Developing a TSA:
General Remarks
Use of TSA - what else?

- **Reconciliation/benchmarking** tool regarding demand and supply related data, considering the quality of the data used
- **Using/combining different data sources** as a prerequisite for receiving a consistent TSA
- Starting point of the documentation of the **meta data** related to the data used compiling TSA
- Starting point of **cooperation** between NSI and NTA, Central Bank, research institutes, and exchange of views with the tourism industry
- Starting point of general considerations related to the tourism statistical system, including the introduction of **best estimates**, **modeling** and **extrapolation methods**
- Starting of discussion related to the **quality of the used statistics** and rethinking of the used concepts
- Increasing the **public acceptance** of tourism statistical data and justifying new/additional research in this field

What should be fulfilled by TSA?

According to SNA and ESA, Tourism Satellite Accounts

- be **consistent with the national accounts**;
- provide a set of nationally and internationally **comparable accounts**;
- represent a **modular and flexible framework** able to satisfactorily meet the needs of governments, researchers, statisticians and private sectors;
- **become** a tool to understand and to measure the whole tourism **economic system** and its role in the economies;
- **Beeing the integrating system** related to tourism and travel statistics
- **give** priority to a basic and **simplified common core of variables and tables**.
What cannot be fulfilled by TSA?

- …being a solution for any tourism statistical problem;
- …substituting the regular tourism and travel statistics;
- …being a micro-economic tool;
- …providing data on high disaggregated level;
- …considering the indirect/induced effects;
- …considering the leisure effects;
- …being in the first stage a regional or a sub-yearly tool.

Implementing a TSA:¹)

The necessary steps

¹) See also: SESRIC-UNWTO Workshop on Tourism Statistics and the Elaboration of a Tourism Satellite Account, Ankara/Turkey, June 2008.
What are the basic steps towards implementation?

- A good **understanding** of the **TSA framework** and its proposed tables by all involved parties (mainly fulfilled by TSA-compiler)
- Checking the **prerequisites** - if too weak, project might be stopped:
  - country’s tourism activities (tourism oriented or not);
  - country’s system of tourism statistics (level of development, further basic statistics is needed?);
  - country’s system of national accounts (NA) and related systems.
- Doing a **feasibility study** related to TSA implementation (i.e. related need and data requirements)
- Compilation of an **experimental**, preliminary or pilot TSA (considering the main TSA-Standard Tables)
- Implementing the decisions and **getting (preliminary) results**
- **Statistical assessment** of the **quality** of the TSA with all stakeholders before publishing
- **Disseminating** the results (work shops, press conferences, etc.)

Furthermore…..

- **Consultations** with stakeholders - data users and suppliers (i.e. related the priorities, the use of TSA, the outcome)
- **Sticking** with the local characteristics of tourism, tourism information, the statistical context and the objectives of the system (i.e. what is possible, what is available)
- **Defining priorities** - what is first (i.e. related to which TSA-Standard-Tables being compiled)
- **Organizing** the project – who does what (i.e. NSI or NTA, tourism statistics or NA department)
- **Developing a work program**, with clear milestones and decision points (i.e. related to TSA-Standard-Tables)
- **Implementing or using** a step by step approach (i.e. according to the priorities, starting with the “simple” Tables)
What are the basic steps towards implementation? (cont.)

- **Creation** of an inter-institutional platform, including at least representative of NTA, NSI, Central Bank and potential data users (i.e. NTO, associations) in order to:
  - determine priorities;
  - set the technical expertise;
  - identify data sources.

- An inter-institutional platform is requiring
  - the setting of the degree and mode of involvement of each institution (either on technical or administrative level);
  - the development of an institutional commitment of all participants - either through formal agreement (i.e. contract) or binding working arrangements;
  - a clear assignment of resources (i.e. financial and personnel);
  - clear rules concerning exchange of detailed information.

What are the basic steps towards implementation? (cont.)

- **National Tourism Administrations (NTAs) and their role:**
  - Leading role related to TSA development;
  - Coordination of the different stakeholders;
  - Major orientations in terms of tourism policy design.

- **National Statistical Institutes (NSIs) and their role:**
  - Integration within the general statistical system (tourism and NA related) of the country;
  - Technical orientations and know how in national accounts, survey design and collection of (tourism) statistical information;
  - Responsible of the credibility of the exercise (quality feedback).

- **Private sector and its role:**
  - One of the main providers of information
  - Important users of information
  - Provide advice and support collaboration with respondents (i.e. improved data collection instruments/ questionnaires adapted to the operating and accounting practices of hotels; improved communication between data collectors and data suppliers and users)
Implementing a TSA: The Austrian experience

A TSA for Austria - historical overview

- On a contracting basis with the “Federal Ministry of Economy, Family and Youth”, Statistics Austria and the “Austrian Institute of Economic Research” (WIFO) have developed a TSA for Austria, starting with the reference year 1999 (latest reference year available: 2007).

- Starting with the reference year 2003 estimates related the “Employment in Tourism Industries” (TSA-Table 7) have been introduced.

- **Regional TSA (RTSA):** Developed for the first time for Vienna related the reference year 2002 by STAT and WIFO, on behalf of the Vienna Tourist Board (studies for 2003, 2005, 2006 and 2007 available).


- **TSA 2008:** Applying the revised TSA-Framework 2008
Tourism Satellite Accounting in Austria is

- commissioned by the “Federal Ministry of Economy, Family and Youth”,
- done in cooperation with WIFO,
- done by the Tourism Statistics’ section of Statistics Austria,
- done every year,
- not a perfect system, but being yearly improved,
- a living system, taking into account any relevant data source,
- methodologically based on the UNWTO/EUROSTAT/OECD TSA requirements,
- not as detailed as required according to the UN-Manual,
- the basis for Regional TSA and the Employment Item.

Tourism Satellite Accounting in Austria is

- available for TSA-Standard-Tables 1, 2, 4, 5, 6, and 7;
- not based on primary data sources, but mainly on secondary data sources;
- partly and where necessary or feasible based on estimates and assumptions;
- only published for current prices, not constant prices;
- published taking into account key results, only;
- extended by considering indirect effects;
- extended by taking into account leisure effects.
The Austrian TSA: Some conclusions

Conclusions

In particular, TSA in Austria is

- part of the Austrian tourism statistical system;
- revised every year according to the most recent reference year;
- accepted as an instrument of political interest as a decision basis;
- used as a statistical tool for forecasting in the field of tourism;
- the basis for doing regional TSA (RTSA);
- the basis for doing estimations on the employment effects.