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A Tourism Satellite Account

Stages towards the implementation

The Austrian experience

UNWTO SCBP Workshop IV, Vienna, 18-20 November 2009

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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 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 the tourism statistical system, including the introduction of **best estimates, modeling and extrapolation methods**
- Starting of discussion related 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

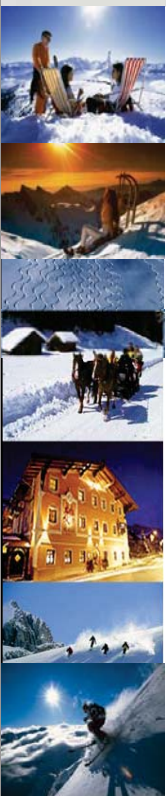
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What should be fulfilled by TSA?



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;
- Being **the integrating system** related to tourism and travel statistics
- **give** priority to a basic and **simplified common core of variables and tables**.

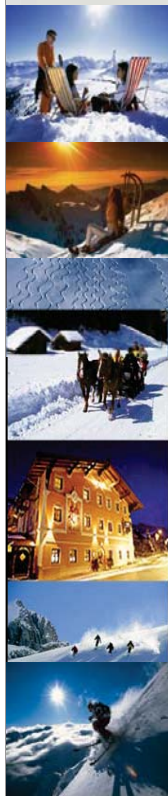
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What cannot be fulfilled by TSA?



- ...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.

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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.

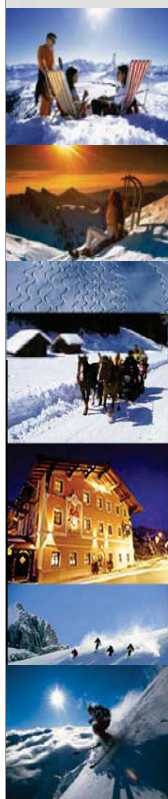
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What are the basic steps towards implementation?



- 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.)

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



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)

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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

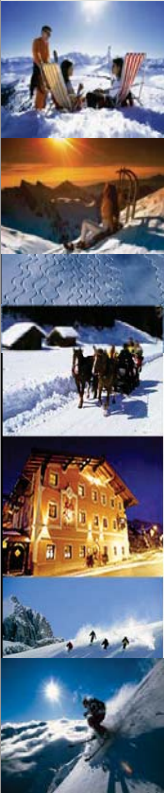
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A TSA for Austria - historical overview

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- 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).
 - **Further RTSA projects**: Upper Austria (2003, 2004, 2005, 2006, 2007), Lower Austria (2005, 2006, 2007).
 - **TSA 2008**: Applying the revised TSA-Framework 2008

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A TSA for Austria - state of the art



Tourism Satellite Accounting in Austria is

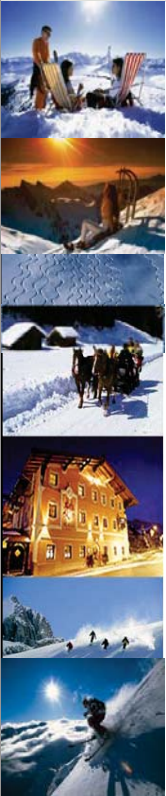
- **commissioned** by the “Federal Ministry of Economy, Family and Youth”,
- done in **cooperation** with WIFO,
- done by the **Tourism Statistics´ section** of Statistics Austria,
- done **every** year,
- not a perfect system, but **being yearly improved**,
- a **living system**, taking into account 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.

A TSA for Austria - simplified but not simple



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

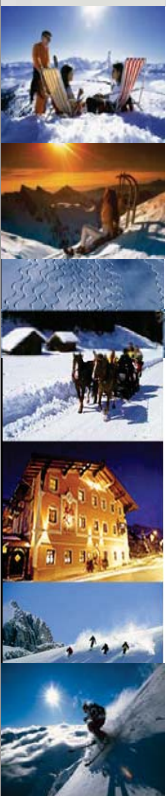
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Conclusions



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.

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