



Ministry of Culture and Tourism
Government of Indonesia



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World Tourism Organization

with the cooperation of



International Labour Organization



United Nations
Statistics Division



Organisation for Economic
Co-operation and Development

THE FIFTH UNWTO INTERNATIONAL CONFERENCE ON TOURISM STATISTICS Tourism: An Engine for Employment Creation

Bali, Indonesia, 23-26 March 2009

TECHNICAL NOTE (as of 11 March 2008)

A. BACKGROUND

This Conference is the fifth edition of the UNWTO International Conferences on Tourism Statistics that has been held during the last two decades. Over the course of the previous four Conferences in Ottawa (1990), Nice (1999), Vancouver (2001) and Iguazú (2005), the core components of tourism statistics have been defined and established. These have included a number of key concepts, definitions, classifications and indicators which are viewed as the foundation of the System of Tourism Statistics (STS).

The objective of the Bali Conference in 2009 is to present to the Member States the final revision of the 1993 *Recommendations on Tourism Statistics* that will have been presented to the United Nations Statistical Commission (UNSC) in March 2008 for approval. This revision is needed because the Tourism Satellite Account (TSA) has now already expanded beyond the conceptual framework of the 1993 Recommendations. A number of key changes have been introduced to the existing framework of basic tourism statistics, including, among others, a) the relevance given to monetary variables; b) clarifications regarding the measurement of the three forms of tourism focused in common grounds; c) the relevance of supply side data as well as employment statistics; d) the reconciliation between demand and supply; and e) the identification of tourism in the balance of payment.

Since its approval by the UNSC in 2000, the UNWTO Statistics Programme of Work has been structuring its key initiatives in terms of the TSA Project, focusing on the following five areas:

1. Reorientation of technical assistance in terms of capacity building, seeking greater efficiency and institutional support of UNSD as well as other UN system agencies;

2. Establishing the basis of the development of data on employment across the tourism industry and seek to enhance labour quality standards;
3. Evaluating the potential for raising awareness and guidance on the sub-national perspective regarding the development of tourism statistics in order to measure and analyse tourism activity, both at the regional and destination levels;
4. Defending the TSA brand versus other type of initiatives regarding the macroeconomic contribution of tourism;
5. Preparing the dissemination of TSA data as well as defining the technical support to those countries starting the TSA project.

All these initiatives have achieved a reasonable level of development and technicians and researchers now have found it interesting to know about the work done and how is UNWTO considering to move the agenda forward in the next Programme of Work.

National Tourist Authorities will find it interesting (both for policy design purposes and for bringing tourism into the national agenda) as to how these initiatives have been developed. Specifically:

- UNWTO understands that it is absolutely necessary to strengthen NTAs leadership and for that purpose, we consider it urgent to define an ambitious capacity building programme (CBP) that could help provide a selected number of countries with the necessary impulse to enlarge their national STS and the preparation of TSA experimental exercises. This new CBP will span over a period of two years and involve intensive and highly technical training of officials from National Tourism Administrations (NTAs), National Statistical Offices (NSOs), Central Banks (CBs), and Migration Authorities (MAs) through collaboration with a regional hub which would serve as the training and competence centre. We will test this programme in the regions of Europe and Africa (in cooperation with Austria and South Africa, acting as hubs). UNWTO considers that the experience achieved in Africa and Europe should be adapted to other regions around the world;
- ILO and UNWTO are developing an ambitious joint Project in order to provide guidance to countries to start developing employment data in tourism industries, recommendations for measuring quality of employment in tourism as well as international guidelines on best practices for this type of employment;
- UNWTO has committed itself to protect the TSA brand. As recorded in the "Findings and evaluation" of the Fourth International Conference held in Iguazú, "there is increasing misuse of the term TSA, at both national and sub-national levels. As a consequence, there is an increasing need for the TSA brand to be protected. As there is also a consensus that the UNWTO should begin to disseminate TSA data, it is necessary to find the most practical way to request from countries (basically NTAs and CSOs) an assessment of the conformity of their TSA methods to the recommended methodological framework for TSAs (in effect, a brand validation approach)".

These and other initiatives are closely related with UNWTO TSA project and as a consequence, the Conference should highlight the potentials of national TSA projects for different Governments initiatives to be developed by National Tourism Administrations.

Another significant objective of the Bali Conference in 2009 is to devote special attention, during the ministerial segment, to address the issue of quality of employment in tourism. The Conference will focus for the first time at the global level on employment as a key challenge for National Tourism Administrations and the tourism industries. This will certainly demonstrate the benefits of having more and better statistics in the field of tourism in order to lobby for the industry more effectively within National Governments. This issue will be highlighted during the second part of the Conference and its content will focus on the promotion of the ILO decent work agenda in the tourism sector.

UNWTO recognizes that the moment has come for its members to clearly identify the progress made in recent years regarding the improvement and development of tourism statistics and analysis, as well as to foster new initiatives in the near future. It is evident that national TSA projects are an important instrument for NTAs as a means of strengthening the position of tourism in the national agenda and its status within national governments.

B. GENERAL DESIGN

The Conference will be structured in two parts and will last 4 days (Monday to Thursday):

- 2 ½ days (technical sessions): will be under the responsibility of the Statistics Department and its content will be statistical oriented;
- 1 ½ day (ministerial sessions): will be under the responsibility of the Programme and Coordination Unit and its content will focus on the promotion of ILO decent work agenda in tourism industries.

An informal opening of the Conference will take place on the first day and the presentation will be delivered by Mr. Paul Cheung (UN Statistics Division, Director). A formal opening will take place on the third day in the afternoon and will be delivered by UNWTO (SG), ILO (DG) and Indonesia (MT).

The nexus between both parts will be a half day session, chaired by OECD, linking the TSA (both data and project) with the political agenda of National Tourism Administrations (case studies approach).

The Agenda for the first 2 ½ days will move around the following four topics:

- *Developing national Systems of Tourism Statistics*: the basic input will be the presentation of the provisional draft of UNSD / UNWTO Compilation Guide Project for basic statistics –that will be formally presented to the UN Statistical Commission during the March 2010 session-. The Central Paper will be prepared by UNWTO.
- *Employment in the tourism industries*: measuring volume and quality of employment: the basic input will be the different outcomes of the ILO / UNWTO joint project and a significant number of case studies. The Central Paper will be prepared by ILO.

- *Measuring the economic contributions of tourism: from the TSA to alternative modelling techniques*: the basic input will be presented by an academic clarifying the TSA brand vs. other alternatives to measure tourism economic contributions. The Central Paper will be under the responsibility of Mr. Doug Frechtling, George Washington University, USA.
- *TSA data and institutional users*: the basic input will be the OECD research carried out in the last two years. The Central Paper will be prepared by OECD.

The Agenda for the last 1 ½ day will move around adapting the ILO's decent work agenda to employment in the tourism industries. Special references will be addressed to:

- policy issues
- ILO tool kit
- case studies both on the formal economy (regional and national level) and informal economy (local level)
- poverty alleviation (in the context of tourism and the informal economy)
- UNWTO guidelines for fostering quality of employment in the tourism industries

C. ORGANIZATION OF THE TECHNICAL SESSIONS

For the first part of the Conference (technical sessions), a common structure is envisaged:

- The chair will **introduce** the session: 10 minutes
- Presentation of the **Central Paper**: 15 minutes
- **Requested Comments (2)**: 10 minutes each
- The chair will make comments and references to selected **contributed papers**: 10 minutes
- **Discussion**: 30-60 minutes
- **Conclusion** of the session: 5 minutes

The second part (ministerial sessions) will have a different format.

Central papers and requested comments will be included in the publication *Enzo Paci Papers* volume 6 and will be distributed to participants at the Conference. They will be placed on UNWTO website prior to the Conference, as they become available. There will also be complementary and separate publications ("Compilation Guide for basic statistics", "National TSA data and metadata", "Guidelines for promoting statistics in the area of employment and quality of employment in the tourism industries" and "Linking economic measurement of tourism and sustainability").

Contributed papers will also be requested and only the abstracts will be distributed to participants.

After the Conference, the full version of all the papers will be placed on the Conference website.