



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## 6<sup>th</sup> UNWTO International Conference on Tourism Statistics MEASURING SUSTAINABLE TOURISM

Marriott Grand Ballroom, Manila Marriott Hotel  
Newport City, Pasay City  
21 – 23 June 2017

### PRELIMINARY PROGRAMME

#### Wednesday, 21 June

- |               |  |
|---------------|--|
| 08:30 - 09:30 | Registration   |
| 09:30 - 10:30 | <b>OPENING CEREMONY</b><br><br>Guest of Honor<br><br>H.E. Ms. Wanda Corazon Tulfo-Teo, Secretary, Department of Tourism<br>H.E. Mr. Ernesto M. Pernia, Socioeconomic Planning Secretary, Ministry of National Economy of the Philippines<br>Mr. Taleb Rifai, Secretary-General, UNWTO  |
| 10:30- 12:00  | Ministerial Roundtable: Importance of Integrated Data in Tourism Policy Formulation<br><br>Moderator: Mrs. Anita Mendiratta, Special Advisor to the UNWTO Secretary-General<br><br>Panel of Ministers  |
| 12:30 - 14:00 | Luncheon   |
| 14:00 - 15:30 | <b>Session 1. Towards a Statistical Framework for Measuring Sustainable Tourism</b><br><br>The aim of the session is to present the UNWTO/UNSD initiative on Measuring Sustainable Tourism and the relevance of developing an international statistical framework for measuring key aspects of tourism's role in sustainable development, including economic, environmental and social dimensions. |

Central paper: "Statistical Framework for Measuring Sustainable Tourism" presented by Clara van der Pol, Statistics and Tourism Satellite Account, UNWTO (PPT/Doc)

Moderator: Ms. Lisa Grace S. Bersales, National Statistician and Civil Registrar General, Office of the National Statistician (ONS), Philippine Statistics Authority (PSA)

Panel of experts

15:30 – 15:45

Coffee break

15:45 – 17:15

### **Session 2. The voice of data users**

Statistics must be useful for its potential users. Quality statistics is, by definition, data that is fit for use. This session will cover the main expectations and needs that data users at international and national levels are facing and how a statistical framework can cater to this.

Moderator: UNWTO Representative

Presentations:

- International and national users
- Sub-national destinations users
- Private sector and civil society users

20:30 Welcome Dinner

## **Thursday, 22 June**

09:30 - 11:00

### **Session 3. Linking the economic and environmental dimensions of sustainable tourism**

The starting foundation of the MST statistical framework is to bridge the economic and environmental dimensions of sustainable tourism through linking two UN statistical standards: the Tourism Satellite Account (TSA) and the System of Environmental Economic Accounting (SEEA). This session presents the pioneering pilot studies and their progress made on integrating tourism and environmental data for policy, with the first draft of the forthcoming Technical Note on TSA-SEEA offering the umbrella view.

Central paper: TSA/SEEA Technical Note, presented by UNWTO/UNSD (PPT/Doc)

Moderator: (tbc)

Presentations

11:00 - 11:15

Coffee break

11:15 – 12:45

**Session 4. Employment and other aspects of the social dimension of sustainable tourism**

The MST initiative considers the three pillars of sustainability (environmental, economic and social-cultural). This session will address employment as a key consideration of the social and cultural dimension, and how to incorporate into an integrated data view.

Central paper: Measuring employment aspects of sustainable tourism, to be presented by ILO/UNWTO (tbc) (PPT/Doc)

Moderator: (tbc)

Presentations

12:45 - 14:00

Luncheon

14:00 – 17:00

**Session 5. Addressing spatial scales when measuring sustainable tourism**

Tourism is “seen and felt” at the destination level, with management taking place at this level. Often broader policy direction and resource allocation is made at national levels, and policy implementation can be the role of regional authorities. In addition, there are global issues like climate change and the need for international monitoring posed by the SDGs.

This mix of roles at different scales is a strong rationale for harmonization between data at national, regional and destination level to facilitate policy coherence and effectiveness.

This session will discuss the delineation of spatial levels areas as well as the application of ecosystem accounting to sustainable tourism.

Moderator: (tbc)

Panel of experts

**Friday, 23 June**

09:30 - 11:30

**Session 6. Tourism indicators for monitoring the SDGs**

Tourism is explicitly mentioned in 3 SDGs targets: 8.9, 12.b, 14.7. Beyond the indicators already proposed this session will address possible complements to those 3 identified targets and identify the tourism contribution in other relevant SDGs targets.

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

Moderator: (tbc)

Panel of experts

10:30 - 10:45

Coffee break

10:45 - 11:45

**Session 7. Survey-based, administrative and big data sources for sustainable tourism**

This session will explore the potential use of the array of data sources (survey-based, administrative and Big Data sources).

Central paper: An overview of big data and other sources for measuring sustainable tourism, presented by Eurostat, UNSD and UNWTO (tbc)

Moderator: (tbc)

Panel of experts

11:45 - 12:30

**CLOSING CEREMONY**

H.E. Ms. Wanda Corazon Tulfo-Teo, Secretary, Department of Tourism  
Ms. Lisa Grace S. Bersales, National Statistician and Civil Registrar General, Office of the National Statistician (ONS), Philippine Statistics Authority  
UNWTO Representative

Adoption of the Declaration

12:30 - 14:00

Luncheon