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A Web-Based Regional Tourism Satellite Account Information System

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Although TSA has been widely recognized as a standard tool to measure the contribution of tourism to the national economies, its application in China is still relatively limited. China has not compiled its TSA in national level until very recently. In addition, some provinces and cities in China have developed their regional TSAs, but their compilation has been one-off. Without a regularly compiled TSA, it is difficult to examine the development features of the tourism characteristic industries over time and across regions. This study therefore introduces an innovative web-based TSA information system which is developed for Guangdong Province, the largest regional economy in China in terms of its size of GDP. The key functions of this web-based information system include: data management, system management, account compilation, statistical analysis, and demand forecasting. This is an innovative system for the following reasons. Firstly, this system allows the TSA tables to be compiled and presented automatically and regularly, therefore, provides a useful and timely tool to monitor the contribution of tourism over time; Secondly, this system enables statistical analyses of tourism demand and supply based on the data collected by the system, and the analytical results provide useful information for both academic research as well as decision-makings; Thirdly, the system could also compile seasonal accounts (quarterly TSA tables) to capture the seasonal contribution of tourism to the local economy; Last but not the least, a tourism demand forecasting function is being built producing short-, middle- and long-term forecasting of tourism demand such as tourist arrivals, tourism expenditure and hotel revenue based on the historical data stored in the system. This new function enriches the usefulness of the system. The functional structure of this system can be easily adapted by other regions both within and outside of China.

Keywords:

Regional TSA, web-based information system, Guangdong Province of China