



**COMMITTEE ON STATISTICS  
AND TOURISM SATELLITE  
ACCOUNT  
15<sup>th</sup> meeting  
UNWTO headquarters, Madrid  
13 – 14 January 2015**

**Agenda point 4: Report from the last UN  
Statistical Commission**



## UN Statistical Commission

**This committee finalised the draft version of the compilation guide for tourism statistics during its last session**

**UNWTO outlined the timeline for adoption by the UN Statistical Commission.**

**A consultation process in coordination with the UN Statistical Division was launched (coherence with compilation guide for trade in services)**

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## UN Statistical Commission

- **UN Statistical Commission endorsed UNWTO compilation guide by taking note of report by the Secretary-General of UNWTO to the Commission**



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## UN Statistical Commission

### Next steps:

- **Internal consistency (references between sections and external sources)**
- **Editorial review**
- **Translation in UN languages**
- **Prepare electronic version**
- **Submit to UNWTO Executive Council and General Assembly for information and endorsement**

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## UN Statistical Commission

### Un Post-2015 development agenda

Please consultant additional presentation

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## **Agenda point 5: UNWTO data access**



## **UNWTO data access**

- **Elibrary presentation**
- **User survey results**



## Agenda point 6: Monitoring of IRTS 2008 implementation

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## Implementation programme

- A regional approach, understood to:
  - be an efficient means to optimize limited resources, serving training needs of several countries at once
  - have the advantage of bringing together countries with important commonalities and which can learn from each other
- promoting and promulgating the IRTS 2008, and the TSA:RMF 2008
- fostering the necessary inter-institutional cooperation amongst entities involved with the compilation of tourism statistics (NTA, NSO, Central Bank, and Migration Authority)
- enhancing the capacity of country experts to be able to design the way forward for the development a relevant and accurate STS

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## Approach

- A series of 3-4 **technical Workshops** hosted by a hub country (considered to be the most advanced in terms of the development of tourism statistics, or the most committed to this end) over the span of approx. 2 years. Each lasts 2-4 days.
- **Regional Seminar**, held at the end and back-to-back to the final workshop, aimed at:
  - sharing experience and knowledge with other countries in the region
  - Showcasing the progress made to non-technician stakeholders: policy-makers, donors, private sector

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## Geographical distribution

### ➤ SCBP:

- Europe (2008-2009)
- Africa (English speaking countries) (2008-2010)
- Asia and the Pacific (2010-2012)
- CIS countries and Georgia (2011-2013)

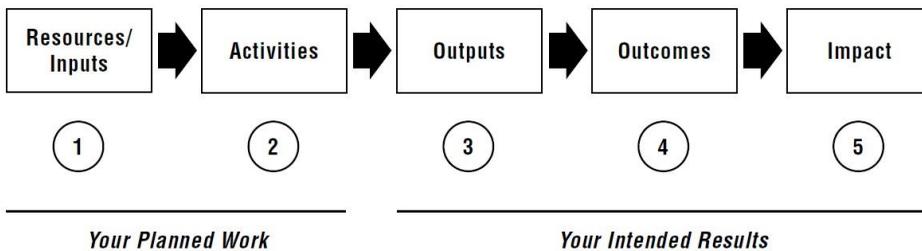
Disclaimer: The maps elaborated by UNWTO are for reference only and do not imply any judgment on the legal status of any territory, or any endorsement or acceptance of such boundaries

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## Evaluation with a logic model

A logic model is a systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan, and the changes or results you hope to achieve.



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## UNWTO data coverage analysis

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## **Collect data on TSAs (?)**

**The TSA generates economic aggregates for tourism like GDP and employment, that are comparable to those of other relevant economic activities.**

**UNWTO publication: TSA around the world (2010)**

**Between 50 and 60 countries and territories around the world have a consolidated TSA or are in the process of developing a TSA exercise.**

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**Agenda point 7: Themes and topics for the next issues of the Tourism statistics' issue paper series**

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## UNWTO issue paper series

**Statistics and Tourism Satellite Account Programme (STSA) launched in October 2013, the STSA Issue Papers Series.**

**They aim to showcase the relevance of measuring and analyzing tourism, to disseminate the proper tools for doing so (including good practice examples), and to serve as platform that encourages the exploration of further developments in the field.**

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## UNWTO issue paper series

- **Governance for the Tourism Sector and its Measurement**
- **Regional Tourism Satellite Account**
- **The Economic Impact of Tourism, Overview and Examples of Macroeconomic Analysis**



**Two further papers:**

- **The use of statistics to evaluate tourism policy**
- **Requirements for a tourism CGE and potential outputs (tentative title)**

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## **UNWTO issue paper series**

- **Ideas for future topics are welcome**
- **National reports or studies to be published as UNWTO issue paper are also welcome**

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## **Agenda point 8: UNWTO technical committees: competitiveness and sustainability**

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## **Agenda point 9: Follow up action**

- **Tourism Statistics Week in Nara, Japan**
- **ISI World Statistics Congress 2015:  
UNWTO participation**
- **UNWTO conference on Tourism Statistics**

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## **Tourism Statistics Week in Nara**

**13th Global Forum on Tourism Statistics, co-organised by OECD and Eurostat,**

**UNWTO Special Workshop on Tourism Statistics**

- **Excellent organisation**
- **High-quality papers and presentations**



**<http://naratourismstatisticsweek.visitors.jp/welcome/index.html>**

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## Tourism Statistics Week in Nara

The UNWTO special workshop provided an intensive and practical experience on a number of selected and highly relevant issues in applied tourism statistics:

- **Measurement of tourism for policy purposes**
- **Towards a Framework for Measuring the Sustainable Development of Tourism**
- **Institutional and technical requirements for successful TSA implementation**

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## ISI World Statistics Congress 2015

- **60th World Statistics Congress is the flagship conference of the International Statistical Institute (ISI)**
- **Competitive process to obtain a slot for a session**
- **Propose topics of the session:**
  - Sub-national measurement of tourism
  - tools to measure the environmental impacts of tourism and linking economic and environmental accounts
- **26-31 July 2015 in Rio de Janeiro**

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## UNWTO planned conference

- **UNWTO plans organise a UNWTO conference on tourism statistics in the first quarter of 2016**
- **Currently negotiating with the city of Malaga, Spain, as host city**
- **Main themes were identified:**
  - Sustainability and tourism
  - Tourism at sub-national level
  - Employment
  - Investment in tourism, including FDI
  - Implementation of statistical recommendations and capacity building

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## UNWTO planned conference

These themes are broad enough to

- Consolidate UNWTO's statistical achievement; and
- Identify new directions for future statistical work

Under these main themes further topics or thread can be identified, e.g.

- Economic, social and environmental impacts and policies
- Sustainable tourism (concept, definition, and elaborate a sustainable tourism monitoring index from economic, socio-cultural, and environmental indicators).
- Regional tourism indicators and information systems
- Local tourism development
- Indicators related to Tourism Sustainability and Environmental
- How to mainstream climate change in tourism statistics
- Private and public investment in tourism

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## Agenda point 10: Sub-national measurement of tourism and INRouTe

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## Background: White paper 2011

### A reform process for a more relevant UNWTO

UNWTO should assist its Members by providing them with tourism policy guidelines, orientations and methodologies, as well as specific advice for the application of such guidelines and related methodologies to their particular situation and circumstances, at the regional and sub-regional levels, as well as at the national and local levels

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## Regional tourism statistics

**Regional tourism key stakeholders: Tourism practitioners (tourism officials who commission surveys and those who undertake such surveys), local and regional governments, universities, research centres, industry associations, trade bodies, etc.**

**The INRouTe initiative responds to UNWTO's aspiration to support NTAs as they work towards an improved formulation of national policies that take into account the sub-national territories where tourism is significant**

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## Basic glossary

- **Handbook for regional tourism**
- **To be drafted by INRouTe**
- **Outline of the Handbook to be presented during the UNWTO conference**
- **Provisional version of the handbook to be finished by July 2016**
- **World wide consultation by September 2016**
- **Final version of the „Handbook of regional tourism “ to be presented to this committee in 2017**

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## Handbook

- **Regional tourism: Basic glossary (provisional version)**
- **Consultation amongst this committee**
- **UNWTO will launch a world-wide consultation amongst experts**
- **Consultation finished by August 2015**
- **Final version of the „Regional tourism: Basic glossary“ to be presented to this committee in 2016**

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## **Agenda point 11: Latest UN General Assembly resolution with regard to data**

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## **Agenda point 12: Country presentations**

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## **Agenda point 12: UNWTO statistical publications**

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**Thank you!**

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