

"TSA and complementary analytical tools for decision making both at national and sub-national levels"

Reporting Japan's progress, assessment and challenges

Session V: Measuring the Economic Contributions of Tourism: from the TSA to Alternative Modeling Techniques 16:00-17:30 31-March-2009

Tadayuki (Tad) Hara, PhD
Advisory Committee Member for International Trends
Research on Tourism Statistics

Japan Tourism Agency







The Keynote Message

- "Clarifying and Extending the TSA Brand" by Dr. Doug Frechtling
 - Misrepresentation
 - Overstated "Panacea" of CGE (self-claimed)
 - Mixed up with generic I-O/SAM based impact modeling framework
 - Misappropriation
 - Wrong assertion about simulated TSA
 - TSA accounts, Not models tourism activities
 - Easy modeling exaggerates "estimates" of tourism
 - Tourism offices versus National Statistics Offices







Sub-national TSA guidelines at **UNWTO Malaga (in the Keynote)**

Summary of the Keynote points...

- 1. Must have national TSA established
- 2. Employ account information
- 3. Incorporate ten tourism characteristic products and industries
- 4. Produce Internal Tourism Expenditure, Internal Tourism Consumption, Tourism Gross Regional Product, and Tourism **Employment**
- 5. Generates five of the TSA tables (4,5,6,7,10)
- 6. Generate Internal Tourism Consumption, GVA of tourism industry, Tourism Direct GVA, Tourism Gross Regional Product







Using the Keynote as benchmark to assess Japanese efforts

- 1: "Must have national TSA established"
 - Japanese (Ministry of Land, Infrastructure, Transport: MLIT) has made annual tourism research since 2000 in conformity with TSA guidelines.
 - 7th version (year 2006) has
 - Tourism GDP, Tourism Employment, internal tourism consumption, pre/during/post tourism expenditures by day trip, overnight trip, outbound
 - Derived from on 59 sectors national I-O, 6,600 samples for tourism expenditures







Using the Keynote as benchmark to assess Japanese efforts

- 1: "Must have national TSA established" V, YES
 - Why not many people knew about it?
 - Published in Japanese only, no internet dissemination
 - Strength in Japan
 - All 47 sub-regions have I-O tables
 - Tens of regional cities publish their own I-O tables
 - In all, approximately 100 I-O tables exist in Japan
 - National TSA Not in complete format yet
 - Ex: lack of Table 6, 10 etc







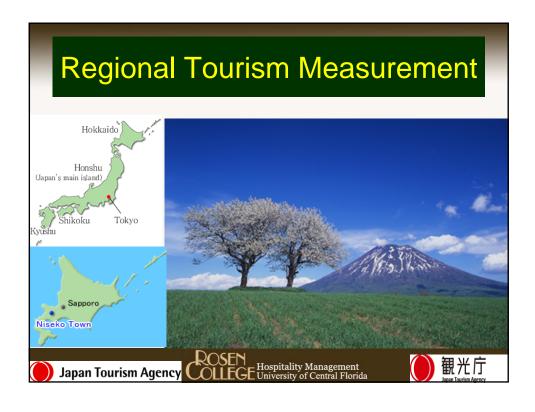
Regional Tourism Data in Japan

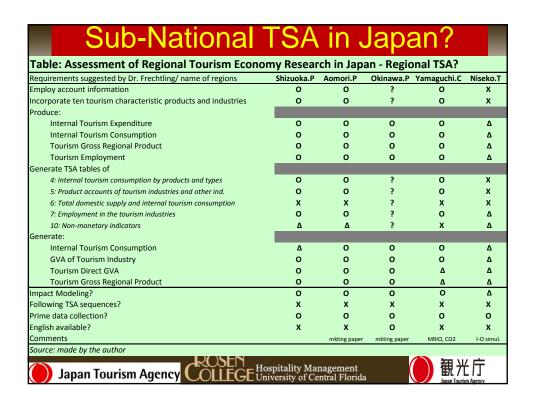
- Some sub-national regions claim their development of tourism industry statistics
 - Some mention "TSA-based data"
 - Did they develop sub-national TSA?
- Using the keynote components as checklist, we will evaluate them regarding how close they are to the perfect definition of "Sub-national TSA" by criteria of Dr. Frechtling











Sub-National TSAs in Japan

ASSESSMENT (subjective one by author, not by JTA)

- Thanks to advanced I-O infrastructure, researchers are familiar with I-O based modeling for decades in Japan
- Researcher learn how TSAs are made, and calculate key data along the TSA guidelines (such as Tourism GRP, GVA)
 - But not shown in TSA complied format yet

観光庁

 Prime data collections appear to be wellstructured





High level Interests in TSAs

- UNWTO Regional Support Office and Japan Tourism Agency sponsored 2nd International Symposium on Tourism Economy (TSA) on 3/10/2009
- 250+ participants came to learn about TSA and sub-national TSA (Mr. Stanley Fleetwood)
 - Underscores needs for technical workshop?
- I predict additional specific knowledge on TSA will enable sub-national municipalities to generate SN-TSA in near future







Challenges for Japan

- Many capable I-O modelers →They may be tempted to run model to generate "simulated TSA"
 - Needs good technical guidance on TSA as accounting tool, not as another modeling technique
- **Better Dissemination**
 - In English, at more conference, more publications, usage of internet to exchange ideas with global researchers
- Reason for Hope
 - JTA was established in October 2008

Thank you very much. Tad Hara, on behalf of JTA







