

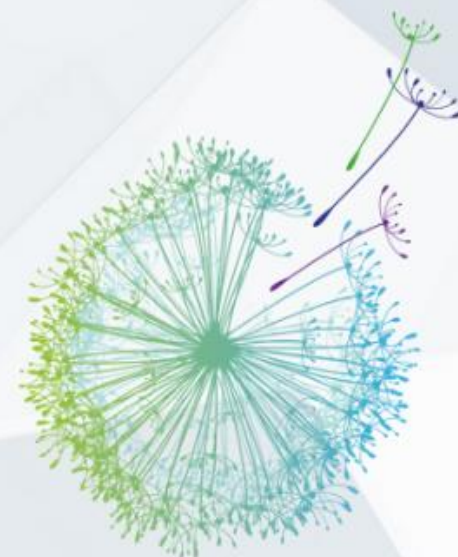
19 October 2017



Fifth Meeting of National and International Tourist Observatories

UNWTO updates on projects and initiatives to measure sustainability in the tourism sector

Dr. Dirk Glaesser
Director
Sustainable Development of Tourism
World Tourism Organization (UNWTO)



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

#IY2017

Sustainable Tourism Milestones



The 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals



The 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals



8.9

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



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, incl. through sustainable management of fisheries, aquaculture and **tourism**



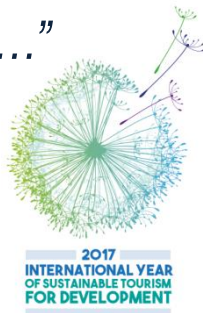


70th Session
of UN General
Assembly
(2015)

The United Nations decides to proclaim 2017 the
International Year of Sustainable Tourism for Development

A/RES/70/193 invites UNWTO to:

“...facilitate the organization and implementation of the International Year in collaboration with Governments, relevant organizations of the United Nations system, other international and regional organizations and other relevant stakeholders...”





Key Areas



Inclusive and sustainable economic growth



Social inclusiveness, employment and poverty reduction



Resource efficiency, environmental protection and climate change



Cultural values, diversity and heritage



Mutual understanding, peace and security



Creating Trust Through Evidence

Clear **Evidence** about the positive and negative impacts of tourism, in order to support decision-makers effectively.

- **Creation of strong foundations** -

Milestones in Measurement

Nice Conference
on the Measurement
of the Economic
Impact of Tourism

IRTS
International
Recommendations
for Tourism Statistics



Measuring
Employment in the
Tourism Industry
UNWTO/ILO



INSTO
Open Consultation
Meeting



**Manila
Conference**
21-24 June 17



RTS
Recommendations
on
Tourism Statistics



Guidebook on Indicators
of Sustainable
Development for
Tourism Destinations



Bali Conference
Tourism - An
Engine for
Employment
Creation



1993 1996 1999 2000 2004 2005 2008 2009 2013 2014 2015 2016 2017

What tourism
managers need
to know



Adoption of TSA
(Tourism Satellite
Accounts)

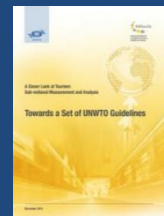


**Iguazú
Conference**
on
The Tourism
Satellite
Account (TSA)

TSA
Update



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



Expert Working Group
Meeting on measuring
sustainable tourism

**Linking SEEA
and TSA** ➔

Manila Call for Action



Manila Call for Action on Measuring Sustainable Tourism

We, the representatives of tourism, economic, environmental and other related administrations, statistical institutes, international and regional organizations, the private sector, the academic and civil society, gathered at the 6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism, organized by the Government of the Philippines and the World Tourism Organization (UNWTO) on 21-24 June 2017 in Manila, the Philippines, and on the occasion of the International Year of Sustainable Tourism for Development, 2017:

1. Acknowledge that sustainable tourism contributes to the three dimensions of sustainable development – economic, social and environmental – and to the 17 Sustainable Development Goals (SDGs) of the universal 2030 Agenda for Sustainable Development, as affirmed by the United Nations (UN) General Assembly when announcing the adoption of the International Year of Sustainable Tourism for Development, 2017;
2. Draw attention to the fact that tourism has become one of the fastest growing and most important economic sectors in the world, benefiting destinations and communities worldwide. With over 12 billion international overnight visitors and many more domestic visitors in 2016, the sector represents an estimated 10% of the world's GDP and 1 in 10 jobs globally. This growth comes with the need to uphold the foundations of prosperity for tourism destinations: the rich natural resources of our planet and its diverse cultural heritage.
3. Recall that sustainable tourism is defined as “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”. Sustainable tourism should thus make optimal use of environmental resources, respect host communities and ensure viable, long-term economic operations so that benefits are equitably distributed among all stakeholders.

6th UNWTO International Conference on Tourism Statistics: **Measuring Sustainable Tourism**

Manila, Philippines, June 21-24, 2017



World Tourism Organization | a specialized Agency of the United Nations

Challenges

- Sustainability = complex and **context sensitive**
- Strong **interlinkages** of the tourism sector with other economic sectors
- The **interaction** between visitors, industry, host communities and the environment reflects complex relationships
- Tourism is a **trust product** with many touchpoints along the value chain, which includes a wide variety for possible improvements
- It is not an end goal but a **process**, which requires continuous engagement

Tourism evolution in Costa Rica



1



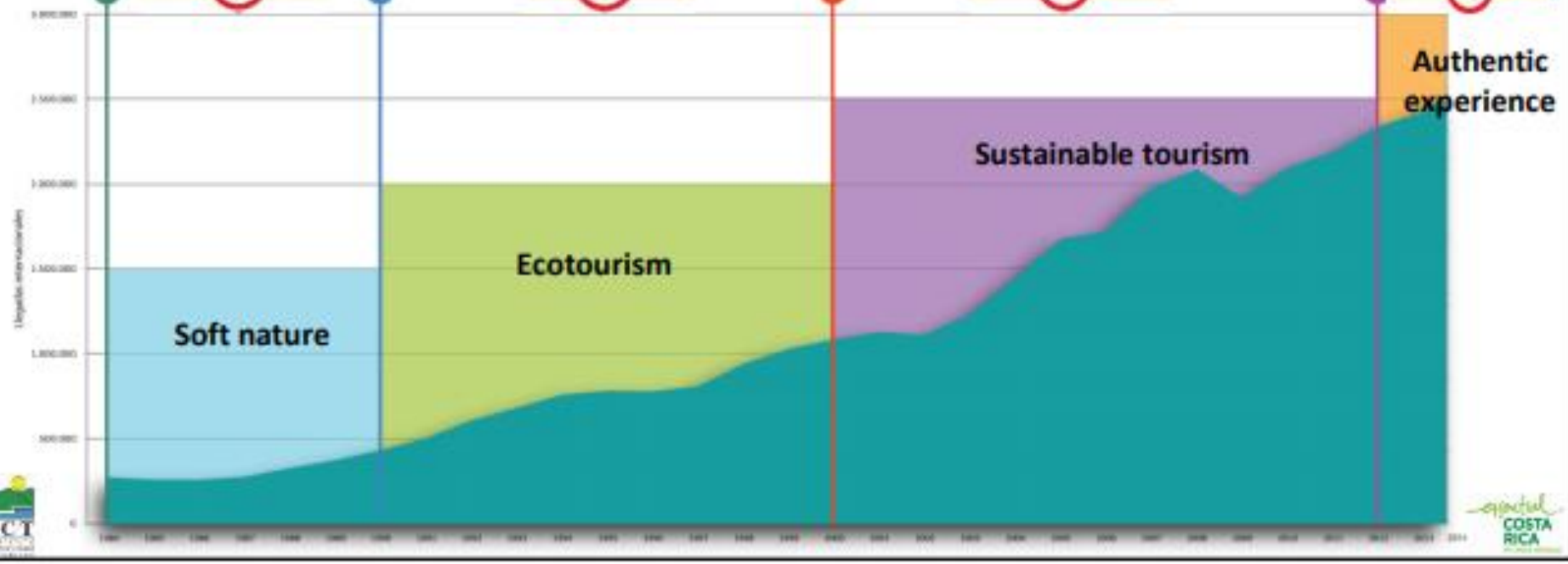
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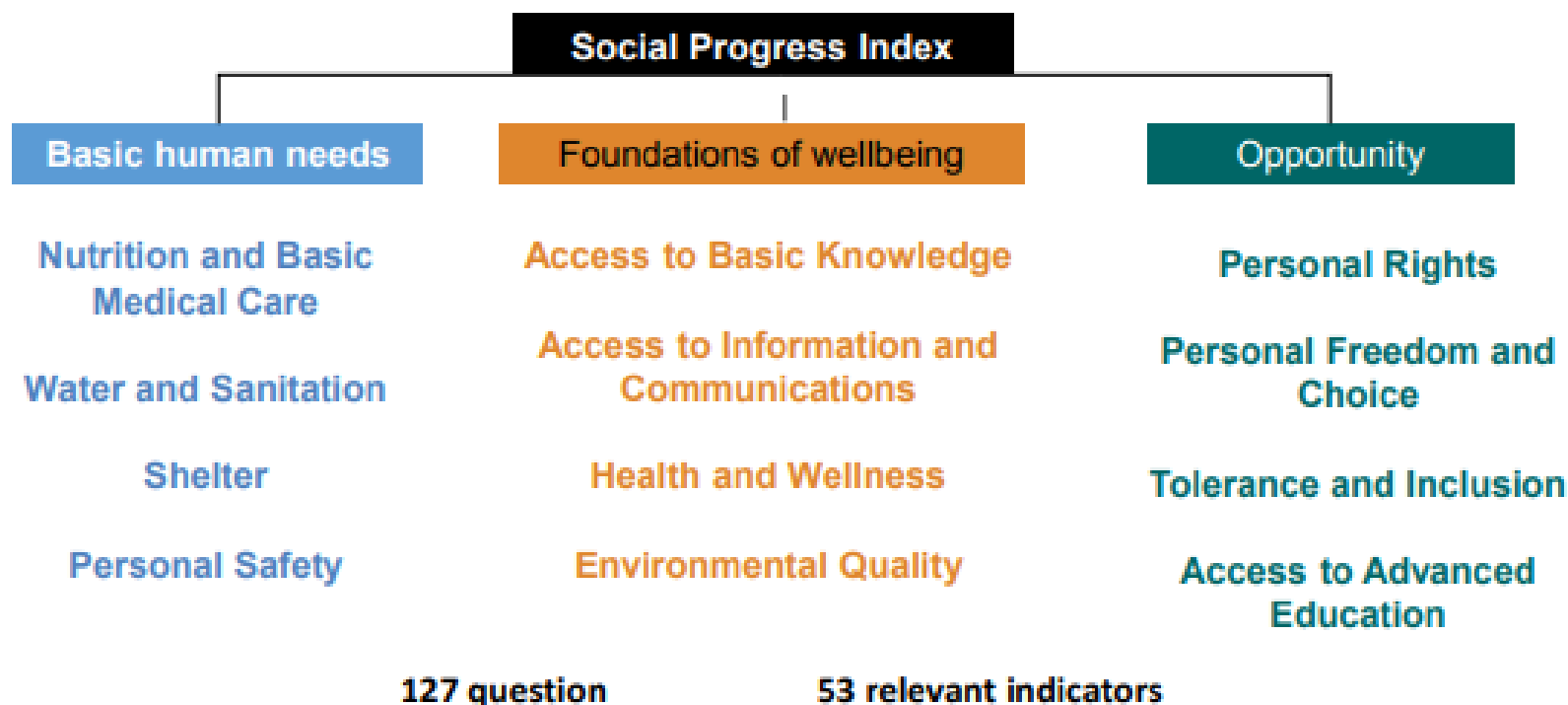
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Characteristics of SPI Model

3 dimensions y 12 thematic components





UNWTOINSTO

World Tourism Organization International Network of Sustainable Tourism Observatories

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A NETWORK OF TOURISM OBSERVATORIES monitoring sustainable tourism AT DESTINATION LEVEL

The UNWTO International Network of Sustainable Tourism Observatories (INSTO) is a network of tourism observatories monitoring the economic, environmental and social impact of the tourism at destination level. The initiative is based on UNWTO's long-standing commitment to support sustainable and resilient growth of the sector through measurement and monitoring, fostering the evidence-based management of tourism

MISSION

INSTO strives to support and connect destinations that are committed to the regular monitoring of economic, environmental and social tourism impacts to unlock the power of evidence-based decision making at destination-level, fostering sustainable tourism practices locally and globally.

VISION

Nurturing a dynamic network of partners that strive together towards creating healthy places for tourists and the host communities, leaving resilient destinations to future generations.



INSTO

Unlocking the power
of sustainability
through meaningful
partnerships

18 Observatories





UNWTOINSTO

World Tourism Organization International Network of Sustainable Tourism Observatories

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← The Aegean Islands Observato... ↗

name

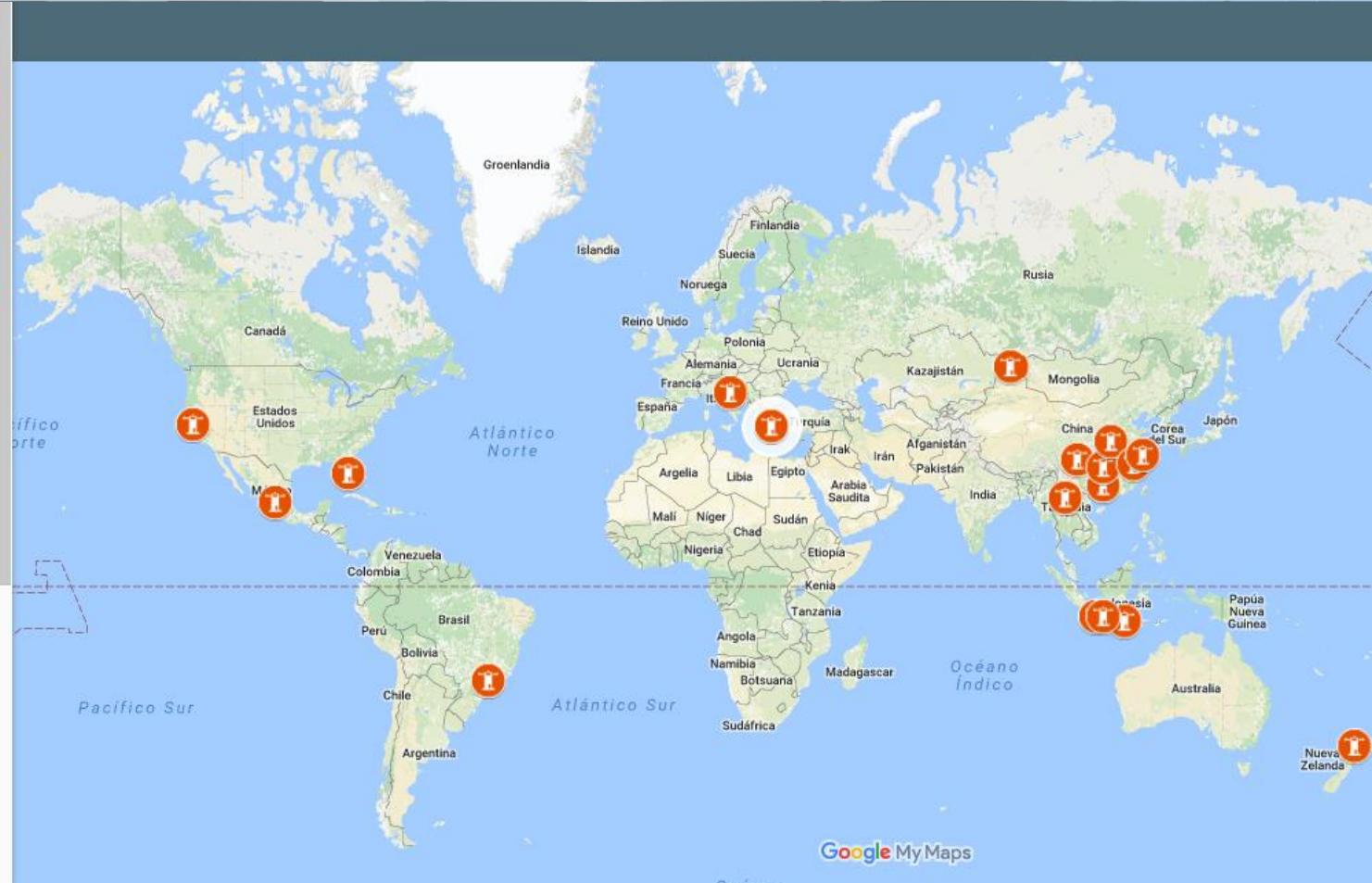
The Aegean Islands Observatory, Greece

description

INSTO Member since 2013

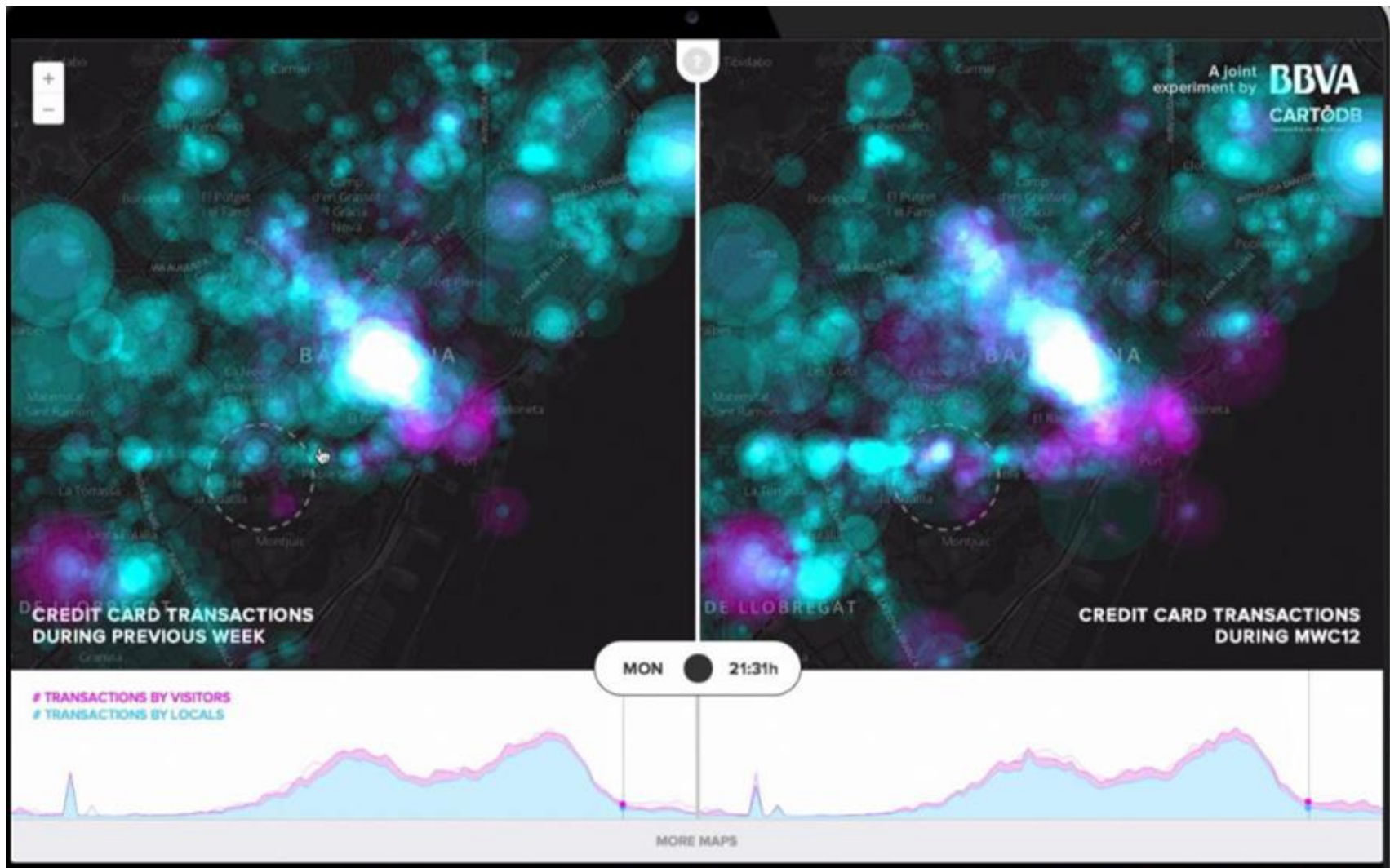
Location: Aegean Islands, Greece

Established by the University of the Aegean in collaboration with UNWTO and with the support of the Ministry of Tourism of Greece, the first Sustainable Tourism Observatory in Europe opened in the Aegean Islands, the main archipelago of Greece, in early 2013. The observatory has several physical sites, one in Rhodes for the South Aegean, another in Chios for the North Aegean, and one at the University of Aegean in Mytilene, on the island of Lesbos.

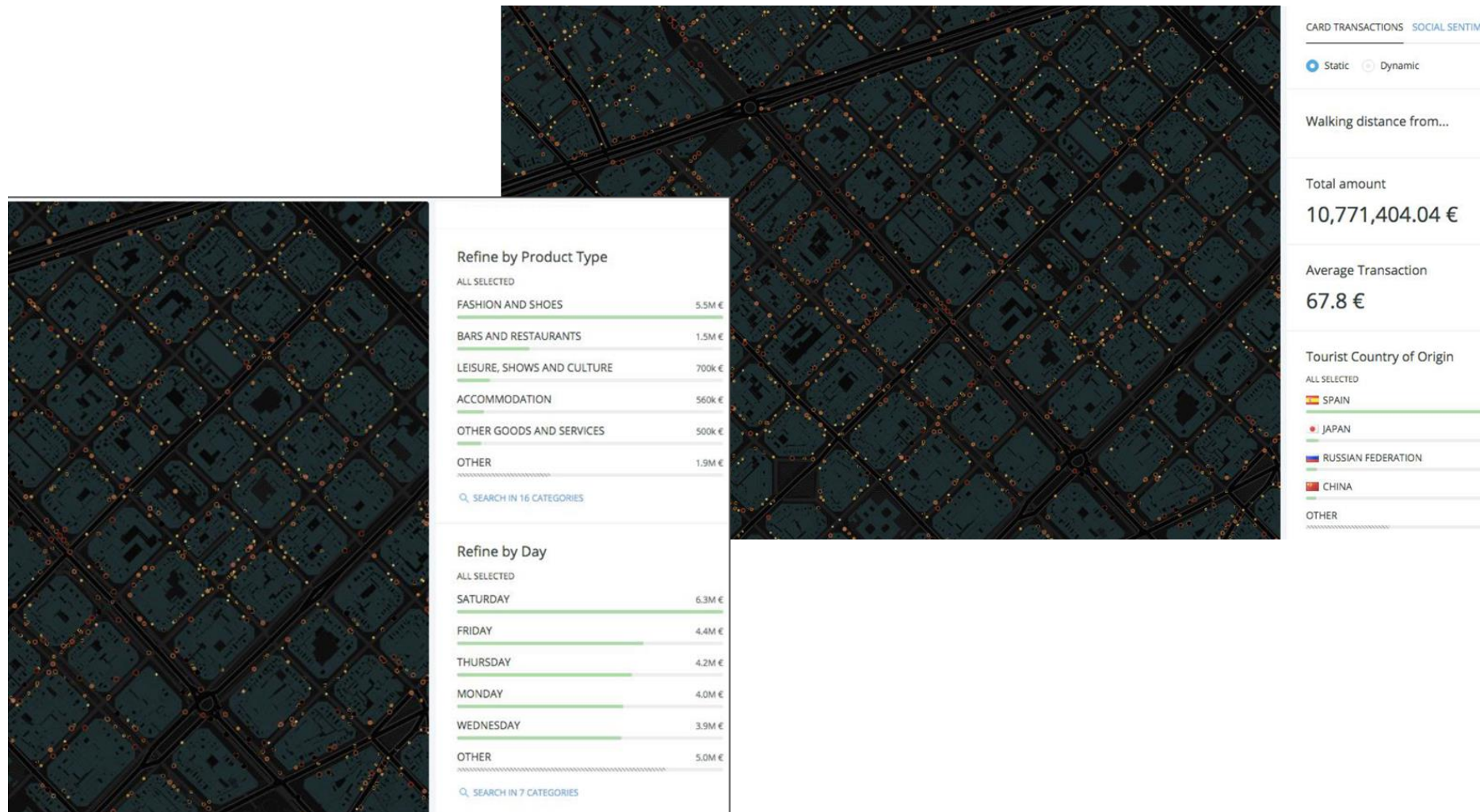


Google My Maps

Tourism and the impact of non-traditional data sources



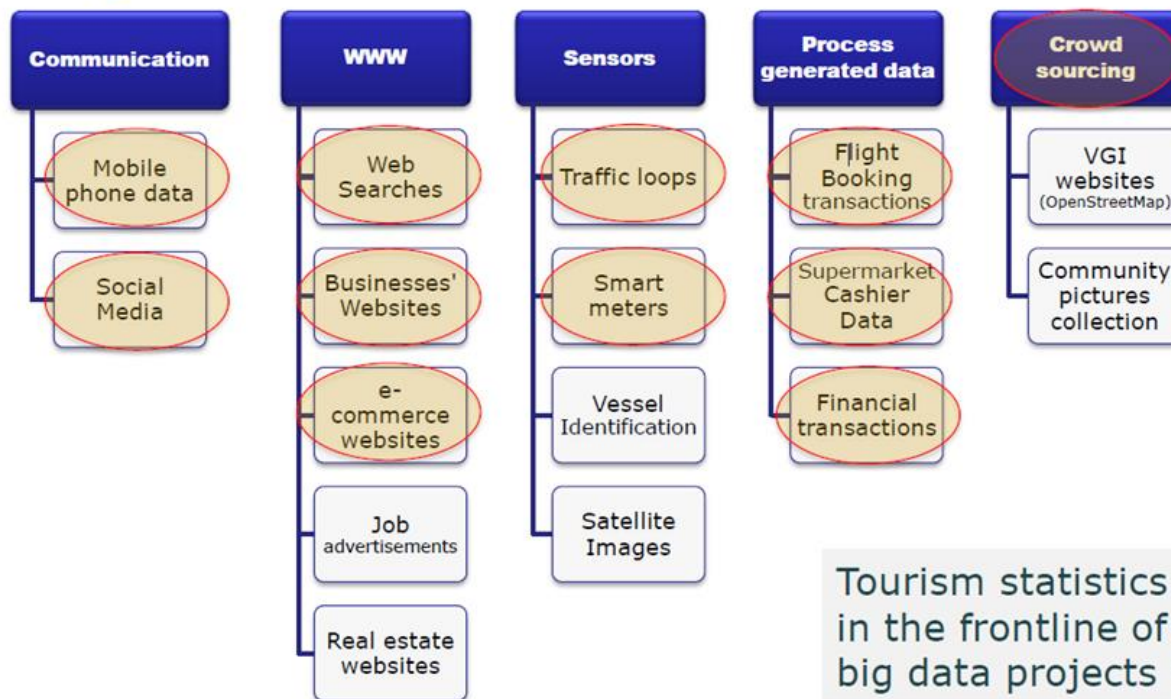
Tourism and the impact of non-traditional data sources



Tourism and the impact of non-traditional data sources



Big data – main sources



Source: Eurostat, 'Big Data: Opportunities and Challenges - Lessons drawn by the Task Force Big Data', C. Demunter, 2017

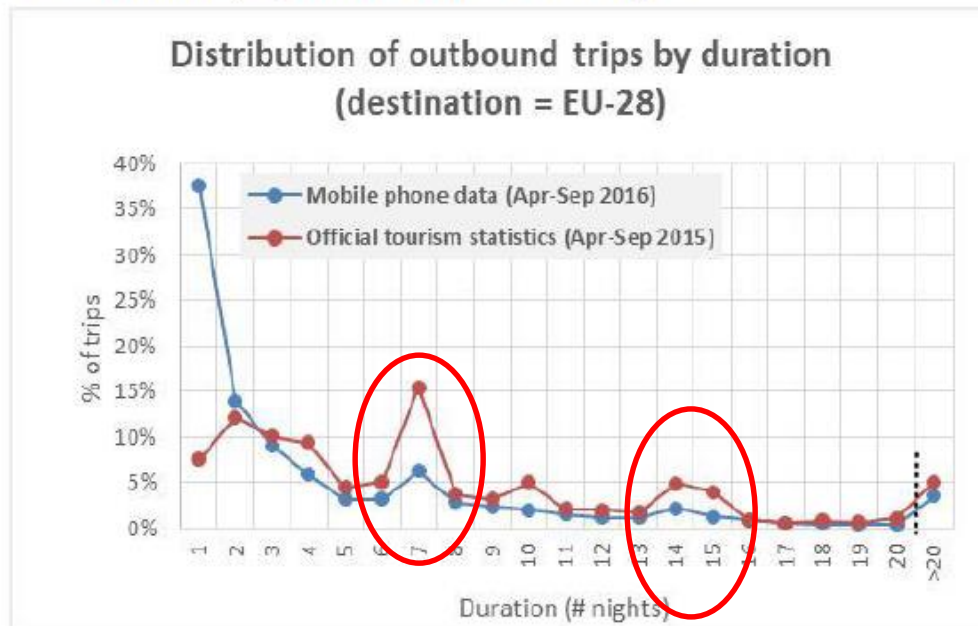


Example: analysis of mobile data in Belgium



i. Outbound trips by duration: comparison

Comparison of the distribution of outbound trips from Belgium to other EU countries, by duration of the trips



Source: Eurostat, 'Big Data: Opportunities and Challenges - Lessons drawn by the Task Force Big Data', C. Demunter, 2017



Some conclusions on using big data

Target: regular data production using big data

- ⇒ *first level*: exploring the feasibility of big data sources as **auxiliary information** for quality checks, calibration, etc.
- ⇒ *second level*: using big data to fill current **data gaps** and to produce experimental '**flash estimates**'
- ⇒ *third level*: using big data to **partially replace** 'traditional' sources/surveys
- ⇒ *fourth level*: **rethinking** in a user-oriented way the system of tourism statistics, taking into account the opportunities offered by integrating big data

Essential conditions:

- ⇒ intensive cooperation (at all levels)
- ⇒ knowledge sharing

Source: Eurostat, 'Big Data: Opportunities and Challenges - Lessons drawn by the Task Force Big Data', C. Demunter, 2017

10-Year Framework of Programmes

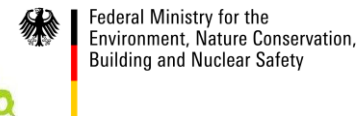


Sustainability Programme: Actors

Lead and Co-leads



Multistakeholder Advisory Committee (22 Members)



And 101 Partners

Vision and Work Programmes

Our vision is for a tourism sector that has globally adopted sustainable consumption and production (SCP) patterns resulting in enhanced environmental and social outcomes and improved economic performance.



Impact Indicators



INDICATORS OF SUCCESS
IMPACT INDICATORS



Impact level	Indicators	Recommended measurements/protocols	Existing scientific basis
4.1 Resource Efficiency	Material use efficiency	<ul style="list-style-type: none"> Material footprint 	IRP
	Waste reduction	<ul style="list-style-type: none"> % recycle rate (3Rs – reduce, reuse, recycle) Waste generation (ton/kilo/cubic meter) 	UNEP IETC; IRP
	Water use efficiency	<ul style="list-style-type: none"> Ratio of scarcity-weighted water footprint per GDP growth Total water withdrawn % reduction in water use 	IRP; LCI; WULCA
	Energy use efficiency	<ul style="list-style-type: none"> Decrease in energy use expressed as kilo-watt hours per year 	
4.2 Environmental Impact	GHG emissions reduction	<ul style="list-style-type: none"> Kg/ton CO2 emissions Kg/ton non-CO2 GHG emissions (as CO2 equivalent) Short term: Global Warming Potential (GWP100) Long term: Global Temperature Change Potential (GTP100) 	IPCC; LCI
	Reduction of air, soil and water pollutants	<ul style="list-style-type: none"> % decrease in nitrogen concentrations per litre of water % decrease in use of agricultural inputs, such as fertilizers, herbicides and pesticides % change in mean annual ambient air quality % decrease of SLCP emissions/fine particulate matter 	CCAC; WHO
	Biodiversity conservation and sustainable land-use	<ul style="list-style-type: none"> % of land under protection/certification schemes % of coastal/marine area under protection/certification schemes Biodiversity loss Safe operating space (target 0.20 ha/person by 2030) Type of land use 	IRP, LCI
4.3 Human Well-being	Gender	<ul style="list-style-type: none"> Average hourly earnings of female and male employees Female and male labour force participation rates 	ILO Decent Work Indicators; UNDP HDI
	Adequate earnings and productive work	<ul style="list-style-type: none"> Minimum wage as a percentage of the median wage Total household income/consumption 	ILO Decent Work Indicators; UNDP HDI
	Reduction of non-communicable diseases/illnesses	<ul style="list-style-type: none"> % relative reduction in the risk of premature mortality from NCDs, such as cardiovascular diseases, cancer, diabetes or chronic respiratory diseases DALYs (Disability-Adjusted Life Years) 	UNDP HDI; LCI; WHO DALYs

Foster Sustainable Behavior

Knowledge about **catalytic factors** which were essential to the successful development and implementation of methods, activities and initiatives.

- **Scalability** -

RESEARCH



Project Report

Innovative Catalysts Boosting Sustainability in the Tourism Sector

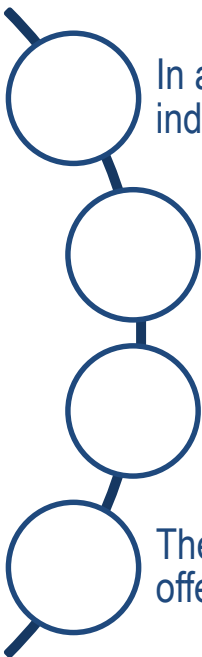
Based on cases and initiatives
from Germany

Elements of catalytic function



Example: Interconnectedness of Actors

The relations of relevant actors of the initiatives with individuals or entire network that can provide relevant stimuli in terms of generating ideas and solutions through a regular exchange of ideas, thereby creating additional spill-over effects.

- 
- In all initiatives, as **strong and broad variety of connections** of the lead with other external individuals and groups could be found.
 - The **type of connection was not so important** but they were extremely diverse
 - There was a very **positive attitude towards networking** and belonged to the regular activities
 - The regular exchange did not only offer to **gain new ideas** and solutions for themselves but also offered immense opportunities to **share the own experience** with the outside world



Example: Communication

The dialogue-oriented and continuous communication with relevant stakeholder groups which proactively identifies and addresses the different needs of the actors and which transfers the vision and objectives of the initiative in a different manner.

- 
- 1 In most of the cases, **much time was invested** especially in the beginning to gather information and knowledge about the experiences and needs of the relevant actors (e.g. in the destination)
 - 2 Based on this, different **lines of argumentation** were usually developed that corresponded with the perspectives of different interest groups
 - 3 The open and proactive dialogue lead to a **common understanding** of the initiative
 - 4 While some initiatives communicated openly about their sustainability efforts, some preferred to indirectly include efforts in the communication about the service and product quality in order to **avoid becoming easy targets for criticism.**

The catalytic function of the tourism sector

Cancun Declaration, December 2016 *Tourism as an Agent of Change*



CBD



Convention on Biological Diversity

Distr.
GENERAL

UNEP/CBD/COP/13/24
6 December 2016

ORIGINAL: ENGLISH

CONFERENCE OF THE PARTIES TO THE
CONVENTION ON BIOLOGICAL DIVERSITY
Thirteenth meeting
Cancun, Mexico, 4-17 December 2016

THE CANCUN DECLARATION ON MAINSTREAMING THE CONSERVATION AND SUSTAINABLE USE OF BIODIVERSITY FOR WELL-BEING

Note by the Executive Secretary

The Executive Secretary is pleased to transmit to the Conference of the Parties the Cancun Declaration, which was adopted by the high-level segment on 3 December 2016.

UNEP/CBD/COP/13/24
Page 2

CANCUN DECLARATION ON MAINSTREAMING THE CONSERVATION AND SUSTAINABLE USE OF BIODIVERSITY FOR WELL-BEING

We, the ministers and other heads of delegation, having met on the occasion of the United Nations Biodiversity Conference, Cancun, Mexico, 2016,¹ on 2 and 3 December 2016,

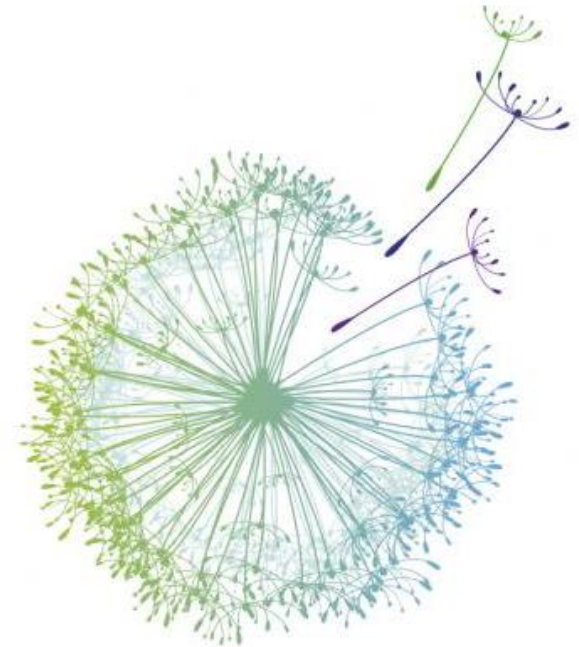
Declare that:

1. It is essential to live in harmony with nature, recognized by some cultures as Mother Earth, as a fundamental condition for the well-being of all life, which depends on the conservation and sustainable use of biodiversity, and the ecosystem services it underpins.
2. Biodiversity offers solutions to the pressing development and societal challenges that the world community is currently facing.
3. We are most concerned by the negative impacts on biodiversity caused by degradation and fragmentation of ecosystems, unsustainable land use changes, overexploitation of natural resources, illegal harvesting and trade of species, introduction of invasive alien species, pollution of air, soil, inland waters and oceans, climate change and desertification.
4. It is necessary to change human development patterns, behaviours, and activities to respect nature.
5. The 2030 Agenda for Sustainable Development and its Sustainable Development Goals, which strongly reflect biodiversity, provide new opportunities to address development challenges in a transformative manner and with a perspective that integrates environmental, economic and social dimensions.
6. Implementation of the United Nations Framework Convention on Climate Change, and the Paris Agreement, adopted at the twenty-first session of its Conference of the Parties, which notes the importance of ensuring the integrity of all ecosystems and the protection of biodiversity when taking action to address climate change, as well as of the Marrakech Action Proclamation adopted in November 2016 at the twenty-second session, can and should also contribute to the implementation of the objectives of the Convention on Biological Diversity, and vice versa.
7. We need to make additional efforts to ensure the effective implementation of the Convention on Biological Diversity, the Strategic Plan for Biodiversity 2011-2020 and its Aichi Biodiversity Targets, and, as applicable, the Cartagena and Nagoya Protocols, and facilitate closer collaboration with other initiatives adopted in international forums related to sustainable development, trade, agriculture, fisheries, forestry and tourism, among other sectors.



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International Year of Sustainable Tourism for Development



2017
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FOR DEVELOPMENT

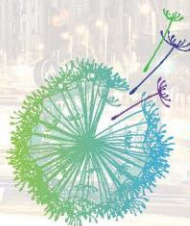


#INSTO2017

<http://insto.unwto.org/evento/2017-global-insto-meeting/>

2017 Global INSTO Meeting

13-14 December. UNWTO Headquarters. Madrid, Spain.



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



SAVE THE DATE!

#INSTO2017

<http://insto.unwto.org/evento/2017-global-insto-meeting/>



Programme Highlights

- Local actions supporting the SDGs
- Catalytic areas in the tourism sector
- The importance of geospatial data in tourism
- Advancing circular economy thinking in tourism

Local / observatory actions supporting the SDGs



First inventory of data sources for INSTO Observatories



Terms of Reference

Advancing Research on Mapping Data Sources in Support of the Work of the UNWTO INSTO Observatories

Background

The UNWTO International Network of Sustainable Tourism Observatories (INSTO) play an increasingly important role in support of the continuous improvement of sustainability and resilience in the tourism sector through systematic, timely and regular monitoring of tourism performance and impact at the destination level and the effective utilization of the of the generated information in designing informed policy decisions at national, regional and local levels.

INSTO Observatories are required to monitor a set of core issue areas in addition to any additional destination-specific issue areas that they want to monitor which are most relevant for their destination. The data for the mandatory as well as destination-specific issue areas is to be collected and analysed regularly. Although it is common in many destinations to collect tourism data on an annual basis, INSTO members are encouraged to aim for higher frequencies wherever possible, relevant and feasible, ideally every two months. Adequately measuring economic, socio-cultural and environmental impact of tourism is key, as well as to fill the present data gap in this area by taking advantage of the emergence of non-traditional solutions and sources of data.

The widespread availability of existing data sources from electronic records, online databases and location data, provides an opportunity for answering some of these questions without the high expense often associated with primary data collection. Within this wealth of information, each source of structured and unstructured data has advantages and disadvantages, which should be considered thoroughly in light of the issues to be monitored and measured, as the validity of the source will be dictated by the quality of the data.

Timely evidence is increasingly critical to driving innovation and supporting decision-making. While such data is essential for a solid measuring and reporting as well as for coherent and effective policies, the abundance and dispersed sources of data and research findings make it difficult for observatories to access and benefit from such information.

Objective of the assignment

With the aim to support the INSTO observatories in this challenge and ensure that available data, findings and opportunities are effectively channeled to benefit their measuring and monitoring activities, the aim of the assignment is to research on relevant publicly available data sources, including new data collection tools and technologies, such as geospatial mapping and monitoring to track social and environmental dimensions, identifying those most relevant for the work of the observatories and cataloguing it in ways that would make data easier for the observatories to use. The ultimate objective is to enable the observatories to access and use the selected data sources for monitoring core issue areas of sustainability.



Advancing circular economy thinking in tourism



Five circular business models

- Circular Supplies
- Resource Recovery
- Product Life Extension
- Sharing Platforms
- Product as a Service

Source: Accenture, 2014

Source: French Ministry of Environment, Energy and Marine Affairs, 2017

Areas of value creation in the circular economy

Lasting Resources



Liquid Markets



Linked Value Chains



Longer Life Cycles



Source: Accenture, 2014



Thank you

Dr. Dirk Glaesser

Director

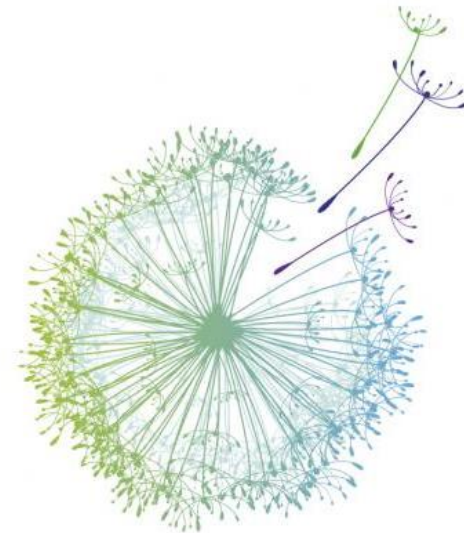
Sustainable Development of Tourism

World Tourism Organization (UNWTO)

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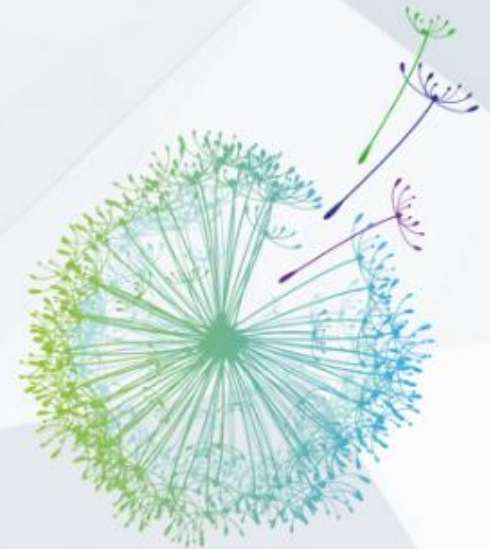
www.unwto.org



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FOR DEVELOPMENT



INTERNATIONAL YEAR 2017



2017
INTERNATIONAL YEAR
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FOR DEVELOPMENT

#IY2017

<http://tourism4development2017.org/>