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TOURISM: AN ENGINE FOR EMPLOYMENT CREATION  
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## CLARIFYING AND EXTENDING THE TSA BRAND

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By Dr. Douglas C. Frechtling,  
The George Washington University,  
Bali, Indonesia,  
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## The Tourism Satellite Account Is a Unique Contribution to Tourism Economic Analysis

- United Nations approved documents: *2008 Tourism Satellite Account: Recommended Methodological Framework* and *2008 International Recommendations for Tourism Statistics*
- Tourism = visitors away from usual environment
- Satellite = to the *System of National Accounts 1993*
- Account = set of tables recording transactions, sources and uses of resources by institutional units
- No other methodology so accurately describes the contribution of tourism to national economies

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## Product Brands and Branding

- A “brand” is a set of associations linked to a name or symbol associated with a product
- A brand is much like a reputation
- “Brand positioning” is result of efforts to link a product to a valued user goal
- Users have very high expectations of global brands: they expect them to consistently deliver superior quality

## The TSA is a Global Brand

- Viewed as measure of tourism impact: internationally-endorsed, legitimate, trustworthy
- Differentiated by its innovative approach to measuring the direct economic contribution of tourism
- Its unique development
  - Satellite to *System of National Accounts 1993*
  - Continuous involvement of respected authorities
  - Formative and summative documents approved by the UN Statistical Commission
  - Outcomes presented at major international conferences

## **TSA Brand Is Now Threatened**

- **By misrepresentation**
  - In academic papers and presentations
  - Ignoring concepts, principles and definitions
  - Attributing features to TSA that do not apply
- **By misappropriation**
  - By consultancies and academic authors
  - Presenting unauthorized “simulated TSAs”
  - Exaggerating tourism economic contributions

## **Distinguishing the TSA from Imitations**

- Observes UNWTO definitions
- Elaborates eight interconnected accounts
- Limited to direct economic contributions
- Measures ten Tourism Characteristic Products
- Presents four main macroeconomic aggregates and one employment account
  - Internal Tourism Expenditure
  - Internal Tourism Consumption
  - Tourism Direct Gross Value Added
  - Tourism Gross Domestic Product
  - Employment in the Tourism Industries

## **Critical Differences**

- **Tourism Satellite Account is predominantly an exhaustively detailed accounting system incorporating standard definitions**
- **Other economic impact estimation systems are models and simulations differing in definitions, coverage and outputs**

## **Extending the TSA Brand to Subnational Areas**

- **Presentations at International Tourism Conference on Knowledge as a Value Advantage for Tourist Destinations, Malaga, October 2008**
- **Consensus recommendations**
  - **Only for countries that have developed a TSA**
  - **Employ predominantly account information**
  - **Produce estimates of four macroeconomic aggregates**
  - **Generates five TSA tables**
  - **Presents employment in the Tourism Industries plus workforce and employment quality data**
- **Recommend “experimental TSA” for regions in countries without TSA experience**

### **Protecting the TSA Brand = UNWTO Responsibility**



- **Announce the TSA brand as defined and supported by respected international organizations**
- **Develop a branding phrase, e.g., "TSA: The Tourism Impact Account"**
- **TSA Board of Approval to grant TSA brand status**
- **UNWTO-sponsored training seminars and workshops**
- **Annual meeting to share experiences and encourage brand building**
- **Free online tutorial delivered over the Internet on TSA basics**
- **Aggressive tactics against those appropriating the TSA brand without observing its concepts, principles and definitions**

### **Desired Outcomes**



- **TSA brand appears only on approved elaboration is of the Tourism Satellite Account**
- **Tourism Satellite Account grows as the world's internationally esteemed standard for measuring the direct economic contributions of tourism**