

Capacity Building Program

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Steps to developing a TSA

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What is a TSA

- A TSA is a specific way of responding to the need for an economic measurement of tourism.
- Within a TSA perspective, measurement takes place within a framework of **internal consistency** of data concerning directly tourism, and within an **extended consistency** with other existing macroeconomic indicators of the economy of reference.
- Both consistencies are provided by the national accounts of the country, elaborated with reference to SNA1993= those which include reconciled supply and use tables.



To outsource or not to outsource the setting up or some phases of the elaboration of a TSA

- Outsourcing is now broadly used by Public Administrations looking for efficiency and fast delivery of products
- Many countries, in order to obtain rapidly results that can be shown, or because they think they are not able of doing a good job by themselves, tend to outsource the whole process or part of it (for instance the inventory);
- This is not recommended;
- It is necessary to go through a learning process, that involves necessarily making errors and being (apparently) inefficient:
 - the only way of being able to appropriate the process and its results;
 - this is also part of the “product” to be obtained and getting “experience” should be valued as an output of the process;



Steps for developing of a TSA

1. Understanding the specificities of the TSA framework and proposed tables;
2. Description of the particularities of flows of travelers and of tourism in the country;
3. Detailed description of the country's system of tourism statistics (STS);
4. Evaluation of the country's system of national accounts and related systems;
5. Compilation of an experimental TSA;
6. Setting up of a feasibility study considering different alternatives
7. Implementing the decisions and getting results
 - Pilot estimations to monitor the advance of the project
8. Statistical assessment of the quality of the TSA
9. Disseminating the results and proceeding further



3 basic conditions

- Work within an active interinstitutional platform, including the various levels: political, executive, technical and operational
- Flexibility,
 - conceptual (degree of application of the different standards)
 - Organizational
- Gradualism
 - Develop priorities according to the peculiarities of tourism of the country and its statistical situation in terms of the present and foreseeable future;
 - Do not forget to inform users of the global results that a gradual implementation might modify the view on the relative importance of tourism as scope might increase or levels might be reviewed



Express very clearly the relationship of the decisions taken with the international recommendations

1. Understanding the specificities of the TSA framework and proposed tables

- Compare the concepts, classifications, relationships and tables proposed in the TSA with those commonly used in the country for collecting and presenting observations on tourism;
- Review critically approximations that have been commonly used to the measurements of TSA concepts: nationality vs. residence; travel vs. tourism; travel item vs. tourism expenditure; foreign currency income vs. transactions with the Rest of the World



2. Description of the particularities of flows of travelers and of tourism in the country

The basis for determining a program of tourism development in statistics in accordance with the reality of tourism in the country and main needs of information:

- Existence of land borders and easiness of border crossing;
- Existence and importance of permanent migration flows (inbound and outbound);
- Importance of package tours for inbound tourism
- Ease, frequency and purpose of domestic travel;
- Forms of accommodation (with family and friends, timeshare; owned second homes...)
- Global seasonality or differentiated seasonality according to purpose of visit



Relative importance of domestic tourism

3. Detailed description of the country's system of tourism statistics (STS)

- Organize the information by forms of tourism and topics (an inventory)
 - Number of trips
 - Characteristics of visitors and trips
 - Expenditure on goods and services and valuables associated with trips
- Identify important tourism development projects and how they are taken into consideration in the statistics
- Identify important tourism events and their inclusion
- Importance of business travel
- Importance of specifically difficult to treat populations:
 - Existence of specific land border free movement zones
 - Foreign students
 - Long term visitors (retirees)
 - Seasonal workers and other short term workers
- Existence and importance of national carriers in the transportation of international visitors
- Identify possible new sources that have not been usually incorporated within the present framework of tourism related statistics



4. Description of the country's system of national accounts and related systems

- Important conditions that need to be checked:
 - Existence of an Input-output scheme, even if not systematically related to the system of national accounts;
 - Existence of a system of national accounts fairly well related to SNA93 (SNA2008) and of a Balance of Payments fairly well related to Manual 5 (manual 6)
 - Balance between supply and use of goods and services in value with a reasonable degree of breakdown usable for tourism analysis;
 - Possibility of identifying the 12 major categories of tourism characteristic activities and products (particularly transport and accommodation); classifications of products and industries
 - Present methodology of estimation of the travel item and international passenger carriage in BoP



5. Compilation of an experimental TSA

- With the existing information, compile an as detailed as possible experimental TSA
 - Experimental, as its compilation is based on existing information
 - In case of lack of specific information for particular aspects, data and relationships observed in other countries might be used;
- Objectives:
 - To test the procedures principally the comparison between supply and demand, both in nonmonetary and monetary terms; arrivals, overnights, etc...
 - To test the shortcomings of the existing information: total lack of information, partial information, conflicting data or estimations
 - To determine the specific areas in which improvement is needed



6. Feasibility study

Objectives

- To define the scope of the TSA to be built in accordance with needs and possibilities within the perspective of flexibility, and its improvement overtime;
- To define a project of gradual implementation overtime of the whole system based on different scenarios;
- To evaluate the costs and difficulties associated with a high quality product;
- To allow the interinstitutional platform to operate, and responsibilities to be shared.

Nevertheless, the feasibility study might lead to no moving towards a TSA due to:

- The recognition of the restricted size of tourism in the economy;
- The limitation of the system of national accounts and of the processes of estimation of the balance of payments data;
- The lack of relevant statistical information and
- The lack of resources to generate what is needed in the short run and within a process of data collecting sustained overtime



7. Implementing the decisions and getting results

- A feasibility study should allow to establish:
 - Country specific tourism characteristic products and activities
 - Priorities in the gradual implementation of the TSA
 - New statistical needs
 - Existing restrictions in terms of resources available, both technical and financial and the time constraints
 - Different scenarios in terms of:
 - Specific objectives
 - Information to be used (available, improvements, new data...)
 - Allocation of functions and tasks among members of the interinstitutional platform
 - Staff requirements
 - General project schedules, statistical work and task schedules
 - Budgetary allocation and resources



7. Implementing the decisions and getting results

Pilot estimation

- Putting into practice the decisions resulting from the feasibility study and
- Testing the results obtained and the procedures proposed on a real scale;
- Series of Pilot estimations at various stages of the project to monitor the advance of the project
- A pilot project might cover the whole TSA or only parts of it.



8. Statistical assessment of the quality of the TSA

- A critical component of a process of implementation
- An adaptation of the IMF DQAF is proposed



9. Dissemination

- Advanced information on a calendar of publication
- Think in terms of users: user friendly publication
- TSA recommended tables are only the basic ones required for international comparability: national publications should be more detailed.

