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Agenda Item 6.1 Eurostat: Practical Guide for the Compilation of TSA

Capacity Building, WS III, Baku 2013

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We provide information

Useful Publications on TSA

➤ Basic methodological Manuals:

- 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008)
http://unstats.un.org/unsd/publication/Seriesf/SeriesF_80rev1e.pdf (English)
http://unstats.un.org/unsd/publication/Seriesf/SeriesF_80rev1r.pdf (Russian)
- European Implementation Manual on TSA
http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/documents/TSA_EIM_FINAL_VERSION.pdf
- OECD:
<http://www.oecd.org/cfe/tourism/2401928.pdf>

➤ Four reports have been published:

- Volume 1: Report on the implementation of TSA in the 27 EU Member States
http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-RA-09-021/EN/KS-RA-09-021-EN.PDF
- Volume 2: Comparison of methodology and empirical results
http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-RA-09-022/EN/KS-RA-09-022-EN.PDF
- Volume 3: Practical guide for the compilation of TSA
http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-RA-09-023/EN/KS-RA-09-023-EN.PDF
- Volume 4: Possibilities to obtain more up-to-date TSA key figures
http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-RA-09-024/EN/KS-RA-09-024-EN.PDF

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Distinguished Contents of the Eurostat TSA Practical Guide

- (1) Methodological References
- (2) Data Sources
- (3) Supply and Demand Cross-check
- (4) Methodological Approaches
Top-Down and bottom-up
- (5) The 10 Tables
T1, T2, T4, T5, T6

Methodological References

Manuals directly related to TSA

- **Recommended methodological framework; UNWTO/UN/OECD/EUTOSTAT 2000 (TSA-RMF)**

Defines the TSA in all its senses and scopes according to:

- definitions
- context
- objectives as a tourism statistic
- the aggregates to be compiled
- disclosures and breakdowns
- the tables, the classifications of products and activities

→It is therefore the holistic compendium of what is meant under the term „TSA“ in the realm of National Accounts

Methodological References

Manuals directly related to TSA

- ***European Implementation Manual on Tourism Satellite Accounts; EUROSTAT 2001 (TSA-EIM 2001)***

Is based on the TSA-RM framework

Translates the TSA-RMF into the European context

Similarities of tourism statistics in European countries are taken into account

Considers

} Similarities in national accounting rules
Regulation on tourism statistics 2012

- ***Measuring the role of tourism in OECD economies - The OECD manual on TSAs and employment; OECD 2000***

Addresses additional issues especially in the field of employment. The recommendations of the OECD go deeper than table 7

Methodological References

Manuals providing concepts for tourism statistics and accounting rules

- *System of National Accounts 1993 (SNA 1993) – UN*
- *European System of National Accounts 1995 (ESA 1995) – EUROSTAT*
- *5th Manual of the Balance of Payments (BPM 5) – IMF*
- *6th Manual of the Balance of Payments (BPM 6)- IMF*
- *Recommendations on Tourism Statistics (RTS 1993) – UNWTO*
- *International Recommendations on Tourism Statistics (IRTS 2008)*
- *Community methodology on Tourism Statistics – EUROSTAT*

Data Sources

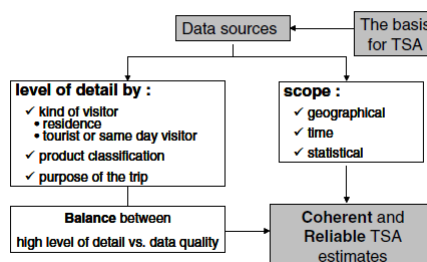
Scope of influence

- TSA is a compound tourism statistic
- Use of primary or any other data sources
 - Data sources determine the feasibility of TSA compilation
 - Before starting of compiling a TSA it is necessary to research existing basic data sources
 - Evaluation if these data sources are sufficient to feed a TSA
- TSA tables deliver detailed information; e.g in terms of kind of visitor, time spent at the destination (same day or overnight), purpose of the trip (business or personell) etc.
 - This is demanding in terms of information the data sources have to give.
- Data sources might also not always fit the „time scope“ as they might be available on quarterly or yearly basis only and sometimes even may suddenly be unavailable
- In respect to the „geographical scope“ data sources might not cover the whole country but only specific regions of the country

Data Sources

Scope of influence

Data sources of the TSA and scope of influence



Practical Guide for the Compilation of a TSA:- Vol. 3, page 11

Data Sources

Data quality

Checking data quality in terms of coherence and reliability:

In an ideal situation the TSA aggregate will correspond with a data source

→**Example:** Accommodation statistics that covers all overnights

This exhaustive data source might also serve as a reference for other data sources.

Example: the figure of a tourism demand survey (overnights) can be crosschecked by the exhaustive data source „accommodation statistics“. If the figures fit, other variables of the demand survey (e.g. expenditure) could be regarded as being more reliable...

...but, in reality, this is seldomly true.

Inexhaustive data sources are the majority. For compiling a reliable TSA at least one exhaustive data source should be used (accommodation statistics, border survey, largely-sized sample surveys, credit card information or similar)

Data Sources

Data quality

Two important areas of data quality are:

Time series behavior

- How stable is the data source over a certain period? How credible is the seasonality pattern?

Representativeness of the sample

- What is the capacity which a given part of reality has to represent the total reality?
 - The greater the representation the better!...but of course also the more expensive.
 - Representativity should be the criteria when choosing between two data sources describing the same piece of reality

Supply and Demand Cross-Check

Equilibrium

- According to NA-rules, there must be an equilibrium between supply and demand in the economy
 - Almost 100% tourism consumption in specific industries refers to: accommodation, travel agencies, air passenger transport
 - The values of these industries' outputs can be directly allocated to the TSA
- Example. In case of an exhaustive source for total accommodation supply (business survey), the correspondent values can also be adopted as a total for demand.
- This total figure might be further disaggregated and allocated to the proper TSA tables. For the disaggregation process structures or index rates of other data sources might be used

Methodological approaches

Top Down

- Advisable when a sum of a data source can be trusted
- This total is then broken down in various dimensions by using structures
- NA or BOP figures might be the reference or the starting point

Bottom Up

- Most suitable approach whenever the reliability of available data sources depends on several individual parcels according to their specificities rather than on their sum
- Different parcels are then estimated from different data sources
 - Example: accommodation is estimated based on accommodation data sources, transport services from transport statistics etc.
- This kind of approach is more demanding in terms of the amount of information and its level of detail because it is supposed to provide all breakdowns, residence of the visitor, type of visitor, purpose of the trip and products consumed.

Methodological approaches

Mixed approach

Most common approach (also used in the Austrian case)

the mix of methods allows to take out the best of each source in the estimation exercise:

“use the detail when it presents an advantage and is coherent with the total; when the parcels cannot be fully trusted, use exhaustive data sources”

→ **Data Triangulation**

The 10 Tables

Table 1: Inbound tourism consumption

By products and categories of visitors

Information

- Total tourism consumption on non-residents by:
 - tourist and same day visitor
 - by type of product
- Non monetary information
 - number of visits and overnights

Data sources

- BOP (for top-down approach and monetary information)
 - Consider: travel and tourism concept
 - Consider: long term students and medical patients
 - Consider: border and seasonal workers
- Border survey and/or accomodation statistics
 - For top down approach

The 10 Tables

Table 2: Domestic tourism consumption

By products and categories of visitors

Information

- Total tourism consumption on non-residents by:
 - tourist and same day visitor
 - Main destination
 - by type of product
- Non monetary information
 - number of visits and overnights
- Major problems compared to inbound measurement
 - Definition of usual environment
 - More fragile definitions than by using the compound statistics of BoP

Major data sources on the demand side:

- Surveys on tourism consumption (specific tourism surveys)
- Household budget survey (specific questions on tourism consumption)

The 10 Tables

Table 2: Domestic tourism consumption

Further demand and supply related data sources are summarized as following:

Figure 4: TSA table 2 - demand side data sources

- Household surveys on tourism behaviour ← Council Directive 95-57-EC
- Household budget surveys (HBS)
- Studies on specific issues – e.g.: business tourism, holidays
- Surveys on time use
- Surveys carried out on board of the various means of transport
- Guest inquiries
- Surveys on tourism sights
- Consumer price statistics
- National Accounts (e.g. household final consumption according to COICOP)
- ...
- Domestic component of outbound tourism consumption:
 - Border surveys
 - Mirror statistics
 - Household surveys on tourism behaviour – e.g. expenditure for domestic travel agencies or flight carriers

Figure 6: TSA table 2 - supply side data sources

- Accommodation statistics
- Transportation statistics
- Specific modules for tourism industries in Business Surveys
- Publications of specific sector, e.g. car rental, restaurants or travel agencies, associations, etc.
- National Accounts
- ...

The 10 Tables

Table 2: Domestic tourism consumption

Domestic same day visitors

Assuming there is no problem with the UE, it is still difficult because:

- Most countries did not implement it because of Council directive
- Recall Problem in the realm of household surveys!

The 10 Tables

Table 4: Internal tourism consumption

By products and types of tourism

Information

Two main components:

- Sums up inbound and domestic tourism consumption from T1 and T2
- Other components of tourism consumption (expenditures made on behalf of visitors by other entities)
 - Business tourism expenses supported by the employers
 - Household final consumption in kind (most important: use of second homes for tourism purpose on own account or free of charge)
 - Tourism social transfers (concerning cultural, recreational and sporting services)
 - Treatment of distribution margins

The 10 Tables

Table 5: Production accounts

of tourism industries and other industries

Information

- GVA for various industries by transforming the national production account into a TSA production account
- Three main components:
 - Production (P) → 12 characteristic industries (NACE) and 20 characteristic commodities (CPA)
 - Intermediate Consumption (IC) (9 groups of products)
 - Gross Value Added (GVA)

Data Sources

Basis: Supply-Use tables

Production Matrix (industries*products)

Intermediate Consumption Matrix (industries*products)

Top Down:

1st: SBSm annual survey on industrial production, fiscal data

2nd: Accommodation statistics, transport statistics, financial corporate statistics

The 10 Tables

Table 6: Domestic supply and internal tourism consumption by product

→ Core table of the TSA framework

- Domestic supply and internal consumption are confronted to compile the tourism share of each TSA product
- T6 gives the estimation of tourism gross value added
- T4 and T5 are the basis for T6

Table Design:

- Basic format: Table 5 (12 characteristic industries x 20 products)
- Extra columns for:
 - Tourism share for all industries: Production, Intermediate Cons., VA
 - Tourism Value Added (TVA) = Tourism Production – Tourism IC
 - Imports: only those purchased within the economy of reference
 - Taxes less subsidies on products
 - Margins (implicit column referring to connected and/or non-specific goods)
- Conversion of basic prices into purchaser prices and vice versa

The 10 Tables

Table 6: Domestic supply and internal tourism consumption by product

Data sources

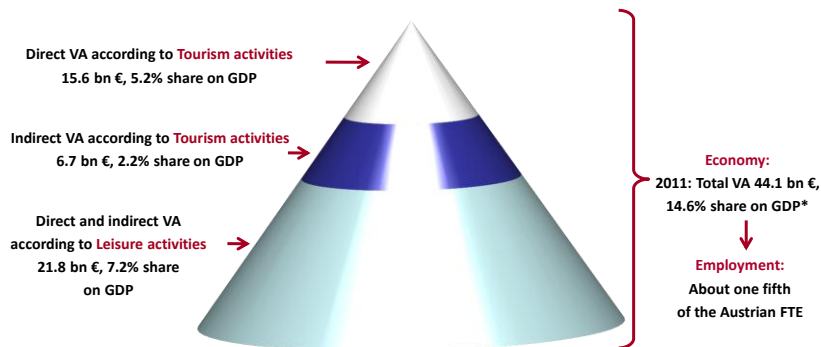
- Tables 4 and 5
- NA SUT: taxes less subsidies on products, margins, SBS
- 'Rest of the World' Account external account of goods and services

Adjustments needed: flows without impact on the economy of reference

- exclude imports included in package tours for outbound trips
- exclude imports services related to outbound business trips
- exclude expenditure made by country embassies, intergovernmental trade, good demanded in ports by carriers, governmental services.

Extended TSA – the main results 2011

Economic effects of tourism and leisure activities



*) Excl. business trips;

Conclusion

TSA for Austria

- ... is accepted as an instrument of political relevance and as a data basis for decision makers;
 - ... is providing a comprehensive data base related to the overall tourism (≠ accommodation and restaurant sector) and the importance in regard to other economic sectors;
 - ... is – as an integrating system - improving and strengthening the reliability of the Tourism & Travel Statistics (benchmark of tourism data quality);
 - ... is enabling international comparisons in regard to the economic importance of that sector;
 - ... is providing a number of additional analytical possibilities;
- and →
- ... is not a perfect system, but yearly improved!

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TSA

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