

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 double framework of consistency:
 - an **internal consistency** of data concerning directly tourism,
 - an **extended consistency** with other existing macroeconomic indicators of the economy of reference.
- The reference for these consistencies is the national accounts of the country, elaborated with reference to *SNA 1993*= those which include reconciled supply and use tables



Requirements for developing a TSA

1. **A conceptual basis: good understanding of the TSA framework and its relationship with National Accounts**
2. **Tourism statistics that “map” the different aspects considered by the TSA**
 1. **A reliable statistical basis on tourism flows and associated demand by visitors (domestic tourism consumption; inbound tourism consumption);**
 2. **A reliable statistical basis on supply to visitors, and in particular supply by tourism characteristic activities**
3. **A “developed” System of National Accounts,**
It should include, at least for some year, a relatively detailed S-U table where some tourism characteristic activities might be identified
4. **A multidisciplinary team of work and a commitment from institutions to be involved in the process (interinstitutional platform)**



3 basic conditions for success

- Work within an active interinstitutional platform, including the various levels: political, executive, technical and operational
- Be flexible but controlling this flexibility,
 - conceptual (degree of application of the different standards)
 - Organizational
- Gradualism: do not try to do everything at a time
 - Develop priorities according to the peculiarities of tourism of the country and of tourism statistics in terms of the present and foreseeable future;



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

Steps for developing of a TSA

1. Understanding the specificities of the TSA framework and proposed tables;
2. Getting insights into 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 and identifying flaws and weaknesses;
6. Implementing the proposed improvements and getting results
 - Pilot estimations to monitor the advance of the project
7. Statistical assessment of the quality of the TSA
8. Disseminating the results and proceeding further



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 (in the country or elsewhere) for the measurements of TSA concepts: nationality vs. residence; travel vs. tourism; BoP travel item vs. outbound/inbound tourism expenditure; foreign currency income vs. transactions with the Rest of the World, etc.
- Review or establish a classification of products and industries to be used in the TSA compilation



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;
- Etc...



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 each category of trips as previously identified**
- **Identify missing information and find a way, either to exclude certain parts from the scope of the experimental TSA or to estimate it using temporarily other procedures**



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

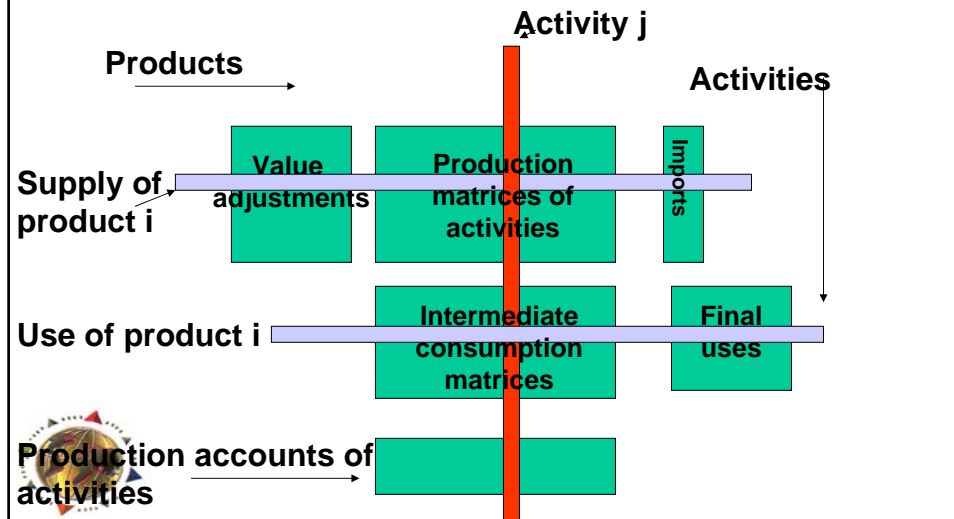
Conditions that need to be checked:

- 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 money 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;



- Review the use of the BoP data particularly International Passenger Transportation and the Travel Item in the National Accounts

Integration of activities and products into the Supply and Use scheme



5. Compilation of an experimental TSA

- **Experimental: no commitment to publish and consider those results as “official”**
 - Experimental, as its compilation is based on existing information (that might not be complete); “research” type status
 - **With the existing information, compile an as detailed as possible experimental TSA**
 - In case of lack of specific information for particular aspects, data and relationships observed in other countries might temporarily be used;
 - **Objectives:**
 - To test the procedures principally the comparison between supply and demand, both in non-monetary 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
- Detail** is important in order to identify the areas in which data available are in conflict



How to proceed from a first estimation of an experimental TSA

- Usually, the experimental TSA will have shown shortcomings of the data used in its compilation:
 - Incompatibility in the levels when supply and use are compared
 - Lack of sufficient detail to be able to give an opinion on the consistency of the data
 - Lack of consistency overtime
 - Results do not seem consistent with those of similar types of experience in other countries
 - No information on how to take decisions on adjustments
- Decisions need to be made on how collect additional information



7. Implementing the decisions and getting results

- A review within the Interinstitutional Platform would allow to establish:
 - Priorities in the gradual implementation of the TSA
 - Not previously identified statistical needs
 - Existing restrictions in terms of resources available, both technical and financial and the time constraints
- Establish 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 taken previously
- 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 can be used for this assessment



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.

