



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

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TSA Manual & Discussion

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Current situation review - Iquazu



- Adoption
- Coverage
- Compliance
- Comparability

Current situation review (cont'd)



Geographical category	Sample and questionnaire Distribution		
	TSA projects	Sent	Received
North America	2	2	1
Other American countries	18	17	4
Europe	26	26	19
Asia and the Pacific	12	11	8
Africa	9	6	-
Arabic and Middle East	4	4	3
Total	70	65	35

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



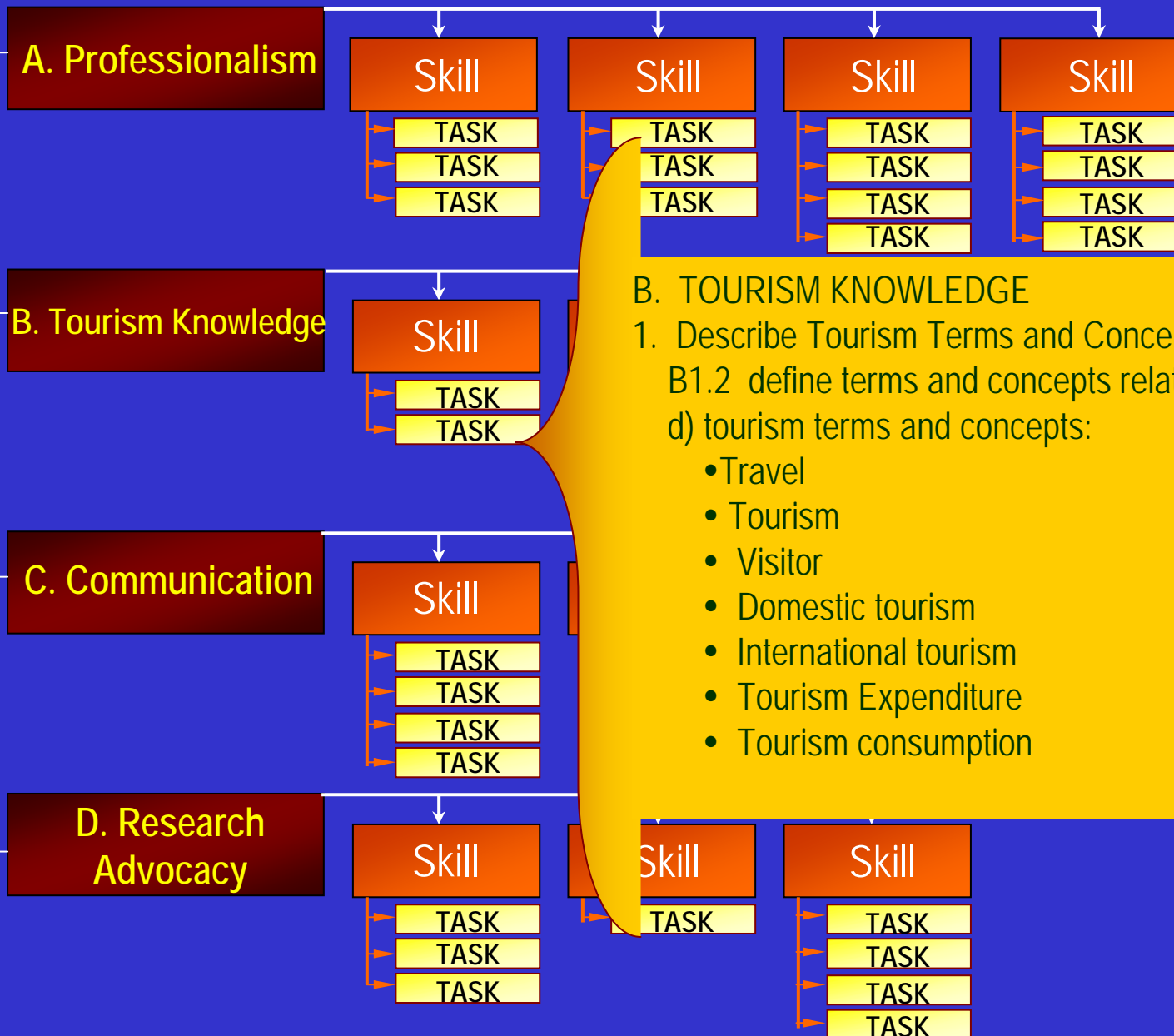
- *European Implementation Manual on Tourism Satellite Accounts*, Eurostat (N.D.)
- *Canadian Tourism Satellite Account Handbook*, Statistics Canada (forthcoming, Summer, 2007)
- *Handbook on Non-profit Institutions in the System of National Accounts*, United Nations (2002)
- *Handbook of National Accounting: Public Sector Accounts*, United Nations (1998)
- *Balance of Payments Manual, Compilation Guide and Textbook*, IMF (1995)
- *A User Guide to the Canadian System of National Accounts*, Statistics Canada (1989)
- *Tourism Researcher Occupational Standards*, Canadian Tourism Human Resource Council, (forthcoming, summer 2007)

Scope of Job Analysis



Tourism Research

Level of Specificity



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

Compilation guide



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 data base

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

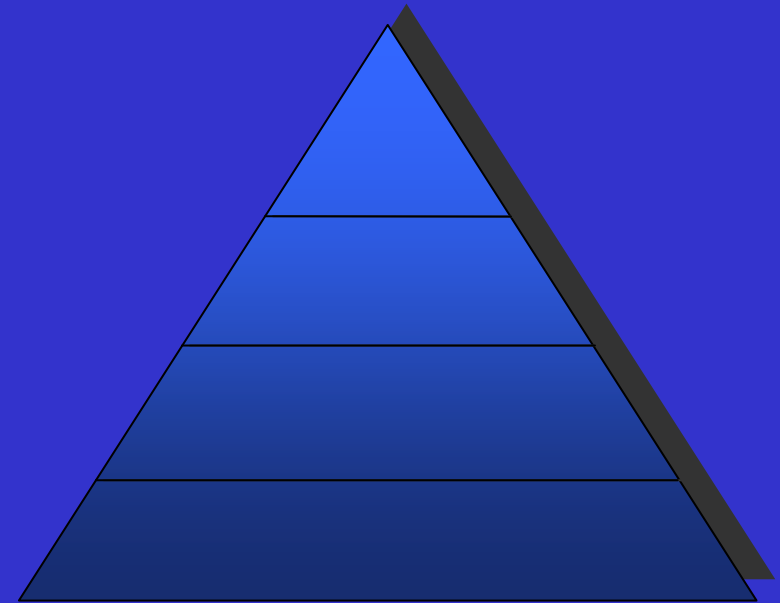
PYRAMID STRUCTURE OF CONTENTS



Hierarchical Content Levels

❖ *Guidelines summary*

- ✓ Guidelines detailed text
- Examples & best cases
- Regional examples
- Discussion & Comments
- Links to sources and references
- Contacts



Menu Items



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 ← **Review**
- 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	Spring 2007
Research users and educators needs	Winter - Spring 2006-07
Forum & database design and development	Spring – Summer 2007
Draft guidelines prototype, review & validation	Spring 2007
Full Compilation guidelines drafting	Summer- Fall 2007
Full Compilation guidelines review and revision	2008
Final ratification	Spring 2009
Implementation plan	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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