

PROGRAMME FOR THE DEVELOPMENT OF A TOURISM  
SATELLITE ACCOUNT (TSA) BY THE SOUTHERN AFRICAN  
COUNTRIES

- A PROPOSAL PRESENTED BY RETOSA AT THE UNWTO TSA WORKSHOP -  
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## Introduction-RETOSA

The Organization - A SADC Organization whose Board  
comprises of the Public sector (Ministries/ Departments of  
tourism / Tourism Boards) and the Private sector National  
Tourism Umbrella bodies (Councils/Associations)

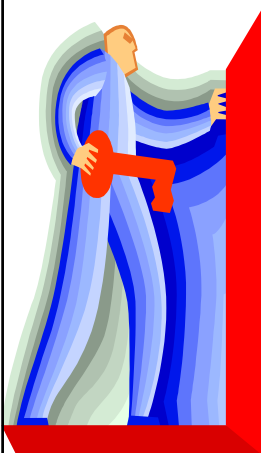
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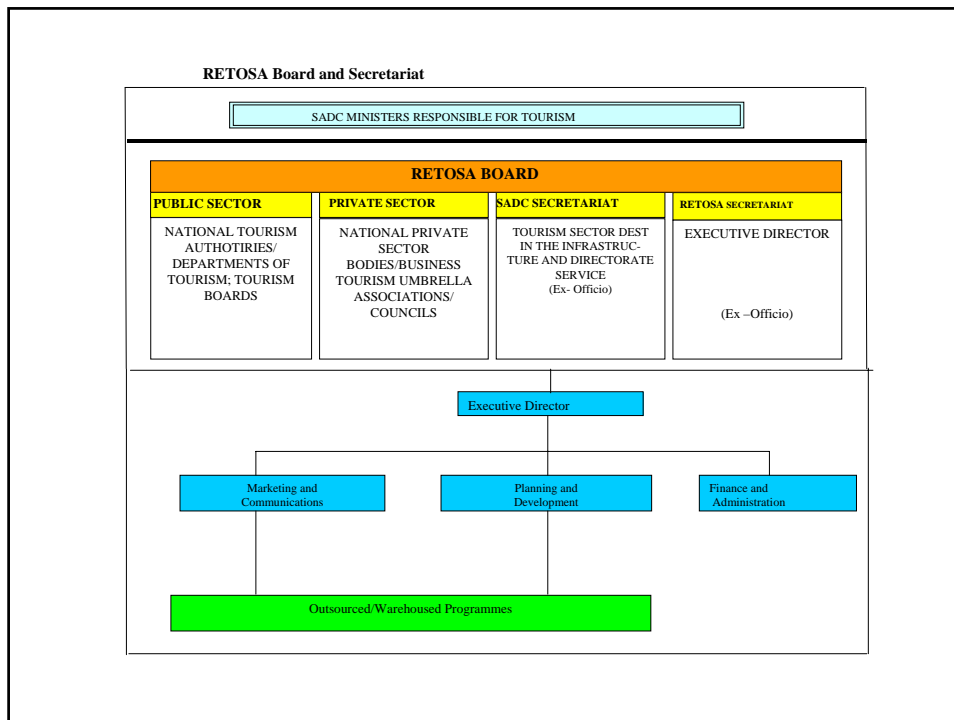
- Promote and facilitate regional tourism growth and  
development
- in collaboration with the public and private sector, promote  
and market the region as a single destination

RETOSA:

Has 3 Departments:

Planning and Development  
Marketing and Communication  
Finance and Administration





## The Regional Approach- What is in it for You, members?

- Removes unnecessary wastage of resources that comes through unnecessary competition.
- Provides growth through Economies of Scale and the multiplier effect of multi-destination visitation..
- Provides the best Platform for effectively competing against other regional and global destinations.
- Promotes equitable development and facilitates regional integration.
- The unstoppable forces of change, forces of globalisation gives us no other option but collaboration.



## Tourism information and statistics needs

- For RETOSA to be effective and efficient in implementing its mandate, it requires progressive policies and plans both at the regional and country level.
- Now to get progressive policies and plans requires good information
- What is good information?



## Good Information

- Is information that is:
- accurate;
- timely;
- reliable;
- regular and
- relevant.



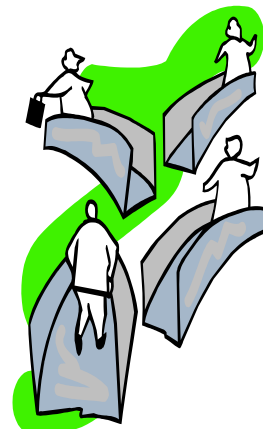
## Good Information

- Must communicate
- Must paint a picture
- Must tell a story
- Must inspire confidence in the users- The Policy Makers, the Planners, the Investors, the Tourists, the Teachers, the Students and the general public.



## State of our Tourism Statistics

- Tourism is relatively a young subject.
- Is lagging behind in some aspects
- Absence in National Accounts reports.
- In the region MSs are at different levels of development and therefore capacities and capabilities, this put limitations.
- MSs are using different definitions.
- Cases of genuine vis-is-vis deliberate inaccuracies, data manipulation and data abuse.
- There is now an uncomfortable level of mistrust and lack of confidence in the info provided



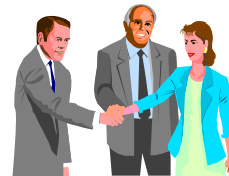
## RETOSA Proposal TSA Development Programme

- First, is the appreciation we have for the UNWTO for not only developing the TSA system but for the programme of assisting the African Continent in capacity building for the development of the TSA.
- It is important to note that the TSA indeed has come to the rescue of our sector from the misunderstanding and sometimes the ridicule that it has had to suffer when comparing the sector's contribution to the GDP.
- Noting that this UNWTO TSA Workshop may be the second last.
- The issues raised above of Good info and the State of our Tourism Stats
- All these factors beg for a strategic intervention from within ourselves as a region.



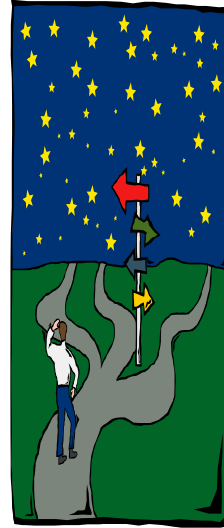
## Southern Africa TSA Development Programme

- Intervention from within for sustainable success- We are aware, many countries have participated at all the UNWTO-TSA Workshops. But back home there is ZERO TSA development.
- PROPOSAL- that Southern Africa continues to work with UNWTO but broaden the programme beyond work-shopping to implementation.
- We propose permanent National TSA implementation teams involving NTAs, Central Banks, Immigration Departments



## Southern Africa TSA Programme

- We propose a permanent Regional TSA working group. To meet regularly as a platform to share progress and assist each other.
- We propose development of a Regional TSA Strategic Implementation/Work Plan.
- We propose UNWTO to continue to provide technical support and to assist in sourcing for a funding Partners, RETOSA to budget for this programme and Member States to budget for this programme too.



## Strategic Objective

- To be the Best Practice region on UNWTO TSA in the Developing World.
- To drive regional tourism growth and development through Good Information.
- The regional tourism sector has the potential to stimulate, turn around and drive the regional economies for the benefit for the majority of the local people.
- The need for Hard Facts/ Good Info (TSA) to convince the Policy Makers to move to a higher level of support.



## Strategic Objectives

- We propose that other African Participating Countries are welcome as they can only enrich the programme.
- We are saying instead of UNWTO continuing to organise and coordinate us, lets organise and coordinate ourselves and go to the UNWTO and say Please all we need is Technical Support.



## WTTC System

I have good and bad words for the WTTC's so called TSA.

**Positives**-You pay them you get your results.

and you get them fast. The fees normally include the launch of the report. So there is publicity and fanfare. Definitely you make the impact. The statistical figures are big and impress the Policy Makers



## WTTC TSA

### Negatives-

Expectations are raised to really dangerous levels.

Comparability-Use any other method to collect the same info for the same indicators and the results are lower.

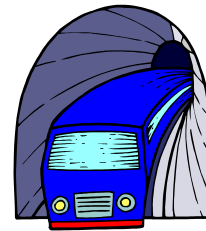
One is forced to wonder whether the WTTC system scientific?

What are their sources of data.

Where the high expected results are not met You have explanations to provide to Policy Makers and other users and therein lies the dangers.

The WTTC results do not give you GOOD INFORMATION as discussed earlier.

The real danger is that WTTC figures can reverse gains made over a long period of convincing Policy Makers to support the sector.



## WTTC TSA

- Because you are not Sure of the data source, You are not sure of the model or method used, there is no ownership, there is no sustainability and there is no comparability with other sectors in the National Accounts as well as with other countries as is expected with National Accounts info.
- When all has been said and done, it is critical to note that WTTC, They are business minded, entrepreneurs. They saw a huge Demand for info and a huge gap in Supply. They saw an opportunity and the rest is the story we have today.





## Southern Africa TSA Programme

- Are they wrong? Its for you to judge.
- I believe we cannot just dismiss the WTTC's efforts. Maybe we can but are we solving the problem.
- Our position at RETOSA now is to work with the UNWTO system that provides GOOD INFORMATION.
- Of immediate concern is the closure of the info supply gap. We call upon the UNWTO to assist on this, as many of our MSs do not have any reliable info. There is urgent need to produce Key Economic Tourism Indicators for the region. These indicators must be developed as input into the development of the TSA.

## Tourism Economic Indicators

Without complicating issues further, Current global changes demand that as a sector we start looking at the adequacy of our current indicators.

This is more so when we look at the following;

- Global climatic changes-What is the contribution of the sector to this.
- Ecological degredation
- Cultural erosion.

Can we put measures to these? Planners need info on these areas. Increasingly politicians are under pressure to provide answers to these and more new factors.

## Role Clarity Between RETOSA and Member States

In conclusion let me sum up the roles of RETOSA and the Member States as follows:

Those of you who are responsible for providing tourism information, tell me the feeling that you get when your Key, your very important stakeholders ask for statistical info. Info that you should have, information that you know is key and strategic and you don't have, you can't provide.



This is the same feeling we are currently experiencing at RETOSA too.

## Conclusion

Colleagues we are in a situation where we have to work hand in glove. A situation where we have no choice but to support one another. It is a two way process.

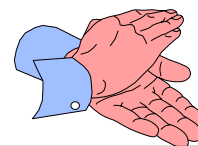
If there is anyone among you whose back needs some scratching, I will be very happy. For my back needs scratching every day.

At RETOSA we say that the UN-TSA will provide the GOOD INFORMATION. It is the only way going forward.

But for many, this is in the long term. In Economics they say in the long term we are all dead.

SO WHAT DO WE DO IN THE SHORT TERM.

Colleagues I believe this is a challenge that we have to deal with as a region. Lets discuss.



I THANK YOU