos were allowed accommodation in Intramuros. In fact, during this era, Intramuros was itself regarded as Manila.

Today, this is the only district in Manila that has been successful in retaining a part of the old Spanish-era influences. Present-day developments in Manila have not been able to break into the walls of Intramuros, leaving the old walls, churches and streets of this fortress unscathed and untouched by the winds of modernization. A visit to Intramuros is incomplete without seeing San Agustin Church & Museum, Fort Santiago, Manila Cathedral, Casa Manila Museum and Rizal Shrine.

2:40 p.m. - Assembly at Marriott Grand Ballroom

2:50 p.m. - Depart for Intramuros

5:45 p.m. - Arrival at Marriott Grand Ballroom

Farewell Dinner in Marriott Grand Ballroom hosted by the Philippine Department of Tourism

24 JUN Saturday

Two sets of tour program have been prepared for all delegates to choose. Only 100 delegates can only be accommodated for each tour. The tour will start at 8 a.m. until 5 p.m.

Option 1: Pampanga Adventure Tour

Get ready for a full day of travelling to the city of Pampanga, which is known for the panoramic view of the Mt. Pinatubo and a sizzling experience of the Puning's hotspring sand steam and mud spa. This natural phenomenon was caused by the 1991 volcanic eruption of Mt. Pinatubo and has created a surreal landscape of lahar fields and craggy peaks. This tour provides a stunning landscape of lahar canyons and a 4x4 jeep ride.

07:00 Assembly at Marriott Grand Ballroom

07:10 Leave Marriott (Snacks will be served on board)

10:00 Arrive at Puning Hot Spring - 4X4 Jeep Ride - Swimming at Hot Spring Sand Steam and Mud Pack

20:00 Arrive at Marriott Grand Ballroom

Option 2: Tagaytay Tour

City of Tagaytay is one of the country's most popular tourist destinations because of its outstanding scenery and cooler climate provided by its high altitude. Tagaytay overlooks Taal Lake in Batangas and provides one of the iconic views of the Philippines, the view of Taal Volcano Island in the middle of the lake, viewable from several vantage points in the city.

07:00 Assembly at Marriott Grand Ballroom

07:10 Leave Marriott (Snacks will be served on board)

09:00 Arrive at Taal Vista for Taal Volcano Viewing - Nurture Spa - Iglipang Ginhawa Massage - Interactive Farm Tour Lunch

19:30 Arrive at Marriott Grand Ballroom

