



Remembrances Souvenirs Memoria

Research
recherche
investigación

May 8, 9 & 10,
2001

Vancouver
British Columbia
Canada

Les 8, 9 et 10
mai, 2001

Vancouver
(Colombie-
Britannique)
Canada

8,9,10 de mayo
de 2001

Vancouver,
Columbia Británica
Canada

Tourism Satellite Accounts:

Credible Numbers for Good Business Decisions

Comptes satellites du tourisme :

Des chiffres fiables pour de bonnes décisions opérationnelles

Cuentas satélite de turismo:

cifras fiables para tomar las decisiones empresariales acertadas

www.canadatourism.com/tsa

CANADIAN
TOURISM
COMMISSION



COMMISSION
CANADIENNE
DU TOURISME



Conclusions and Recommendations of the Vancouver Conference

From this starting point, the Vancouver Conference comes to the following conclusions:

1

RECOGNIZING THAT the TSA is the international standard to measure the direct economic effects of tourism within an economy with that of other industries and with other economies,

Recognizing its usefulness, particularly in the context of increased globalization,

Recognizing that past efforts to develop and implement TSAs have followed multiple approaches,

The Vancouver Conference encourages the development or continued implementation of TSAs, and the harmonization of those already in place with the new international standard.

2

RECOGNIZING THE importance of encouraging countries to develop their TSAs in accordance with the international standard endorsed by the United Nations Statistical Commission,

Recognizing that countries may adapt classifications within the TSA standard to their own national conditions,

Recognizing that the Vancouver Conference served as a valuable forum for interchange of experience and for sharing best practices in relation to data collection methods, and applauding the various individual TSA implementation initiatives reported to the Vancouver Conference,

The Vancouver Conference acknowledges the continuing value of support for training, interchange, knowledge transfer and technical support, to assist countries that are initiating TSAs or which have entered the preliminary stages of development.

3

OBSERVING THAT a TSA provides a rich database, but finding that this information remains largely untapped,

THE VANCOUVER Conference encourages proponents and users of TSAs to explore the possible uses of their existing databases, and to inform decision-makers on the capability and versatility of TSA to undertake analysis for that purpose.

4

RECOGNIZING that government and industry can benefit from additional analytical tools for decision-making,

THE VANCOUVER Conference encourages the development of innovative instruments, such as forecasting and marketing methodologies, cost-benefit and economic impact analysis, and financial performance indicators, which will complement and add to the expert tool box and provide decision-makers with information needed to develop sound strategies and viable proposals.

5

RECOGNIZING that the current state of development and implementation of TSAs is sufficient to support credible economic statements on the contribution that tourism makes to national economies, and enables countries to develop informed policies and national tourism strategies,

THE VANCOUVER Conference looks forward to further development of TSAs as instruments for planning and promotion, and for making sound investment and business decisions.

6

UNDERSTANDING THAT, although tourism is a global industry and makes a substantial contribution to national economies, it nevertheless consists primarily of diffuse, regionally-based, small and medium enterprises whose products and services are experienced at destinations,

THE VANCOUVER Conference acknowledges the requirement to expand the capability of TSAs to support informed regional decision-making on the mix and balance of facilities, products and services to meet tourism needs, and to generate usable, practical information for small and medium tourism businesses.

7

RECOGNIZING that TSAs are part of existing systems of national accounts, and that other satellites are being developed, for example, in environment in Canada, or are being proposed, for example, in transportation,

THE VANCOUVER Conference acknowledges the benefits of improved linkages with a national system's constituent satellite accounts in expanding the variety of information and enabling innovative research to take place.

8

RECOGNIZING that employment is a component of major importance in the economic analysis of tourism,

THE VANCOUVER Conference encourages the development of an employment module as a first extension of the TSA.

9

RECALLING THAT the initial concept of the TSA included the development of physical and non-monetary information related to both tourism demand and supply,

THE VANCOUVER Conference supports the need to expand the current list of these characteristics.

10

HAVING ESTABLISHED that TSAs are the international standard for the measurement of the economic significance of tourism in the foreseeable future, and recognizing the need to educate the next generation of analysts and tourism leaders in the use and interpretation of TSAs,

THE VANCOUVER Conference calls upon educators and communicators to inform themselves of the concepts, methods, and uses associated with TSAs, and to train and inform leaders in the effective use of TSAs and the benefits that may thus be derived.

11

OBSERVING THAT the conference Web site was a valuable international platform for posting papers and fostering discussion related to issues and advances in tourism satellite accounting,

THE VANCOUVER Conference recommends that conference partners identify a mechanism to continue and enhance this electronic forum for knowledge and information transfer and exchange of ideas among TSA proponents and other interested parties.

Vote of Thanks

Finally, delegates to the Vancouver Conference congratulate Canada for its work in the field of Tourism Satellite Accounts. They express deep appreciation to the Canadian Tourism Commission, the World Tourism Organization, Statistics Canada, Instituto de Estudios Turísticos, the International Centre of Studies in the Tourist Economy (CISET), and Tourism Toronto, for the thoughtful and efficient organization of this conference, and sincerely thank their hosts in British Columbia for the excellent hospitality and for providing the spectacular environment of Canada's West Coast in which to conduct this important work.

MAY 10, 2001
VANCOUVER