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Regional Workshop on the  
compilation of the TSA

Manila, 19 June 2017  
(9.15-10.00)

## Purpose and role of TSA and Austrian experiences



# Purpose and use of TSA



# What is Satellite Accounting in general?



- **Extension** to the “System of National Accounts” (SNA) which enables a better understanding of the size and role of an activity which is usually “**hidden**” within such accounts.
- Satellite accounts **provide**
  - **additional information** on particular social concerns of a **functional** or cross-sector (multidisciplinary) nature (e.g. environment, agriculture, tourism);
  - the possibility of using of **complementary or alternative concepts**, including the use of classifications (when needed) and accounting frameworks (e.g. TSA);
  - **further analysis** of specific data by means of relevant indicators and aggregates;
  - **linkage** of **physical** data sources (e.g. flows, employment) and analysis to the **monetary** accounting system.

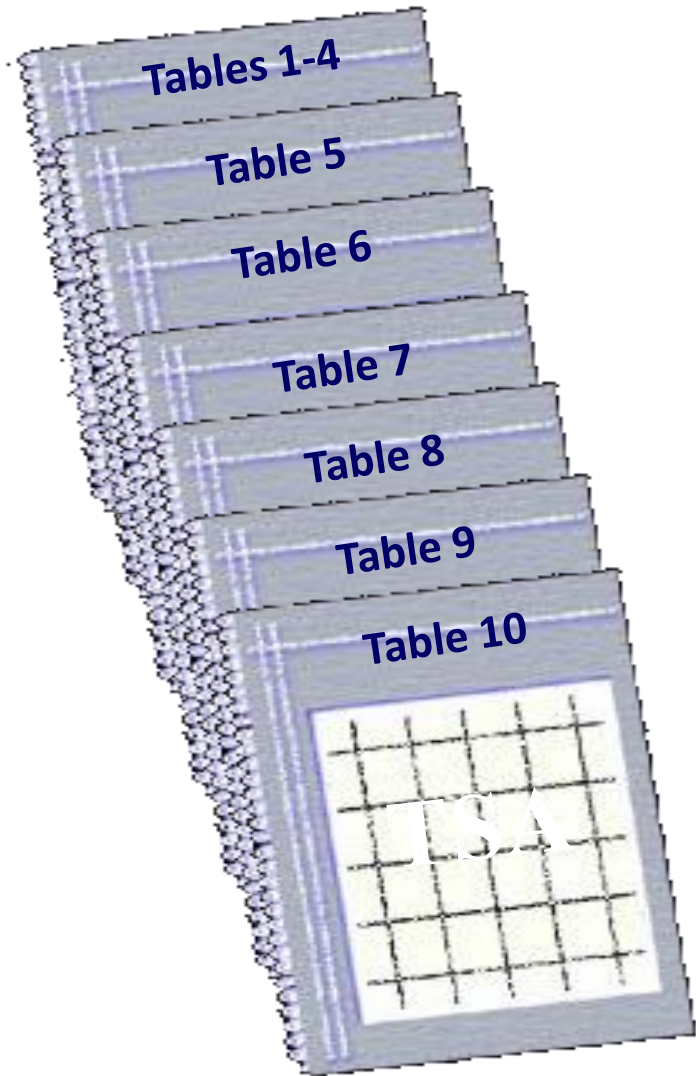
# What is Tourism Satellite Accounting? (1)

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- **SNA 2008** (besides environmental accounting and health satellite accounts (and unpaid household activity)) and **ESA 2010** (see Table 22.1, para 22.06) are proposing to draw up Tourism Satellite Accounts (SNA 2008, para 29.89-29.101; ESA 2010, para 22.123-22.129), for the analysis of the role of tourism in the national economy, since

***SNA 2008 and ESA 2010 do not distinguish between a shoe purchased by a visitor or by a resident.***

- **THEREFORE:**
  - ✓ Tourism Satellite Account (TSA) **integrates supply side and demand side information** figuring out the share of tourism demand related to the total value added.
  - ✓ TSA links tourism statistics with **macroeconomic analysis**.
  - ✓ TSA highlights the link between **domestic, inbound and outbound** (domestic part) tourism and the **balance of payments**.
  - ✓ The respective commodities produced by tourism suppliers and purchased by visitors are included in the **core accounts/tables of TSA**.

# The 10 TSA Tables



1- 4	Tourism Consumption
5	Production
6	Demand meets Supply
7	Employment in Tourism industries
8	Tourism Gross Fixed Capital Formation
9	Tourism Collective Consumption
10	Physical Indicators



## (1) Tourism characteristic products:

### Internationally comparable tourism characteristic products

- Accommodation services for visitors
  - Accommodation services other than vacation homes
  - Vacation homes
- Food and beverage serving services
- Railway passenger transport services
- Road passenger transport services
- Water passenger transport services (coastal and inland)
- Air passenger transport services
- Transport equipment rental services
- Travel agencies and other services (margin only)
- Cultural services (theater, museums, etc.)
- Sports and recreational services (entry fees to sport events, casino, etc.)

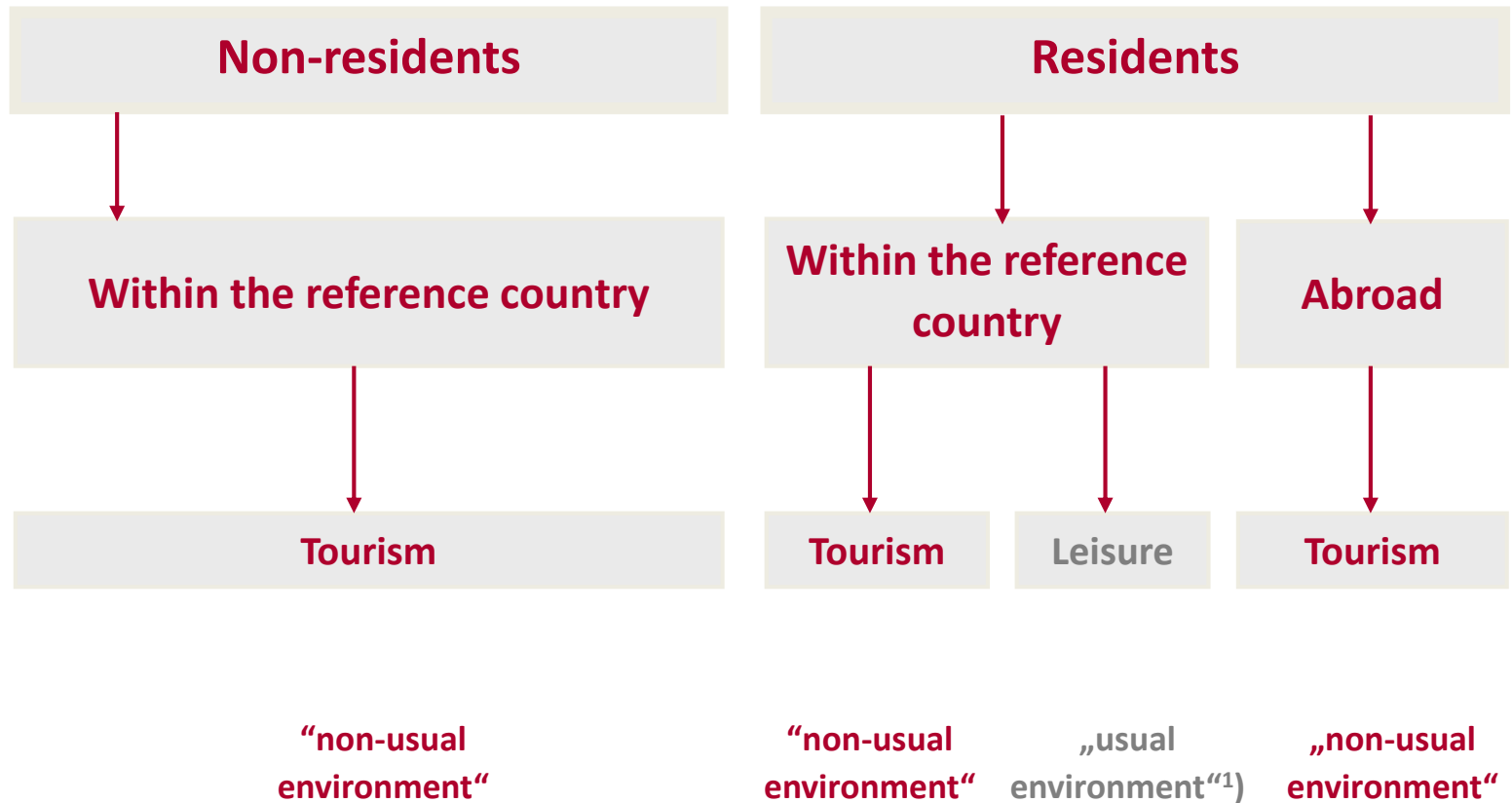
### Country-specific tourism characteristic products

- Country-specific tourism characteristic goods
- Country-specific tourism characteristic services

## (2) Other consumption products (tourism connected and non-tourism related)

## (3) Valuables (purchases exceeding the custom's threshold within merchandise trade)

# Monetary flows in the tourism (and leisure market)



1) Leisure activities of residents within their usual environment/place of living (i.e. visiting a restaurant, cinema).



- Describing the size and the **economic importance** of tourism
- Providing detailed information on **visitor consumption, including all forms of tourism**
- **Linking** economic data and other non-monetary information on tourism
- Providing a reliable and credible **tool** necessary for both effective **public policies** and efficient **business operations**
- **Enhance robust information** and indicators on the role tourism is playing and can play in the economy
- Bring **new recognition and confidence in tourism** as one of the most important sectors of the economy





- Including **all kind of tourism activities**, same-day visits, overnight visits, visits in rented and non-rented accommodation
- Give **greater credibility to tourism statistics** and to the indicators analyzing the scale and the significance of tourism as an economic activity
- Provide a rich and **informed vision** of the “tourism industry” and of its component activities
- Generate usable, practical **information for companies** and in particular for SMEs
- Development of **research and innovative methodological approaches**
- **Allow international comparison** of results by considering all kind of tourism activities

# What else?



- **Reconciliation/benchmarking** tool regarding demand and supply related data, considering the quality of the data used
- **Using/combining different data sources** as a prerequisite for receiving a consistent TSA
- Starting point of the documentation of the **meta data** related the data used compiling TSA
- Starting point of **cooperation** between NSI and NTA, Central Bank, research institutes, and exchange of views with the tourism industry
- Starting point of general considerations related the tourism statistical system, including the introduction of **best estimates, modeling** and **extrapolation methods**
- Starting of discussion related the **quality of the used statistics** and rethinking of the used concepts
- Increasing the **public acceptance** of tourism statistical data and justifying new/additional research in this field

# TSA - the main advantages (1)



- The compilation of TSA might be a **starting point for cooperation** between the NSIs and the “National Tourism Administrations” (NTAs), the central bank and research institutes.
- The involvement of developing TSA is one of the main reasons for **general considerations related to the tourism statistical system** - including the introduction of best estimates, modelling and extrapolation methods.
- TSA provides an important basis for **reconciliation** and **benchmarking** regarding **demand and supply** related data (i.e. domestic supply versus internal tourism consumption by products in TSA-Table 6).
- TSA brings new **recognition and confidence related to tourism statistics** and its importance for measuring the importance of tourism in a country, justifying additional financial support for the improvement of tourism statistics.
- The effort to create national TSAs in a worldwide harmonised manner have furthered the **cross-border networking** between researchers and the diffusion of methodological innovation and thus have helped attain the goals of various tourism strategies.

# TSA - the main advantages (2)



**TSA provides a framework for policy analysis** of issues related to tourism economics as well as for model building, tourism growth analysis and productivity measurement; that way it can be used by the tourism policy in order to

- analyze tourism from an **economic point** of view;
- offer policy makers insights into tourism and its **socio-economic functions** and impacts;
- indicate the production function of tourism industries and to illustrate the **interlinks between the tourism industries and the rest of the economy**;
- calculate **tourism direct value added** for a given list of industries in a coherent system;
- provide information on the **employment profiles** of the tourism industries;
- find out **what visitors buy** and which industries benefit most from these purchases;
- provide information about the **structure of the main visitors** (e.g. households, business, government employees or non-residents).



Aside from the above mentioned areas the usage of the **TSA is limited** or the **results are limited used**:

- The increased **analytical and research capacity** of the TSA is not often taken advantage of.
- Also it is known that the research institutes consider the data, using it for **continuative economic and tourism policy analyses**. Other than that analyses are rarely made based on TSA results.
- **Fast available and short-term data**, in order to identify monthly and seasonal changes, are not available so far.
- **Detailed results are not available**; therefore, conclusions at the micro level are not possible.
- The **impact of special events** and shocks (e.g. terror attacks, environmental disasters) cannot be currently analysed and forecasted.
- Based on TSA data on **market level are not available**.
- Approaches are sometimes made **from various organizations** to quantify the impact on a more detailed level. These calculations are unfortunately sometimes misleading.

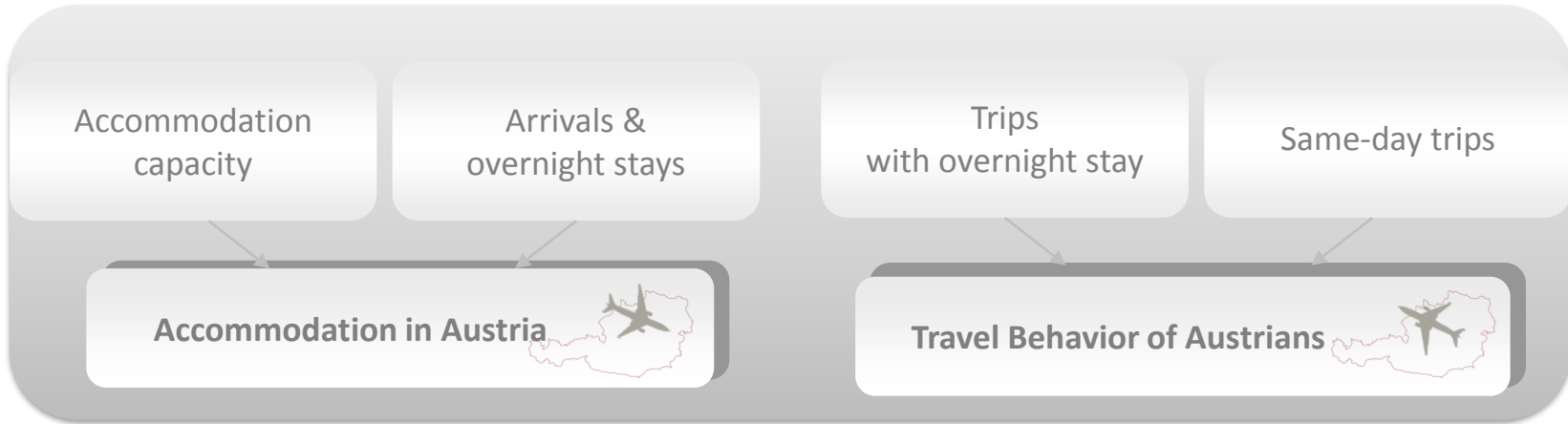


# TSA - Austrian experiences





## Primary Statistics



## Accounts



**\*) Austria (since reference year 2000), Vienna (since reference year 2002), Upper Austria (2003) and Lower Austria (since 2005; irregular).**

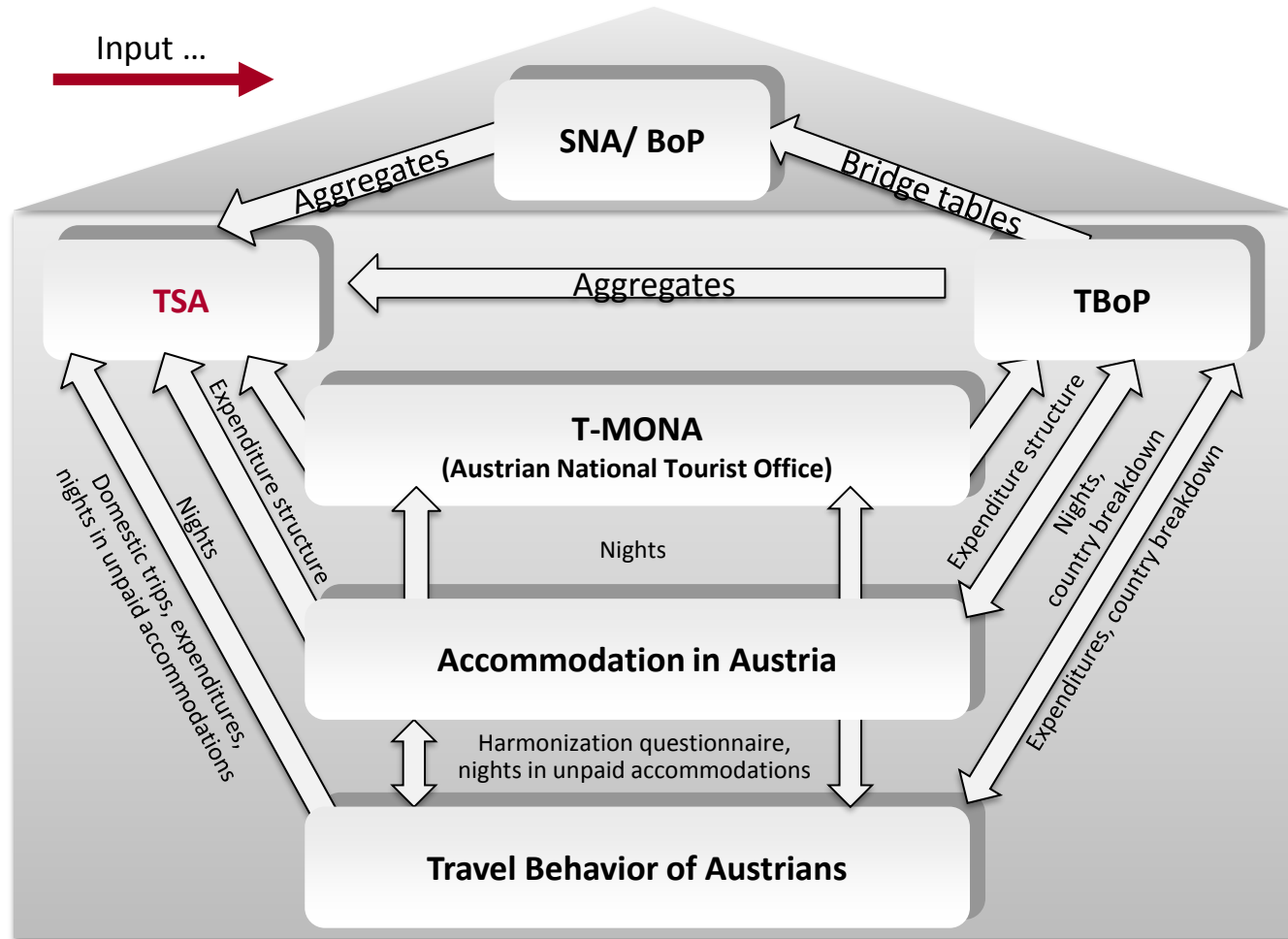


What is calculated	
<b>Aim</b>	Information about tourism as an economic phenomenon; by <b>integrating the supply and demand side</b>
<b>Subject</b>	Tourism's contribution to <b>value added</b> and <b>employment</b> (on national level, only)
<b>Coverage</b>	<b>Direct effects</b> (TSA available from 1999), regional TSAs; estimates related to the <b>indirect effects</b> by the "Austrian Institute for Economic Research" (WIFO)
Why is it calculated	
<b>Legal basis</b>	x
<b>Contract</b>	Federal <b>Ministry</b> of Science, Research and Economy (BMWFV) <b>Regional Tourism Organisations</b> for Lower Austria, Upper Austria and Vienna
How is it calculated	
<b>Type of statistics</b>	<b>Accounts</b> (synthetic product: model estimation based on existing data)
<b>Method</b>	TSA: <b>Recommended Methodological Framework</b> (UNWTO, OECD, EUROSTAT, 2008)





# TSA – part of the tourism statistical system





## Tourism Satellite Accounting in Austria is

- **commissioned** by the “Federal Ministry of Science, Research and Economy”,
- done in **cooperation** with the Austrian Institute of Economic Research (WIFO),
- done by the **Tourism Statistics’ section** of Statistics Austria,
- done **every** year,
- not a perfect system, but **being yearly improved**,
- a **living system**, taking into account any relevant data source,
- **methodologically** based on the UNWTO/EUROSTAT/OECD TSA requirements,
- **not as detailed** as required according to the UN-Manual,
- the **basis** for Regional TSA and the Employment Item.

# Development of TSA in Austria since 2001

On behalf of BMWFW<sup>1)</sup> Statistics Austria and Wifo<sup>2)</sup> have developed a TSA for Austria based on **TSA-RMF 2001** (direct & indirect effects)

Since the reference year 2003 estimates related the **tourism labour** were introduced (direct & indirect effects)

Since the reference year 2002 **Regional TSAs** are done for Vienna, followed by Upper Austria and Lower Austria on behalf of the respective Tourism Boards (excl. employment effects)

Starting with reference year 2013/2014: Applying the requirements of **TSA-RMF 2008**



1) The “Federal Ministry of Science, Research and Economy” (BMWFW) creates the best possible framework for enterprises and represents at international levels the interests of Austria as a business location. Besides science, research, external trade, enterprise and energy the BMWFW strives to create a first-class framework for the Austrian tourism industry, since Austria's tourist industry is a major economic factor. <http://www.en.bmwfw.gv.at/Seiten/default.aspx>

2) The “Austrian Institute of Economic Research” (WIFO) is Austria's leading institute for application-focused empirical economic research. Founded in 1927 by Friedrich August Hayek and Ludwig Mises, WIFO analyses and forecasts economic developments in Austria and abroad. WIFO is a non-profit organisation that carries on its scientific work independently of politics and business. <http://www.wifo.ac.at/en>

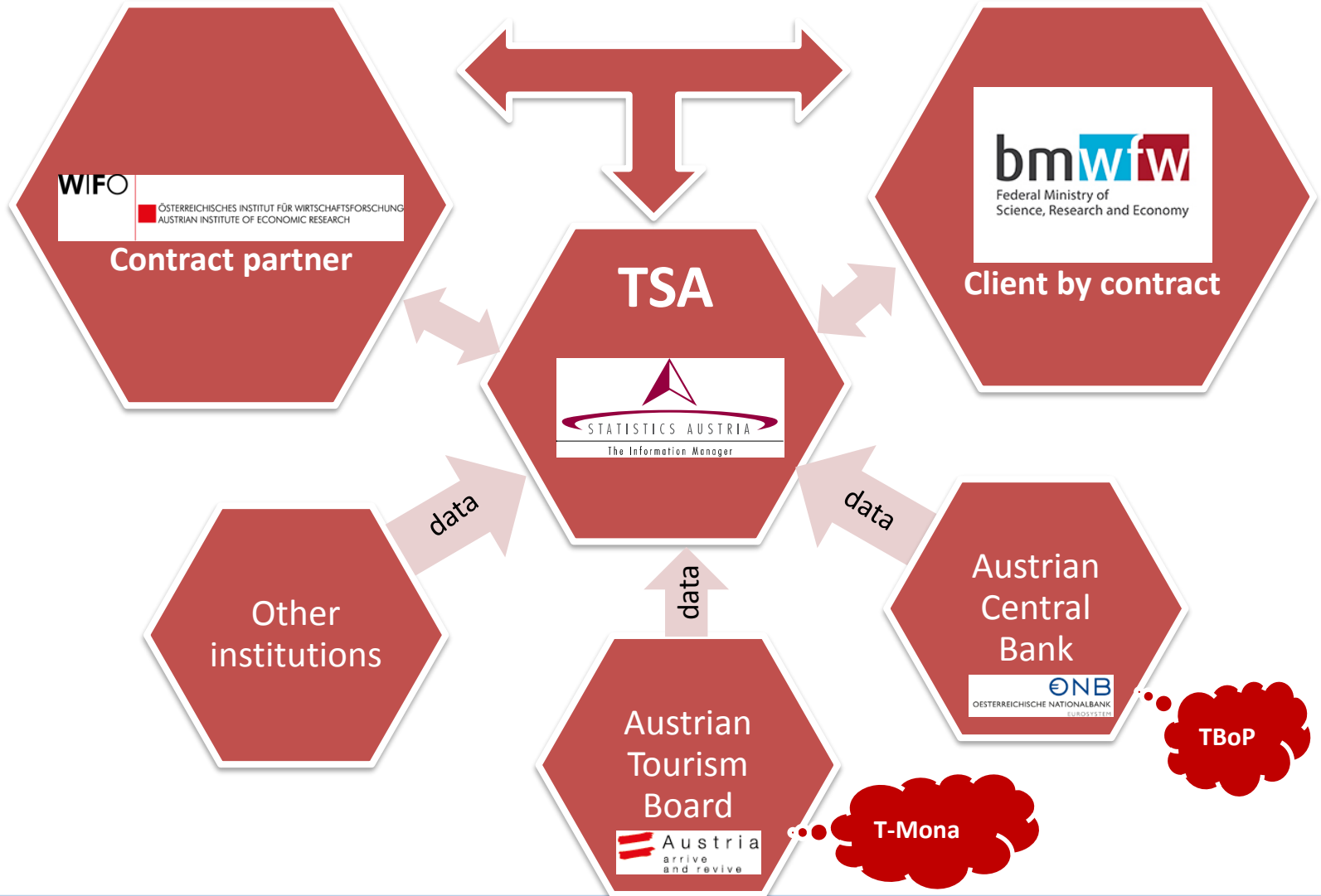
# Compiling TSA – internal partners/data



- National Accounts
- Supply Use Tables
- Private consumption

- Structural Business Statistics (SBS)
- Short Term Statistics (STS)

# Compiling TSA – external partners/institutions





## Tourism Satellite Accounting in Austria is

- **available** for TSA-Standard-Tables 1, 2, 4, 5, 6, and 7;
- not based on primary data sources, but mainly on **secondary data sources**;
- partly and where necessary or feasible based on **estimates** and **assumptions**;
- only published for **current prices**, not constant prices;
- published taking into account **key results**, only;
- extended by considering **indirect** effects;
- extended by taking into account **leisure** effects.



Analysis on a **deeper** disaggregated level has to be done with certain **caution**, since

- **extrapolation indicators** based on activities were applied proportionately to commodities, which assumes a parallel development of activities and commodities;
- the **Input-Output data** and **SUT** are available on a less detailed level (mainly on a 2-digit level) as required by TSA methodology;
- classification **compatibility** problems concerning industry/ commodity;
- the activities/services of “**Hotel and Restaurant**” cannot be distinguished clearly;
- information on the **composition of package tours** is based on estimates (improved through TBoP);
- more recent and more detailed data on **same-day visitors** is hardly available;
- more detailed output data (sales) on **passenger transport** would be needed.



## National Accounts

National Accounts

Private Consumption

Supply Use Tables

Input-Output Statistics / Survey Enterprises

Price Statistics

## Corporate Statistics

Area Count

Structural Business Statistics

Business Register

## Population Statistics

Census

Labor Force Survey

Household Budget Survey

## External Data Sources

Social Security Data - HVSV

Same-Day Trips by Germans to Austria - DWIF

TBoP of Partner Countries – Central Banks

Same-Day Trips by Italians to Austria – UIC

T-MONA – Austrian National Tourist Office

CRR – Ministry of Interior

Mirror Data

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## Tourism & Travel Statistics STAT

Accommodation Statistics

Sample Surveys on National Tourism

Travel Balance of Payment



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