



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



## **Workshop on Developing Tourism Statistics and the Tourism Satellite Account (TSA) Project**

**Cebu, Philippines  
21-22 October 2008**

- *Programme*
- *Technical Note*

In collaboration with  
the Asia-Pacific Economic Cooperation (APEC)

## **PROGRAMME**

***Tuesday, 21 October 2008***

- 09:00 - 09:30      Opening Ceremony
- Opening Speech by H.E. Mr. Francesco Frangialli, Secretary  
                          General of UNWTO
- Welcoming Speech by H.E. Mr. Joseph Durano, Secretary of  
                          Department of Tourism of Philippines
- General Introduction by Mr. Xu Jing, Regional Representative  
                          for Asia and the Pacific of UNWTO
- 09:30 - 10:00      Background for developing the national system of tourism  
                          statistics: The International Recommendations for Tourism  
                          Statistics 2008
- Ms. Marion Libreros, UNWTO Consultant
- 10:00 - 10:15      Coffee Break
- 10:15 - 11:30      Measuring employment in the tourism industries
- Ms. Marion Libreros, UNWTO Consultant
- 11:30 - 12:00      General Discussion
- 12:00 - 13:00      Lunch
- 13:00 - 14:00      Tourism as an internationally traded service: linking tourism  
                          statistics and the balance of payments
- Ms. Marion Libreros, UNWTO Consultant
- 14:00 - 15:30      Panel Discussion on developing the Tourism Satellite  
                          Account as a national project
- Panellists:
- Mr. Stan Fleetwood, UNWTO Consultant
- Dr. Romulo Virola, Philippine Case Study
- 15:30 - 16:00      Coffee Break
- 16:00 - 17:00      General Discussion

**Wednesday, 22 October 2008**

- 09:00 - 09:45 Capacity building programme for enhancing tourism statistics and the TSA in Asia
- Mr. Stan Fleetwood, UNWTO Consultant
- 09:45 - 10:30 General Discussion
- 10:30 - 11:00 Coffee Break
- 11:00 - 12:00 Enhancing tourism decision-making through an effective system of tourism statistics at sub-national levels
- Mr. Stan Fleetwood, UNWTO Consultant
- 12:00 - 13:00 Lunch
- 15:00 - 18:00 Panel discussion on statistics development and leadership: General guidelines for national and sub-national tourism administrators
- Panellists:
- Mr. Antonio Massieu, Chief, Department of Statistics and Tourism Satellite Account of UNWTO
- Mr. Haiyan Song, Chair Professor of Tourism, the Hong Kong Polytechnic University
- Mr. Li Ming Yao, Deputy Director, Jiangsu Provincial Tourism Bureau, China
- 18:00 - 18:30 General Discussion
- 18:30 - 19:00 Conclusion

\* All participants of the workshop are invited to the following events as well.

**Wednesday, 22 October 2008**

- 14:00 – 14:30 Opening ceremony of the SIXTH INTERNATIONAL TOURISM FORUM FOR PARLIAMENTARIANS AND LOCAL AUTHORITIES
- 20:00 Gala dinner

## **TECHNICAL NOTE**

This Workshop is open to all Asian countries and will be run back to back with the Sixth International Tourism Forum for Parliamentarians and local Authorities (22-24 October). The basic objectives of the Workshop are:

- **to present the new International Recommendations for Tourism Statistics 2008 (IRTS 2008) and the updated TSA document (TSA:RMF 2008) recently approved by the UN Statistical Commission.**

The revision of the 1993 *Recommendations for Tourism Statistics* was needed because the Tourism Satellite Account (TSA) has now already expanded beyond the conceptual framework of the 1993 Recommendations on Tourism Statistics. A number of key changes have been introduced to the existing framework of basic tourism statistics, including, among others, a) the relevance given to monetary variables; b) clarifications regarding the measurement of the three forms of tourism focused in common grounds; c) the relevance of supply side data as well as employment statistics; d) the reconciliation between demand and supply; and e) the identification of tourism in the balance of payment.

- **to provide UNWTO guidance on NTA leadership both at national and subnational levels regarding the measurement and analysis of tourism activity** (this relates both to the IRTS 2008 subchapter 8.C “Measuring tourism at sub-national levels” and the TSA:RMF Annex 7 “Adapting the TSA to subnational levels”).
- **to present UNWTO proposal for a Capacity Building Programme on Tourism Statistics (CBP) in Asia.**

UNWTO understands that it is absolutely necessary to strengthen NTAs leadership and for that purpose, we consider it urgent to define an ambitious capacity building programme (CBP) that could help provide a selected number of countries with the necessary impulse to enlarge their national STS and the preparation of TSA experimental exercises. This new CBP will span over a period of two years and involve intensive and highly technical training of officials from National Tourism Administrations (NTAs), National Statistical Offices (NSOs), Central Banks (CBs), and Migration Authorities (MAs).

Two UNWTO consultants will participate and bilateral meetings with countries delegations will take place in order to start the preparation of this initiative

- **ILO and UNWTO are developing an ambitious joint Project** in order to provide guidance to countries to start developing employment data in tourism industries, recommendations for measuring quality of employment in tourism as well as international guidelines on best practices for this type of employment. The Project will be presented, as well as the first set of outcomes.