SESSION II: INTEGRATING TOURISM STATISTICS INTO A BROADER FRAMEWORK

Chair
Mr. Antonio Massieu

Chief, Department of Statistics and Tourism Satellite Account (TSA)
World Tourism Organization

Born in the Canary Islands, Mr. Massieu studied economics in Madrid, before joining the "Instituto de Estudios Turísticos" (Institute for Tourism Studies).
As Vice-Director of the Spanish Institute for Tourism Studies, he helped develop and launch various new systems of measuring tourist flows, among which *Frontur* –based on visitor movements across the country's borders- *and Familitur* –which studies the domestic tourism market-. He also began the first steps towards creating a Tourism Satellite Account for Spain. He worked with the World Tourism Organization (UNWTO) during two years as Chairman of the statistics Steering Committee, in his capacity of delegate from Spain.
Mr. Massieu began to work in the World Tourism Organization (UNWTO) in May 1999 as Chief of the Department of Statistics and Economic Measurement of Tourism and his immediate goals were to develop support systems for member countries and to expand cooperation with other leading organizations in the industry. Following the World Conference on the Measurement of the Economic Impact of Tourism in June 1999, he was deeply involved in gaining the United Nations approval for the Tourism Satellite Account methodology. The United Nations Statistical Commission (UNSC) adopted this document in March/April 2000 with the title: "Tourism Satellite Account: Recommended Methodological Framework". An updated version of the TSA:RMF was approved in February 2008.

Keynote speaker
Mr. Francesco Frangialli

Former Secretary-General, World Tourism Organization
Chairman of the UNWTO Strategic Group

Francesco Frangialli is the former Secretary-General of the World Tourism Organization and is, actually, the Chairman of its Strategic Group. He served as Deputy Secretary-General from January 1990 to September 1996, when he assumed the post of Secretary-General ad interim. He was elected to the top post of the Organization by the General Assembly in 1997 for the period 1998-2001. He was re-elected as Secretary-General in 2001 for the period 2002-2005 and again in 2005 for the period 2006-2009. He led the Organization's conversion into a specialized agency of the United Nations, which took effect in December 2003. Mr. Frangialli has an extensive background in public administration and served from 1986 to 1990 as Director of the Tourism Industry in the French ministry responsible for Tourism. He has a degree in economics from the Paris School of Law and Economics, studied at the National School of Administration (ENA) and is a graduate of the Paris Institute of Political Studies, where he was a lecturer from 1972 to 1989.
During the eighty-third session of the UNWTO Executive Council, Mr. Frangialli announced his early resignation, that took effect on 28 February 2009.

Keynote session II "INTEGRATING TOURISM STATISTICS INTO A BROADER FRAMEWORK"

Abstract:

The world economy is going through a complex global crisis that is the most severe in recent history. Not since the Second World War has there been a shock of such magnitude. The tourism sector has not been spared – what industry would be, in the face of such an upheaval? At this stage, nevertheless, it is not on the front line and has been

affected only indirectly; our impression is that tourism acts more as a mitigator rather than an amplifier of the crisis.
But the international tourism exchanges of today are no longer at the same scale as those following the world war! There were 25 million international arrivals in 1950; there were 924 million last year, nearly 40 times more. We have seen it here, in Indonesia, on many occasions, with the financial crisis of 1998, the successive attacks, SARS, the tsunami. When tourism is affected, it is a sign that society as a whole is faltering.
Under the difficult current circumstances, therefore, it is entirely legitimate for governments, economic decision makers, and international financial institutions to look at our industry with apprehension: What is happening to it? Will it collapse or will it withstand the shock? Will it destroy the millions of jobs it has created over the past years? Or, on the contrary, will it once again signal the revival of general economic activity?
We have to be able to respond to these questions, and in order to do so, we need two good complementary and interlocking instruments: solid tourism statistics and a reliable macroeconomic measurement tool, which we call the Tourism Satellite Account (TSA).
The latter stands on the former as its foundation, and it has been a long road to get where we are, ever since in 1937, the Committee of Statistical Experts of the League of Nations recommended the adoption of a definition, with international scope, of what tourism is.
This long journey, whose major milestones I intend to recall today, was already embarked upon by the institution that preceded the UNWTO: the International Union of Official Travel Organizations. As early as then, it was at the request of and in coordination with the United Nations that the first major conference on tourism and international travel was held in Rome, in 1963. During thirty years, we worked on the basis of statistical concepts resulting from the Rome Conference. This means that they were useful.
But it was at the very start of the 1990s that some serious work would begin

Panellist
Mr. Triono Widodo

Chief, Director of Directorate Economic and Monetary Statistics, Bank of Indonesia

Formal Educational Background:
April-Des. 2006: National Resilience Institute Regular Course of XXXIX 2006 (LEMHANNAS)
August 1984: Master of Arts (MA) in Development Economic, Boston University USA
December 1980: Sarjana (MA) Department of Economics majoring in Accountancy, University of Gadjah Mada Yogyakarta, Indonesia
International Trainings
March 1999: Financial Analysis Programming and Policy course, International Monetary Fund, Washington
September 1998: Asian Financial Crisis and Policy Responses workshop, ADB Institute, Manila
August 1997: Macroeconomic Policy and Management Harvard Institute for International Development, Cambridge, USA
March 1996: Flow of Fund Analysis course, The South East Asian Central Banks (SEACEN) Research and Training Center, held in Seoul, Korea
August 1994: Macroeconomic Modelling for Forecasting and Policy Evaluation course, The South East Asian Central Banks (SEACEN) Research and Training Center, held in Taipei
Employment Records:
March 2007: Director, Directorate of Economic and Monetary Statistics
October 2004: Head-Bureau of Economic Research, Directorate of Economic Research and Monetary Policy, Bank Indonesia
June 2002: Deputy Director, Directorate of Economic Research and Monetary Policy, Bank Indonesia
July 1999: Division Head, Policy Analysis and Planning Division, Directorate of Economic Research and Monetary Policy, Bank Indonesia
July 1998: Division Head, Macroeconomic Studies Division, Directorate of Economic Research and Monetary Policy, Bank Indonesia
July 1996: Economist, Policy Analysis and Planning Division, Directorate of Economic Research and Monetary Policy, Bank Indonesia
International Exposure:
January – June 1999: Special Appointee attached to Asia-Pacific Department, International Monetary Fund, Washington

Abstract:

As a central bank, Bank Indonesia (BI) has as its primary objective, as stipulated by the Act No. 23/1999 and as amended by the Act No. 3/2004 on the Central bank, to achieve and maintain the stability of the Rupiah value. Its covers monetary, banking and payment systems. One of three main tasks to pursue that objective is by formulating and implementing monetary policy. To support its main tasks, Bank Indonesia is required to provide accurate statistical data in compliance with International good practice, including compilation of Indonesia's balance of payments (BOP). Of major components in BOP statistics, travel and transportation are important items that represent tourism development.

The picture of Indonesia's BOP in 2008 has been shaped strongly by the recent global financial turbulence as shown on the deficit of overall balance of payments. The fall in commodity export prices as well as declining world oil price starting in the mid 2008 has brought about pressure on the current account. However, travel balance surplus which related to tourism activity continued to contribute positively to Indonesia's BOP despite the fact that the outturn of inbound tourists came under the government's target. As the global financial turmoil deepened, the capital and financial account turned into a deficit, in sharp contrast to a surplus in the previous year.

In terms of statistical issues, definition of travel in our BOP which is referring to BPM5/6 basically has consistent definition with IRTS. However BPM' travel has wider coverage than that for IRTS' definition for tourist. In BPM5/6 the coverage of travel is extended to include traveler with length of stay of less than one year (for leisure) and and traveler with length of stay of more than one year (for work, study and healing tourism).

Notwithstanding the progress in data compilation for tourists/travelers, there are still further works to do to improve travel data. We need to have further classification on inbound-outbound traveler data to distinguish between travel for leisure (tourists/visitors) and for other purposes such as for employment (other travelers). In addition, traveler's data for purposes of education/training and medical/health purposes need to be divided according to the length of stay (short term or long term). Further we also need to treat appropriately transit passenger (excursionists) into visitors (person entering the economic/legal teritory) or other travelers (being outside economic territory).

In its bid to improve the quality of tourism activity above, Bank Indonesia continues its collaboration with other institutions within the goverments such as Ministry of Culture and Tourism, Statistics Indonesia (BPS), and Directorate General of Immigration. The activities includes broadening tourism data coverage and improving compilation process, enhancing the use of Passenger Exit Survey/Outbound Survey, implementing direct reporting system on BI' International Transaction Reporting System (ITRS), and cooperating with travel association, domestic and non domestic flight, etc.

Panellist
Mr. Darren Page

Assistant Director, Financial Statistics Section, Australian Bureau of Statistics

My academic studies include a Bachelor of Economics (Honours in Economic Statistics) degree from the University of Queensland, a Graduate Diploma in Applied Finance and Investment as well as completion of Part I and Part II of the Institute of Actuaries of Australia education program.

Since 1997, I have gathered a wide range of experience in the compilation of economic account statistics at the Australian Bureau of Statistics (ABS). My experience includes working in, and managing, teams involved in the compilation of economic account statistics as well as managing teams responsible for the research and development into improved ways of measuring economic account statistics. This experience has provided the basis for my understanding of the international statistical standards which underlie the compilation of these statistics, and how these concepts and standards ensure that these accounts are both accurate and relevant to ensure international comparability and to provide useful information for the analysis of current policy issues by users.

My experience in the compilation of economic account statistics includes: Government Finance Statistics; Balance of Payments and International Investment Position statistics; Input-Output tables; Supply-Use tables; Financial Account (component of National Accounts); and my current position managing the compilation of the Tourism Satellite Account for 2007-08.

Abstract:

While tourism is a key contributor to the domestic production, employment and export earnings of many countries, it is not separately identified as an industry or product in international statistical standards underlying core national accounts and balance of payments. In the case of balance of payments, 'tourism related' services are captured as major components of transportation and travel services.
Revised international standards underlying tourism and the balance of payments seek to improve comparability between tourism statistics and the transportation and travel components of balance of payments statistics. This presentation explores the concepts underlying 'tourism related' services presented in Australia's balance of payments statistics and how these concepts align with those applied in the Australian Tourism Satellite Account (ATSA).

Panellist
Mr. Bruce Bassett

Research Manager, Ministry of Tourism, New Zealand

Bruce Bassett is the Research Manager within the New Zealand Ministry of Tourism. Bruce manages Ministry's Research Team that is responsible for the delivery of New Zealand's core tourism dataset, including five statistical collections, the Tourism Satellite Account and forecasts. The team also conducts analysis of the data and undertakes a number of research projects to address more specific knowledge requirements. The outputs are disseminated though its website at www.tourismresearch.govt.nz.
Bruce has been involved in this area for more than a decade, initially from a policy perspective and latterly in managing the team to deliver and improve the statistical resources and to put in place further information and research for the New Zealand tourism sector.
Bruce has tertiary qualifications from Otago and Lincoln Universities in New Zealand and resides in Wellington.

Abstract:

Tourism is a cornerstone of the New Zealand economy. It contributes NZ$20.1 billion in total expenditure, directly and indirectly 9.2% of Gross Domestic Product, and 9.9% of employment. Tourism is a significant export sector, accounting for 18.3% of foreign exchange earnings.
The natural environment is New Zealand's core tourism product and remains the key driver of visitation for international visitors to New Zealand. The effective management of New Zealand's environment is essential to ensuring the long-term success of New Zealand's tourism sector. This is recognised by the New Zealand Tourism Strategy 2015 (NZTS 2015), an industry and government approach to maximise the benefit of tourism to New Zealand that is underpinned by a commitment to sustainability.
Sustainable tourism development requires constant monitoring of impacts, so that destination managers and decision-makers can receive early warnings, and introduce corrective and preventative measures. Indicators are an important tool in monitoring, and so are a fundamental part of destination planning and management.
To date, no base set of consistent, replicable information to monitor the relationship between New Zealand's tourism sector and New Zealand's environment exists that is agreed and supported by core government and industry bodies. To address this information gap, action 3.5 of the NZTS 2015 calls to: "Develop indicators for the sector (at both a national and operator level) to measure, manage and monitor environmental impacts, and use these to evaluate performance over time." In early 2008, the Ministry of Tourism began developing a set of environmental indicators to monitor the visitor's experience of the New Zealand environment, and the tourism sector's impacts on New Zealand's environment.
In selecting appropriate indicators for the project, the Ministry followed UNWTO guidelines which recommend that indicators be developed according to the specific nature of each destination, and the particular issues that are important to that destination. As such, the Ministry has focused on ensuring consistency with New Zealand's national environmental indicators, while also ensuring that the indicator set addresses the environmental issues considered most important to New Zealand as a tourism destination.
After identifying which environmental issues were most important to tourism in New Zealand, potential indicators were

then assessed for their feasibility, credibility, relevance to the environmental issue concerned, and the usefulness of the information to be obtained. The chosen set of 19 indicators represents a balance between minimising ongoing time and resource commitments for collection and analysis, and obtaining the best possible information.

The indicator set is informed by data collected at the national, regional, and business levels. Several indicators utilise in-house data from the Ministry of Tourism's core tourism datasets. Where appropriate, the Ministry has sourced data from other government agencies and private sector entities. This has enabled the most efficient use of resources, while fostering information sharing and a cross-sectoral understanding of the environmental issues that impact the tourism sector.

The Ministry of Tourism is aiming to report on the first set of indicators by the end of April 2009. The indicator set will be updated annually, as this frequency of reporting will build an informative time series, while allowing changes to be noticeable and meaningful.

In communicating the indicator results, the Ministry will focus on ensuring that the statistics are simple and easy to understand. Over time, the indicators will provide a comprehensive, high-level picture of the relationship between tourism and New Zealand's environment. In doing so, it is hoped that decision-makers and destination managers will use the information to guide New Zealand towards more sustainable management of tourism resources.