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“The design of the TSA Manual: initial statement of the challenges and objectives, concept statement and general outline for discussion”

DRAFT PROVISIONAL OUTLINE:
MANUAL FOR TOURISM SATELLITE ACCOUNTS

Volume 1: TSA Compilers Guide: The TSA Producer’s Perspective

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   2.2 Concepts
   2.3 Definitions
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      2.3.3 Visitors
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      2.3.6 Tourism-specific products and activities
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      2.3.13 Tourism employment
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1 Prepared by Scott M. Meis, Past Chairman and UNWTO Consultant
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   4.2 Survey data sources
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   6.6 Deriving tourism GDP
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   6.8 Data quality and reliability
   6.9 Data gaps
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7. TSA Table Development and Production
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   8.2 Distribution of tourism establishments
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   8.4 Indicators and time series
   8.5 Sub-national accounts
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   9.4 Working tables
   9.5 Demand surveys
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10. Conclusion

11. Appendices
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   11.2 References

**Volume 2: TSA Users Guide: The TSA User’s Perspective**

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   3.1. Gross tourism expenditures/output
   3.2. Gross Domestic Product of tourism activities
   3.3. Tourism GDP as a share of GDP of the Total Economy
   3.4. Comparing tourism with other non-tourism industries and activities
   3.5. Comparing tourism with other exports and exporting industries
   3.6. Comparing tourism with other imports and importing industries
   3.7. Employment (number of jobs)
   3.8. Labour income/compensation
   3.9. Productivity
   3.10. Government revenues and taxes
   3.11. Gross Fixed Capital Formation
   3.12. Collective Consumption
4. Describing the internal structure of tourism in the economy
   4.1. The distribution of tourism demand/consumption by product/commodity purchased
      4.1.1. Total demand
      4.1.2. Domestic demand
      4.1.3. International demand
      4.1.4. International imports
   4.2. The distribution of domestic tourism supply
      4.2.1. By product/commodity
      4.2.2. By tourism and non-tourism consumers
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   4.3. The distribution of tourism activity by industry for tourism and non-tourism industries
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      4.3.2. Net income of unincorporated businesses
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      4.3.4. Number of jobs
      4.3.5. Labour compensation per job
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   4.4. Describing changes in the structural facets of the industry

5. Relevance and credibility issues and responses
   5.1. Authoritative endorsement
   5.2. Reference year timeliness and relevance
   5.3. Information conflicts with other sources and instruments
   5.4. Tourism industry and product boundary issues
   5.5. Data quality and reliability
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6. Policy and Decision Applications
   6.1. Government and public relations and advocacy applications
      6.1.1. Exposing, communicating the economic and social significance of tourism
      6.1.2. Exposing the significance of tourism for government macro- and micro-economic policies
      6.1.3. Identifying the need for special policies and program related attention and commitment
      6.1.4. Identifying and specifying the representative constituency of special interests for government-industry and cross-industry organization and coordination initiatives
      6.1.5. Identifying the current situation and state of the industry
      6.1.6. Identifying and specifying industry limitations and barriers to growth
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6.1.8. Common measurable language basis for new policies, laws and standards

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6.2. Industry and association development applications
6.2.1. Identifying and specifying industry stakeholders and common interest groups
6.2.2. Identifying and communicating common interests and core common, concepts, definitions, language.
6.2.3. Facilitating the development of shared industry knowledge, common understandings and joint or collective actions
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6.3. Marketing strategy and program development applications
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6.3.2. Identifying opportunities for non-traditional strategic marketing partnerships
6.3.3. Prioritizing key markets, policies and strategies by overall economic significance
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6.3.5. Strategic risk analysis assessments
6.3.6. Competitive assessments
6.3.7. Identification, specification and correction of key strategic data, information and knowledge gaps
6.3.8. Conceptual framework for leveraging knowledge integration and data mining opportunities (e.g., media analysis)

7. Special Issues and Supplementary Extensions
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7.2. Short term outlook analysis and statistical initiatives
7.3. The Meetings Industry
7.4. Updating classifications of accommodation establishments
7.5. Business administrative records potential
7.6. Sub-national accounts
7.7. Industry medium and long term forecasts
7.8. Second homes
7.9. Time shares
7.10. Private vehicles
7.11. Industry forecasts
7.12. Others?
7.12.1. Government revenues and taxes
7.12.2. Tourism labour accounts
7.12.3. Tourism capital spending
7.12.4. Etc.?
8. Best practices
   8.1. Example communications plans
   8.2. Example descriptions
   8.3. Example brochures
   8.4. Example policy, program, strategy applications/inserts
   8.5. Testimonials
   8.6. Frequently asked questions and responses

9. Conclusion

10. Appendices
    10.1. Glossary
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Volume 3: Educators Guide
(To be determined)
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Volume 4: Reference Materials (Combined?)
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   2. Example working tables
   3. Example surveys
   4. Example calculations
   5. Glossary
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