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Chapter I Introduction

The Tourism Satellite Account (TSA) has become the internationally recognized framework by which to measure tourism activity in an economy. In Canada, the first TSA was developed in 1994 for the reference year 1988. Since then, four more TSA have been completed including the release of the TSA2000 in 2005. The Canadian TSA broadly follows the TSA guidelines adopted by the United Nations Statistical Commission\(^1\), the World Tourism Organization (WTO) and several other international organizations.

This handbook is intended as a guide to how the TSA is compiled. Chapter 2 covers information on the relevant tourism and national accounting concepts and definitions related to the TSA. Chapter 3 provides detailed explanations of the various survey data sources. This is followed in chapter 4 with explanations of how these data are assembled in the Input-Output (IO) accounts.

The methodology of the TSA is examined in chapter 5. This chapter initially covers how the tourism components in IO are identified, separated and further refined in the TSA. The methods used to move this data into the TSA framework are then discussed. Examples and explanations will be based on the work done for the reference year 2000\(^2\). The handbook will cover both the national and provincial/territorial dimensions. Issues of data quality and reliability at various stages of the data flow will also be covered.

Chapter 6 follows with explanations of the tables published in the Canadian TSA (CTSA) and also a comparison of the CTSA with the internationally recommended structures for TSA tables. The concluding chapter will include recommendations for future changes to the CTSA.

The goal of the handbook is to render the TSA and its inner workings as transparent as possible by bringing previous internal documentation into the public realm along side previously published documents and new documentation. By sharing the Canadian practical experiences in development of the TSA, it should benefit other countries and other interested practitioners in the process of developing and understanding TSAs.

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