

# Tourism Statistics: Challenges and Good Practices

Regional Workshop for the CIS countries

## Implementation of TSA

Item 15

Peter LAIMER  
UNWTO



UNWTO/UNSD WS Moldova, 29 June – 2 July 2010

# Basic steps for the implementation of a TSA



## IRTS 2008 (para 8.2-8.9):

- A good understanding of the TSA framework and proposed tables;
- Description of the country's tourism activity;
- Description of the country's system of tourism statistics (STS);
- Description of the country's system of national accounts and related systems;
- Compilation of an experimental TSA;
- Setting up of a feasibility study considering different alternatives;
- Implementing the decisions and getting results;
- Pilot estimations to monitor the advance of the project;
- Statistical assessment of the quality of the TSA;
- Disseminating the results and proceeding further.

## 2 questions:

- The calculation of a TSA for a base year based on structural data of the economy and of tourism;
- The calculation of a TSA for a series of current years: generation and use of a consistent set of indicators to measure changes overtime.

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



Important conditions that need to be checked:

- Existence of an **Input-output** scheme, even if not related to the system of national accounts;
- Existence of a system of national accounts fairly well related to **SNA '93** and of a **Balance of Payments (BoP)** fairly well related to **Manual 5**;
- **Balance** between supply and use of goods and services in value with a reasonable degree of breakdown;
- Possibility of identifying the **12 major categories** of tourism characteristic activities and products (particularly transport and accommodation);

But:

- The **SNA** and the **BoP** of a country might not be sufficiently developed so as to be capable of sustaining a satellite account;
- Nevertheless, efforts might be developed to enhance the **quality of the STS** and its extent in the specific area of interest for tourism, so that the preliminary steps are given for a **TSA** compilation.

# The next steps towards a feasibility study



- The previous steps have provided an **objective and comprehensive view** on the present state of tourism statistics in the country.
- From this basis, decisions have to be taken within the **inter-institutional platform** regarding:
  - ✓ The undertaking or not of a TSA project;
  - ✓ The scopes of the different concepts and their progressive development, as new information is produced and available;
  - ✓ The need for additional information, the priorities and the means to generate them;
- A **working program**, short-term and long-term involving all participants of the inter-institutional platform.
- A **pilot project** aiming at the compilation of a preliminary estimated TSA which will provide insights into the difficulties and strengths of the exercise.
- The **main ingredients** for the feasibility study have been collected and their relevance for the proper description of tourism have been evaluated.
- Building on this evaluation, the feasibility study **should consider different options** (scenarios) in terms of flexibility and gradualism in the application of the TSA, on which base the inter-institutional platform might make decisions regarding the implementation of a TSA project.

## Objectives of the feasibility study in this context



- Defining the scope of the TSA to be built in accordance with needs and possibilities within the perspective of flexibility, and its improvement overtime;
- Defining a project to be developed overtime within the perspective of a gradual implementation of the whole system to be chosen from different scenarios to be elaborated within the proposal;
- Evaluating the costs and difficulties associated with a high quality product;
- Allowing the inter-institutional platform to operate, and responsibilities to be shared.

The feasibility study might lead to a different decision than initially expected due to:

- The restricted size of tourism in the economy;
- The limitation of the system of national accounts and of the processes of estimation of the balance of payments data;
- The lack of relevant statistical information and the lack of resources to generate what is needed in the short run and in a sustained process

## Results to be expected from a feasibility study



- Better knowledge of tourism within the country of reference;
- Better knowledge within the inter-institutional platform and experience of cooperation among bodies having some interest in tourism;
- A realistic view about the information needs concerning tourism in this country, and the costs and difficulties involved in responding to these needs

# Outsource or not the setting up or some phases of elaboration of a TSA



- Many countries, in order to obtain rapidly results that can be shown, or because they think they are not able of doing a good job by themselves, tend to outsource the whole process or part of it (for instance the inventory)!

It is necessary to go through a **learning process**, that involves necessarily making errors and being inefficient: the only way of being able to appropriate the process and its results: this is also part of the “product” to be obtained and “experience” should be valued as such;

# Components of an implementation option (Phase 1)



- **General Scope** of the TSA building in terms of:
  - ✓ Characteristics of visitors and their trips;
  - ✓ Scope of tourism consumption;
  - ✓ Degrees of details of classifications of goods and services and activities;
  - ✓ Envisaged gradualism in the extension of the scope
- For each variable of the system, **sources of information**:
  - ✓ Existing ones;
  - ✓ New processing of existing ones (not previously used, cross classification, etc.)
  - ✓ Generation of new sources

# Components of an implementation option (Phase 2+3)



- Detailed description of the statistics to be involved in the scenario:
  - ✓ Expected (or present) content
  - ✓ Methods to link this new information to existing structural variables (i.e. an expenditure survey with administrative data from Immigration)
  - ✓ Institution primarily in charge of the new procedures;
  - ✓ Additional financial and technical resources needed;
  - ✓ Precise schedule associated with new or modified processes of generation of information;
  - ✓ Procedures to be put in place in order to involve the inter-institutional platform in the different stages of these processes;
  
- Definitions of processes of reconciliation and integration of the different informations within the TSA framework of analysis:
  - ✓ Determination of the variables, bases of the reconciliation between sources;
  - ✓ Options to be considered (degree of consistency) and decisions that might result regarding the relevance of sources and need of further.

# A pilot estimation of a TSA – 2 phases



## Phase 1:

- A pilot estimation is a way of putting into practice the decisions resulting from the feasibility study and to test the results obtained and the procedures which have been proposed on a real scale.
- A pilot project might cover the whole TSA or only parts of it.

## Phase 2:

- The main points of inconsistencies of the basic data should be particularly pointed at.
- The processes of decision in order to solve them should be thoroughly described with the underlying assumptions used.
- The results should be confronted to the previous knowledge of tourism (phase 1).
- The inter-institutional platform has a particular importance at that stage, to validate (or invalidate) these decisions.
- It might be decided to proceed to further pilot estimations of the TSA.