

REGIONAL TRAINING WORKSHOP ON TOURISM SATELLITE ACCOUNTS
Almaty, Kazakhstan
30 November - 3 December 2015

CONCEPT NOTE

Background and Objectives

Following the adoption by the United Nations Statistical Commission in March 2008 of the International Recommendations for Tourism Statistics 2008 (IRTS 2008) and the Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA:RMF 2008), the World Tourism Organization (UNWTO) has embarked on a Statistics Capacity Building Programme and additional training workshops. The purpose of the SCBP and any other UNWTO training is to promote and promulgate the IRTS 2008 standards and the related TSA:RMF 2008 standards to UNWTO member countries. It is also designed to assist those countries in understanding these new standards and in implementing them in their national Systems of Tourism Statistics (STS). In addition to assisting these countries to build up their STS, the implementation of the standards helps to improve comparability of tourism data between countries. In the past, before official tourism statistics standards were developed, each country implemented its own set of definitions and standards. The IRTS 2008 now provides a benchmark for all countries to implement common standards and methodologies, allowing comparability at the international and national levels. The Tourism Satellite Account (TSA) is the framework recommended by UNWTO for organizing tourism statistics into a set of standard tables intended to measure tourism's contribution to the economy and for providing other useful indicators of tourism industries activities. TSA is a "satellite" to the System of National Accounts (SNA) that countries use to monitor their economies and to calculate macroeconomic aggregates such as gross value added and gross domestic product.

What TSA is and what it does?

TSA is a statistical tool consisting of ten tables, each representing a different aspect of tourism's contribution to the economy:

- Table 1: Inbound tourism expenditure by products and classes of visitors
- Table 2: Domestic tourism expenditure by products, classes of visitors and types of trips
- Table 3: Outbound tourism expenditure by products and classes of visitors
- Table 4: Internal tourism consumption by products
- Table 5: Production accounts of tourism industries and other industries (at basic prices)
- Table 6: Total domestic supply and internal tourism consumption (at purchasers' prices)
- Table 7: Employment in the tourism industries
- Table 8: Tourism gross fixed capital formation of tourism industries and other industries
- Table 9: Tourism collective consumption by products and levels of government
- Table 10: Non-monetary indicators

TSA establishes the link between the supply of products and the visitors demand for them and provides a set of macroeconomic aggregates on tourism that are comparable with the similar aggregates describing "traditional" sectors (like agriculture or manufacturing) and are comparable between countries and over time.

General benefits of TSA are:

- TSA is an official, objective and credible measure of tourism's economic contribution;
- Helps raise profile of tourism and awareness of its economic importance by generating information not previously available;
- Provides comparable measures between countries, over time, and with other economic sectors;
- Provides government and private sector with a powerful advocacy tool;

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- Usually leads to improvements in underlying or related statistics as its production requires good quality data;
- Requires close working relations between key stakeholders, thus promotes improved relationships and understanding;
- Establishes a strong foundation for further research, e.g. for calculating the indirect effects of tourism on economy and society in general.

The production of tourism statistics and TSA are not ends in themselves. The considerable resources used up in these activities must be justified by the value of their results. This value will depend on how effectively countries use it, including for the tourism policy setting and monitoring.

Regional Training Workshop on TSA

Following the successful collaboration between the SESRIC and UNWTO in the recent Workshop on Tourism Statistics held in Ankara, Turkey last December 2014, the SESRIC explored the possibility of organising a second regional workshop in collaboration with UNWTO, this time with a specific focus on TSA. The Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan generously will host the Workshop in Almaty from 30 November to 3 December 2015.

The TSA regional workshop will be structured as a capacity-building event and will involve UNWTO training material. There will be around 10 participating countries with 3 participants from each country. These participants should come from the agencies involved in the collection of basic tourism data and in the TSA compilation, like the national tourism administration, national statistical office, central bank, border authorities, etc. The total number of participants is estimated to be around 30. Possible participating countries are **Afghanistan, Azerbaijan, Bangladesh, Iran, Kazakhstan, Kyrgyzstan, Pakistan, Tajikistan, Turkmenistan and Uzbekistan.**

The main objectives of the workshop are:

- Explain the TSA structure and the relationships between its tables;
- Provide necessary clarification of the TSA underlying concepts;
- Provide a venue for the exchange of knowledge and country experiences in the preparation of TSA, in addressing challenges in collecting basic tourism data as well as in the interpretation of the TSA results for more informed decision making by the tourism industries;
- Assist countries in setting up their longer-term work programme on the TSA development.

UNWTO will provide training materials; make introductory presentations on the concepts and classifications underlying each table, on the tables' structure, recommended data sources and on international experience in good compilation practices relevant to each table. The participants will be engaged in-group discussions in order to share their experiences, identify challenges and to formulate options for making progress in the TSA compilation.

The workshop will be held in Russian with simultaneous translation between Russian and English languages.