

## ***Towards a Regional Tourism Satellite Account***

Knowledge as Value Advantage of Tourism Destination

*October 2008*

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## ***Towards a Regional Tourism ~~Satellite~~ Account?***

***Economic***

Knowledge as Value Advantage of Tourism Destination

*October 2008*

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## A Contention: In response to Frechtling (2008)

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***Before we significantly embark upon the extension of the tourism economic-statistical project to the sub-national scale, we must carefully consider whether our tools, and the TSA in particular are the most appropriate ones to use.***

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## A further contention

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***Implementing regional TSA (RTSA) on a wide scale implies significant costs, as well as benefits, which must be explicitly considered***

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## i. The Term 'Satellite'

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Where and what is the planet?

Does *satellite* = *quality* in all cases?

RTSA – Can the brand be protected?

Does the classification of a top down regional tourism satellite account even make conceptual sense?

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## ii. The Dominance of *Products*

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Critical for SNA input-output supply & use tables,  
but how many regions have such structures?

Extreme difficulty of constructing bespoke *PxI*  
tourism 'make' matrix

Requirement to reclassify into industries for GVA  
& employment estimates (and CO<sub>2</sub>... )

Regional policymakers just don't '*get*' products

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## One Alternative?: A Regional Tourism Economic Account

Industry	a.	b.	c.	d.	e.	f.	g.	h.	i.	j.	k.	l.	m.
1.1 Hotels, Motels & other serviced accommodation	North-West industry output at basic prices	Taxes less subsidies on products	Total regional supply at purchaser prices (a + b)	Day Visitor/Excursionist consumption	Staying tourism consumption (NW Resident)	Domestic tourism consumption (d + e)	Excursionist consumption (Non-regional residents)	Holiday tourism consumption (national residents)	Business tourism consumption	International tourism consumption	Inbound Tourism Consumption (g + h + i + j)	Internal Tourism Consumption (f + k)	TOURISM RATIO ON INDUSTRY SUPPLY (l / c)
1.2 Hostels and non-serviced accommodation													
2.1 Restaurants, bars & catering													
3.1 Railway transport													
3.2 Other land transport													
3.3 Water transport													
3.4 Air transport													
3.5 Ancillary transport													
3.6 Travel agencies and tour operators													
4.1 Recreation and entertainment													
5.1 Retail and Distribution													
6.1 All other regional industries													
7.1 Non-regional industries (imports)				Tourists' direct purchases of non-NW sourced goods & services									

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## An 'RTEA' Approach

Keeps important elements of the TSA Project:

- Concepts & most classifications
- Statistically rigorous approach
- Inter-institutional *partnership* approach
- Transparent, open-source, replicable and account-based

Simply(!) further reduces (from Frechtling's suggestion) and somewhat amends TSA statistical structures

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## Potential Benefits of RTEA

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Retains central benefits of TSA project

Industry structures more familiar for public and private sector partners

Reinforces need for quality statistics and an accounting approach

*Broadly* comparable 'headlines' to TSA

Easier/more immediate to model from (given IO)?

No brand to protect!

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## Potential Costs of RTEA

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Conceptually less sound?

Less fine detail available

More work required on the demand side?

Issues with comparability (inter-regional & region-national)?

New statistical and communication challenges

A new project for somebody – but whom?

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## Conclusions

Statistical effort should reflect the ultimate needs of the user community. At sub-national scale, these are not national accountants, but tourism & economic policymakers.

It may be time to pause and consider, from first principles, what sub-national statistical artifact will deliver the most useful, accurate and reliable tourism *intelligence* at lowest cost for the long term

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**Gracias.**

**Thanks for listening**

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