MANILA CALL FOR ACTION ON
MEASURING SUSTAINABLE TOURISM

6th International Conference on
Tourism Statistics

Measuring Sustainable Tourism
21 – 24 June 2017
Manila, Philippines

88 COUNTRIES
1,000 PARTICIPANTS
70 SPEAKERS
9 INTERNATIONAL ORGANIZATIONS
Manila Call for Action

“...collective vision and commitment to collaborate on the further development and implementation of a Measuring Sustainable Tourism (MST) statistical framework.”

22nd UNWTO General Assembly

“The conference has provided us a collective appreciation of the need for a cohesive methodological framework in determining the economic, social, and environmental impacts of tourism.”
Sustainable Tourism

— “Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”*


- Critical step in understanding sustainable tourism policies;
- Equip politicians and decision-makers in tourism, environment and statistics with a better appreciation of tourism statistics;
- Springboard to further the global discussion through pilot studies;
- Aid the discussion on vital policy issues on sustainable tourism; and
- Measure progress in achieving the SDGs.
Chapter 20

Ensuring Ecological Integrity, Clean and Healthy Environment

- Creation of an MST Concept Note
- MST Pilot Study at the National and Sub-National Level
- Continuous conduct of Advocacy Programs on Sustainable Tourism Development