Towards a “Manual” for Tourism Satellite Accounts (TSAs)

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Committee on Statistics and Macroeconomic Analysis of Tourism
Eighth Meeting
TSA Manual & Discussion

March 27, 2006
Current situation review - Iquazu

- Adoption
- Coverage
- Compliance
- Comparability
### Geographical category

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<th>Geographical category</th>
<th>Sample and questionnaire Distribution</th>
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<td>Arabic and Middle East</td>
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<td><strong>Total</strong></td>
<td><strong>70</strong></td>
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Current situation review (cont’d)

5 issues at Iquazu regarding TSA implementation:

- Conceptual level
  - Are the concepts used identical to the RMF?

- Classifications
  - Internal consistency of statistical classifications?
  - Consistent with national & international standards?

- Implementation
  - Tables consistent with RMF?
  - Reconciliation of supply & demand estimates?

- Communications, application & understanding
  - Protecting the brand
  - Transferring experience to create users benefits and value

- Education & training
  - Creating the legacy - transferring knowledge, techniques & skills
Users’ guidance requirements

Examples:

• Provide clearer definitions and guidelines for the breakdown of tourism consumption by purpose between business and personal travel expenses

• Clearly explain to non-specialists the national accounting concept of final consumption expenditures

• Provide a clear explanation and recommendation on the treatment of purchases of goods

• Provide guidance to harmonize the treatments of employment to increase comparability
WTO 2006-2007 Initiatives

- Research and plan development of a manual for Tourism Satellite Accounts

- Revision of standards:
  - Recommendations on Tourism Statistics
    - Major revision
  - TSA-RMF - Minor update
The TSA manual project

Goals:
• Direct compilers towards improved international comparability
• Improved transparency of TSA development process through examples, references & background information
• Guide users in appropriately applications to policies & decisions on marketing and development
• Aid educators in teaching TSA methodologies
• Provide educators with TSA-based knowledge & insights on tourism economics
The TSA manual project

Audiences:

- Compilers
- Users
- Educators
The TSA manual project

Multi-volume structure:

• Volume 1: Compilation Guide
• Volume 2: User’s Guide and best case application examples
• Volume 3: Curriculum guide & handbook
Models and References

• European Implementation Manual on Tourism Satellite Accounts, Eurostat (N.D.)

• Canadian Tourism Satellite Account Handbook, Statistics Canada (forthcoming, Summer, 2007)


• Tourism Researcher Occupational Standards, Canadian Tourism Human Resource Council, (forthcoming, summer 2007)
B. TOURISM KNOWLEDGE
1. Describe Tourism Terms and Concepts
   B1.2 define terms and concepts related to tourism
d) tourism terms and concepts:
   • Travel
   • Tourism
   • Visitor
   • Domestic tourism
   • International tourism
   • Tourism Expenditure
   • Tourism consumption
The TSA manual project

- All key priorities initiated and sustained
- But limited resources mean choosing emphasis each year ...
  
  ➢ **2006:** Research & Literature review
    - Project specification & planning
    - Initiate organization & constituency consultations
    - Identify partners, sub-project leaders, authors, contributors & reviewers
    - Specify electronic forum & platform requirements
  
  ➢ **2007:** Draft Compilation guide
    - Research, Identify & specify users’ & educators’ requirements
    - Develop electronic platform prototype
    - Initiate drafting User guide
  
  ➢ **2008:** Complete Compilation Guide
    - Complete User’s Guide
    - Draft Educators’ Texts
  
  ➢ **2009:** Deliver and release Compilation Guide
Compilation guide

Tasks:

- Establish supporting organizational structures
- Evaluate and develop data sources and compilation methods
- Assess data quality
- Determine characteristic and connected tourism products and industries
- Derive tourism demand & extract data from available collections
- Derive tourism supply & extract data from available collections
Tasks (cont’d)

• Adjust groupings to improve articulation of demand & supply
• Derive tourism ratios
• Reconcile demand & supply with I-O & SNA
• Compile TSA tables and supplementary accounts;
• Develop & compile linked applications & extensions
• Manage, publish & disseminate results & data
• TSA-based economic impact modelling
• TSA-based indicators & projections
Compilation guide

Scope:
• Purpose – complement TSA-RMF
• Structure -- 10 sections:
  ✓ Introduction
  ✓ TSA conceptual framework
  ✓ Classification structures
  ✓ Data sources & quality
  ✓ Strategic choices & steps
  ✓ Tactical choices & steps
  ✓ Tables
  ✓ Extensions & applications
  ✓ Glossary
  ✓ References
Advisory network

- Purpose - a structure & process for consultation & cooperation
- Broad-based participation but limited & controlled access
  - Extension of the UNWTO Statistics Committee
- Leadership - D. Bederoff, Swedish Tourism Authority
- Supported by UNWTO-Forum Network Participation Agreement
- Network member typology
- Supported by Web-based electronic forum and database
UNWTO Electronic Forum & Data base

- To provide a discussion forum, a platform to exchange opinions, information and documents

- Among technicians of different countries

- Representing national administrations from tourism, statistics offices, Central Banks and other organizations related to tourism statistics and TSA

- Supported by WTO/Araldi partnership agreement
Forum Objectives

- Information and communication
- Exchange of Information
- Discussion tool
- Organizer tool
- Working tool
- Database
- Links
Who Would Be Targeted?

UNWTO members from:

• National Tourism Administration
• Central Statistical Office
• Central Bank
• Tourism Industry
• Technical and subject matter experts - CRITICAL!
• General public
PYRAMID STRUCTURE OF CONTENTS

Hierarchical Content Levels

- Guidelines summary
- Guidelines detailed text
- Examples & best cases
- Regional examples
- Discussion & Comments
- Links to sources and references
- Contacts
1. About UNWTO-TSA FORUM (Public Access)

2. TSA Manuals (restricted)

3. Documents (restricted)

1. Forum (restricted)
   - Discussion Groups
   - Sections by topic
   - Questions & Answers

2. Who's Who

3. Links (public access)
Potential Committee Experts Participation

How Could You Contribute?

• By holding a organization-based guidelines review meetings and electronic fora
  Goal: to make recommendations on possible changes to the content, reach consensus and return comments to the UNWTO

• By individual review of the draft standards (sent by e-mail))
  Goal: to record comments directly in the document and return it to UNWTO

Why? Because your feedback would...

• Provide impartial feedback on draft compilation guidelines
• Help to ensure that sufficient scope is captured and that content is relevant
• Reflect the reality of tourism and national accounting experts and researchers from around the world
Summary of the Process and Progress

1. Project specification and planning

2. Research comparable best cases

3. Research User & Educator requirements for information and guidance (Spring 07)

4. Recruit lead authors & initial network members (Spring 07)

5. Develop prototype texts, templates and thematic hierarchy

6. Lead authors draft compilation guidelines (Summer 07)

7. Call for review, comments, examples and best cases (Fall 07)

8. Validation and revision fora (Winter-Spring-Summer 08)

9. Statistics Commission Endorsement (Spring 09?)
What’s Ahead

Lead author recruitment  
Research users and educators needs  
Forum & database design and development  
Draft guidelines prototype, review & validation  
Full Compilation guidelines drafting  
Full Compilation guidelines review and revision  
Final ratification  
Implementation plan

Spring 2007  
Winter - Spring 2006-07  
Spring - Summer 2007  
Spring 2007  
Summer- Fall 2007  
2008  
Spring 2009  
2009
Conclusion and vision

• Develop a trilogy of TSA Manuals by 2009

• Provide compilers, users & educators with comprehensive transparent documentation

• Methodology, applications & insights will set standards for researchers, statisticians & analysts

• Move international research community further toward fulfilling leading role for national research organizations
Thank you for your interest & attention!

Are there any questions?

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