

Tourism Statistics: Challenges and Good Practices

Regional Workshop for the CIS countries

Implementation of TSA

Item 15

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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.