



ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

**WORLD TOURISM ORGANIZATION
(UNWTO)**

Final Report

WORKSHOP ON TOURISM STATISTICS
(SESRIC-TR MINISTRY OF CULTURE AND TOURISM-TURKSTAT-UNWTO)

**16-18 June, 2008
ANKARA, TURKEY**

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**WORKSHOP ON TOURISM STATISTICS
(SESRIC-TR MINISTRY OF CULTURE AND TOURISM-TURKSTAT-UNWTO)**

1. From 16th to 18th June, 2008, a Workshop on Tourism Statistics was held in Ankara, Turkey. This Workshop was organized by the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC), the Ministry of Culture and Tourism of Turkey, the Turkstat and the UNWTO.
2. On behalf of the UNWTO, Mr. Juan Falconi participated in the aforementioned Workshop. According to the Agenda agreed for this event (see Annex 1), the UNWTO Consultant presented the following points related mainly to the elaboration of tourism statistics:

PRESENTATIONS:

- i) From theory to practice: first steps towards the implementation of a TSA
- ii) Revision of the 1993 Recommendations on Tourism Statistics: main differences between the new 2008 International Recommendations for Tourism Statistics (IRTS 2008) and previous ones
- iii) A TSA Regional Project: the case of Central American Countries
- iv) The UNWTO Accommodation Kit: a software tool for measuring accommodation services

COMPLEMENTARY INTERVENTIONS:

- i) Tourism expenditure associated with inbound tourism: a methodological analysis and a UNWTO proposal
 - ii) A UNWTO questionnaire concerning methodological aspects on tourism statistics and TSA applications
3. However, in different sessions, methodological processes and procedures related to the Tourism Satellite Account were also evaluated.
 4. The main purpose of the Workshop was to analyze with experts from Islamic Countries the international recommendations concerning the elaboration of statistics on tourism.
 5. As is already known, last International Recommendations on Tourism Statistics (IRTS) were approved by the Statistical Commission of the United Nations in February 2008. The stage of works on this matter in each country and the methodologies applied were discussed. The Delegation of Turkey had the responsibility of presenting the technical aspects related to different applications, particularly the methods used in the implementation of surveys on tourism expenditure: inbound, outbound and domestic. Comments on these dissertations were made by the UNWTO Representative.

6. The Workshop was geared towards statistics professionals with responsibilities in the field of tourism statistics, working in institutions such as:
 - National Tourism Administrations;
 - National Statistical Offices (both basic statistics production units and - National Accounts units);
 - Balance of Payments Departments of Central Banks;
 - Tourism experts.
7. Almost 30 national officers attended the Workshop (representatives from Turkey, Malaysia, Brunei, Saudi Arabia, Oman, Pakistan, Qatar, among others, were represented in the Workshop). In future events addressed to Islamic countries, the participation of representatives of those institutions should be encouraged, because of the responsibilities that each of them have in both processes; the improvement of the national statistical system on tourism and the specific works concerning the TSA.
8. The UNWTO Representative and delegations of Islamic countries had an important exchange of views on: i) the constitution of Inter-institutional Platforms in order to put in practice regular working programs on statistical researches; ii) the situation of tourism statistics; iii) the difficulties met in the reconciliation of data from different origins (demand and supply data; diagnosis of the reasons of these differences and the way to resolve them); iv) the links established with National Accounts and Balance of Payments statistics; v) the difficulties and inconsistencies related to classifications, treatment of the basic data on tourism, and the scope of statistics from the supply side, etc., among other methodological subjects.
9. These matters were commented on by the UNWTO Representative and in addition, other methodological issues related to the construction of TSAs, including an analysis of their relationships with the central framework of the National Accounts were discussed. In most Islamic countries, these links have still not been totally clarified despite the fact that TSAs are derived from this general macroeconomic compilation.
10. A procedure based on the Supply-Use Table of the National Accounts (NA) was presented and explained to participants by the UNWTO Consultant, based on the following steps:
 - i) Revision of Classifications ISIC and CPC: revision in terms of Tourism Products and Tourism Activities following the TSA methodological recommendations.
 - ii) Determination of tourism equilibriums Supply-Use. For the Supply side, statistical information or estimates on the share of tourism of the total output is needed. Most countries do not have this information, which is the basis of this procedure. Taxes, subsidies and margins must also be estimated. Therefore significant efforts must be made in order to gather available statistics and information on this matter.

- iii) Demand side: statistics on Inbound tourism expenditure and Outbound tourism expenditure are available in general terms, in most countries. Domestic tourism should be a residual in terms of tourism equilibriums. A presentation of technical relationships was also made.
 - iv) It is important to take into account that ii) and iii) imply a modification to the classic formulation of National Accounts equilibriums because of the nature of tourism activity.
 - v) Table of Tourism Supply: this table depends on the assignment of primary and secondary output per tourism activity.
 - vi) Based on iv), determination of intermediate consumption by tourism activities, maintaining technical coefficients of National Accounts is the next step. Output of tourism activities, (derived from tourism equilibriums, see ii) will be taken into account in order to calculate the VALUE of the Intermediate consumption of tourism industries.
 - vii) At this stage, it is possible to calculate the Value Added of Tourism Activities and the share of tourism in the total Value Added.
 - viii) Last step: Construction of TSA tables 1, 2, 3, 4, 5, 6.
11. In various sessions it was also underlined that measuring tourism impact on the national economy –the main objective of the TSA- showing the most important relationships among tourism variables and macroeconomic indicators depends on the rearrangement of the country's statistical system. It is in that sense that the TSA is an ongoing process and countries must determine their own practical way to reach the objective.
 12. Faced with arguments which assign econometric models a key role to measure the economic importance of tourism, delegations agreed that these models could be useful under certain conditions, despite their practical restrictions. It seems that according to prior experiences econometric models do not help countries to generate a real improvement of their statistical systems on tourism; implicit assumptions on which those models are based, have to be discussed carefully as well as the technical procedures applied, at least if countries wish to make forecasts and projections in order to determine their tourism development policies.
 13. Participants had an active role in the Workshop. As mentioned before, an important exchange of views took place and different subjects were evaluated, for example, the statistical need for future TSAs and the data requested for short term analysis of economic trends of tourism activities.
 14. This would mean introducing a macroeconomic approach in the case of tourism, which would be the sole pathway needed to change the status of traditional tourism analysis.

15. Nevertheless, there are still limitations on i) statistics on flow of tourists; ii) statistics on tourism expenditure under its different forms; iii) national accounts, (SCN 1993); and iv) statistics on balance of payments, (items travel and passenger transportation) in the case of some Islamic countries. Due to this, future efforts must be focused to rectify this lack of information.
16. A training program on methodological aspects related to tourism statistics and TSA Methodology needs to be developed aswell.
17. The SESRIC agreed on this proposal and as such, new events related to tourism analysis and statistics will be considered in the SESRIC Working Program in the coming years.

I would like to thank Dr. Sidika Basci, Technical Coordinator of the Workshop, for her technical assistance and courtesy as well as Dr. Nabil Dapour, from the SESRIC. I am also very grateful to all of the participants in the Workshop, for their continual interest, cooperation and friendship.

Madrid, July 2008

ANNEX

WORKSHOP ON TOURISM STATISTICS

June 16-18, 2008, Ankara-TURKEY

DRAFT AGENDA

June 16, 2008, Monday

Session I

Opening speech

General information on tourism statistics

Session II - Accommodation Statistics

Purpose

Concepts and definitions

Coverage

Data collection

Data consistency

- Country experiences
- The UNWTO Accommodation Kit: a software for measuring accommodation services
- Discussion

Session III- Tourism Satellite Accounts

First steps towards the implementation of a TSA

- Concepts and definitions
- Review of International Recommendations for Tourism Statistics

June 17, 2008, Tuesday

Session IV - Border Statistics

Purpose

Concepts and definitions

Coverage

Data collection

Data consistency

- Country experiences

- Discussion

Session V - Domestic Tourism Survey

Purpose

Concepts and definitions

Coverage

Sample design of domestic tourism survey

Data collection

Data consistency

- Country experiences
- Tourism expenditure associated to inbound tourism: a methodological analysis and a UNWTO's proposal
- Discussion

Session VI- Tourism Satellite Accounts

A TSA Regional Project: the case of Central American Countries

June 18, 2008, Wednesday

Session VII - Departing Visitors Survey

Purpose

Concepts and definitions

Coverage

Sample design of departing visitors survey

Data collection

Data consistency

- Country experiences
- Discussion

Session VIII - Arriving Citizen Visitors Survey

Purpose

Concepts and definitions

Coverage

Sample design of arriving citizen visitors survey

Data collection

Data consistency

- Country experiences
- Discussion

Session IX- Tourism Satellite Accounts

- A UNWTO questionnaire concerning methodological aspects on tourism statistics and TSA applications