

2004 Report on Tourism Statistics:

1. History/Context

- a. At the beginning of his tenure and throughout the subsequent four years, the previous Chairman of the Committee introduced the idea and subsequent practice of producing an annual report on Tourism Statistics as a basis for assessing the overall year-over-year progress of the domains of tourism statistics and tourism macroeconomic analysis.
- b. The annual report he developed had the following structure:
 - i. Overview
 - ii. Introduction by WTO
 - iii. Statistical Assessment of ____(year) and Outlook
 - iv. WTO's Statistical Programme
 1. Past year's programme
 2. Forthcoming biennium programme
 - v. Major issues and initiatives
 - vi. Forthcoming publication plans for the Enzo Paci Papers on Measuring the Economic Significance of Tourism.
 - vii. Operation of the Committee
 - viii. General Remarks and Outlook
- c. This report was produced and tabled each of the annual meetings of the Committee and published annually in the Enzo Paci Papers. For these purposes its structure was quite sufficient and the mere fact that it was done and that it was produced on a regular basis was a significant innovation and a positive contribution to the work of the committee and the community of tourism statisticians that follow the Enzo Paci papers in expanding our understanding of the evolution of tourism statistics.

2. New Requirements

- a. However, the Committee in its new form, with its new enlarged mandate and now has greater accountabilities and new reporting requirements. Executive Committee.
 - i. The Executive Council of the WTO in endorsing the Secretary General's proposals for revising the mandate and responsibilities of WTO's Committee on Statistics and Macroeconomic Analysis of Tourism to reflect WTO's status as a UN Specialized Agency has "requested the Secretary General to report to subsequent sessions concerning progress in this area.
 - ii. Communications between meetings - The Secretariat of the Committee is responsible for encouraging communication among its members between. In order to enhance its capacity for action, the Secretariat will consider using electronic or other means in order to make it possible for it to continue to work effectively between meetings.

3. Challenge

These new reporting requirements challenge the Committee and the Secretariat alike us to review and reconsider the current status, structure and distribution of the Annual Report on Tourism Statistics to improve its alignment with the recently emergent communications objectives.

Among other things, there is a need to open and expand the content coverage of the report to include the Committee discussions and suggestions and to formalize the contributions of the delegations and observers to the committee meetings.

4. Invitation

For these reasons the Chairman and the Secretariat invite the views of the Committee on the subjects of restructuring the report and broadening the distribution channel for its dissemination.

5. Proposal

In this perspective the Chairman and the Secretariat submit the following future structure:

- a. Current Global Tourism Situation Analysis (Based on Current Measurement and Analysis Systems and Technologies)
- b. Interim Committee, Task Force and Working Group Meetings
- c. Meetings and Activities of the Inter-Agency Coordination Group on Tourism Statistics
- d. Other Activities of national and international agencies and institutions
Here, for example, we would suggestion a reporting structure something similar to the Canadian report as follows:

1. Tourism Satellite Account, Applications and Extensions
2. Microeconomic Analysis, Research and Development
3. Core Surveys Operations, Research and Development
4. Meta Data, Data Transfer & Data Mining
5. International Cooperation
6. Communications and Knowledge Transfer
7. Other Selected Research Reports

In addition, the report would include links to specific background documents, reports or tables of the Secretariat and the delegations and observers to the Committee meetings, etc

- e. WTO's Statistical Programme
 1. Past year's programme
 2. Forthcoming biennium programme
- f. Suggestions of Committee members and observers to WTO's Statistical Programme of Work and related activities