

Regional Workshop on Measuring the Sustainability of Tourism in Asia and the Pacific

October 26-29, 2026

Chiba, Japan

1. Background

While tourism is a priority sector in Asia and the Pacific for its revenue- and job-generating potential, countries and communities are often left to deal with the adverse impact of unbalanced tourism, economic overdependence, and environmental pressures. To appropriately balance tourism-related policies in the economic, social, and environmental spheres, there is a need for a comprehensive analysis of data in these broad but interlinked domains.

The Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) provides an integrated approach to assess tourism's economic, environmental, and social dimensions. It provides a coherent structure for organizing data using common concepts, definitions, classifications, and reporting rules. The broad coverage of statistical topics in this framework facilitates discussion of tourism impacts and supports policymaking, including at local and destination level. It provides a consistent and comparable framing for the variety of measures relevant to comprehensively assess the sustainability of tourism. The SF-MST was endorsed by the United Nations Statistics Commission in 2024, at which time Member States also noted the need for capacity building to support its implementation.

The workshop is organized by the United Nations Statistical Institute for Asia and the Pacific (SIAP). It aims to strengthen the capacity of the national statistical systems, in particular national statistical offices and national tourism administrations, to compile tourism-related information in accordance with the SF-MST. As a regional technical training workshop, it will provide a platform for practical learning, peer exchange and discussion on implementation challenges.

2. Workshop objectives

The workshop aims to introduce the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) and to discuss practical approaches for strengthening data support for its implementation. Through a combination of expert presentations, group exercises, and country discussions, participants will be able to:

- Increase knowledge of the SF-MST and related statistical frameworks, including the System of National Accounts and System of Environmental-Economic Accounting;
- Identify data needs, current availability, and existing gaps in measuring the three pillars of sustainability in the context of tourism;
- Assess the consistency of operational definitions in tourism indicators across Asian countries;
- Learn from peer country experiences in applying the statistical framework in national contexts; and
- Develop indicative timelines and practical approaches to address key measurement challenges.

3. Expected outcomes

By the end of the workshop, participants are expected to have a stronger understanding of the SF-MST and related statistical frameworks, a clearer view of national data gaps and institutional challenges, and an initial basis for advancing implementation in their respective countries.

4. Workshop Programme

The four-day workshop will combine technical presentations, practical exercises and country discussions to strengthen understanding of the economic, social and environmental dimensions of tourism sustainability measurement, while also providing an opportunity for peer learning and reflection on national implementation.

Date	Topic
October 26	
10:00 – 10:45	Preliminaries - Welcome messages - Introduction of participants
10:45 – 11:00	Group photo and health break
11:00 – 12:00	Overview of the Statistical Framework for Measuring the Sustainability of Tourism
12:00 – 13:00	Lunch break
13:00 – 15:00	Key features of the statistical framework
15:00 – 15:15	Health break
15:15 – 17:00	Experience of pilot country
October 27	
09:00 – 10:30	Measuring the sustainability of visitor flows and tourism expenditure
10:30 – 10:45	Health break

Date	Topic
10:45 – 12:00	Measuring the economic structure and performance of tourism industries
12:00 – 13:00	Lunch break
13:00 – 15:00	Exercise on measuring the economic dimension of tourism
15:00 – 15:15	Health break
15:15 – 17:00	Measuring tourism investment and government transactions
October 28	
09:00 – 10:30	Introduction to SEEA for tourism
10:30 – 10:45	Health break
10:45 – 12:00	Introduction to SEEA for tourism (continued)
12:00 – 13:00	Lunch break
13:00 – 15:00	Measuring the social dimension
15:00 – 15:15	Health break
15:15 – 17:00	Country presentations
October 29	
09:00 – 10:30	Measuring greenhouse gas (GHG) emissions/solid waste/energy use in tourism activity
10:30 – 10:45	Health break
10:45 – 12:00	Exercise on measuring GHG emissions/solid waste/energy use in tourism activity
12:00 – 13:00	Lunch break
13:00 – 15:00	Measuring connections between tourism and ecosystems
15:00 – 15:15	Health break
15:15 – 16:30	Exercise on implementation timeline
16:30 – 17:00	Way forward and closing session

5. Target participants

The workshop is intended for middle-level technical staff of national statistical offices, national tourism organizations or administrations, and Balance of Payments departments of Central Banks, and other relevant agencies involved in the economic, environmental and social measurement related to tourism.

Nominated participants are expected to be working on tourism statistics/satellite accounts, System of Environmental-Economic Accounts, or other related environmental and social measurements related to the sustainability of tourism. The sessions and workshop exercises will be conducted in English, with no translation or interpretation to other languages.