UNWTO National Workshop on Tourism Satellite Accounts (TSA)

31st October – 2nd November 2015
Tehran, Iran

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Overview of the Workshop (Total xx pages)

[Day 1: Saturday, 31 October, 2015]

- 08:30-09:00 Registration
- 09:00-10:00 Opening Remarks (UNWTO, ICHTO, CBI, SCI and IPI)
- 10:00-12:00 Session 1: Introduction to Tourism Satellite Accounts (TSA)
- 15:00-16:00 Session 2: Institutional and Technical Requirements for TSA
- 16:00-17:30 Session 3: Introduction on Korean Model of Tourism Statistics
- 17:30-18:00 Conclusions and Findings of Day 1

[Day 2: Sunday, 01 November, 2015]

- 08:30-10:00 Session 4: TSA Supply and Consumption
- 11:00-12:30 Session 5: TSA: Tourism GDP of tourism industries
- 15:00-17:00 Session 6: TSA: tourism employment & compensation
- 17:30-18:00 Conclusions and Findings of Day 2

[Day 3: Monday, 02 November, 2015]

- 08:30-10:00 Session 7: Setting Up TSA, tool for tourism policy
- 11:00-12:30 Session 8: TSA data collection – issues with Tourism Statistics
- 15:00-17:00 Session 9: TSA: How to estimate ecoomic Effects of Tourism
- 17:30-18:00 Closing of the TSA workshop (UNWTO, ICHTO, CBI, SCI and IPI)

Session 1: Overview

10:00-12:30 Session 1: Tourism Satellite Accounts (TSA)

- Towards TSA – Methodological Aspects and TSA Applications
  Presenter: UNWTO
- Q&A Session (12:00 – 12:30)

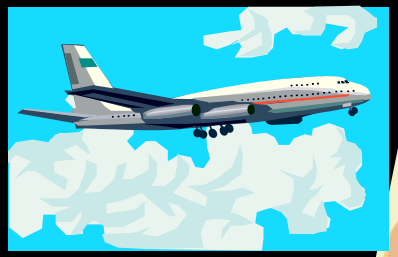
Tourism Satellite Accounts (TSA)

- **Satellite Accounts ?**
  - = An attempt to measure the size of economic activities or sectors which are NOT included in the established national accounts.
- **World Tourism Organization (UNWTO) says,**
  - “Set of definitions, classifications integrated into tables, organized in a logical, consistent way, which allows us to view the whole economic magnitude of tourism in both its aspects of demand and supply”
  - (not by UNWTO) “Tourism is an activity that many in the world participate in but which few appreciate beyond its abilities to delight the traveler and facilitate business

Introduction to TSA

- Why TSA was developed?
  - Travelers/Tourism are important consumers (of domestic production of goods & services)
  - Industries that cater to travelers
    - use a substantial share of output from other industries
    - Add substantial economic value to other industries' outputs
    - Employ large numbers of people (taxpayers)
- **Problem of Tourism as an Industry?**
  - **Tourism are not identified in the standard presentation of I-O accounts**

Introduction to TSA



←Where is the "Tourism Industry"?

A Typical national Accounts Structure (Standard Industrial Classification)

	Ag	Mining	Const	TPU	Manu	W Tra	Retail	FIRE	Serv
Agriculture									
Mining									
Construction									
Transportation/Public Utilities									
Manufacturing									
Wholesale Trade									
Retail Trade									
FIRE*									
Services									

**FIRE : Finance Insurance, Real Estate*

Introduction to TSA

- TTSA extend the I-O accounts in that they attempt to measure an economic activity (travel and tourism) undertaken by only a subset of purchasers (visitors) and involving only a subset of purchases (tourism demand).

Need Visual Help?

  - Calculation of Tourism Industry's Output, Value added is more difficult than those of Agriculture, Iron and Steel.

Introduction to TSA

Whose Purchase?

Visitors

All People (Non-visitors)

Tourism Commodities

Tourism consumption

All Consumption (Non-tourism commodities)

Challenges in identifying "Tourism as an Industry"?

- Identify ONLY the output of industries that are typically associated with tourism activities (ex: hotels, air/water/rail transport)
  - **Leads to UNDERESTATEMENT**
- Pick up ALL the expenditures on "Eating and Drinking Places" "SHOPPING" for tourism economic activities
  - **Leads to OVERSTATEMENT**

Sample: Let's think about challenges

Question 1: 4 people go out for lunch (across the street) and order the exactly the same plate (shown).

•By looking at the product (food picture), can you tell if it is the tourism commodity?

Question 2: In the photo, middle two are local residents in Ankara, Turkey and two (both sides) are from UNWTO (one from Madrid, one from Orlando Florida).

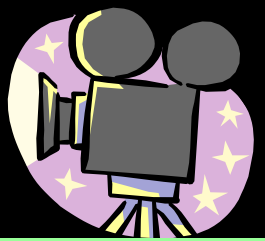
- If the restaurant has no other guests at all for the entire year, what would be the tourism industry ratio of their sales? (*: % of sales attributed to "expenditures" by **visitors**.)
- ***Visitor****: A visitor is a traveler taking a trip to a main destination outside of his/her usual environment, for less than a year, for any main purposes (business, leisure, or other personal purpose) other than to be employed by a resident entity in the country or place visited. Distance criteria?*

Tourism Ratio (USA case)

Auto Rental & Leasing (58%)

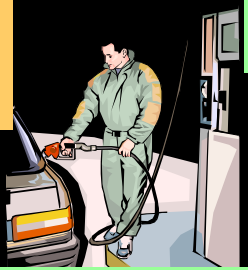
Travel Agency (21%)

Amusement (20%)

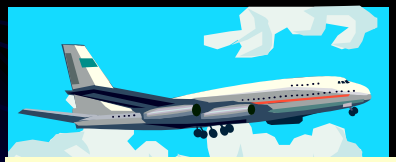


Cinema(18%)

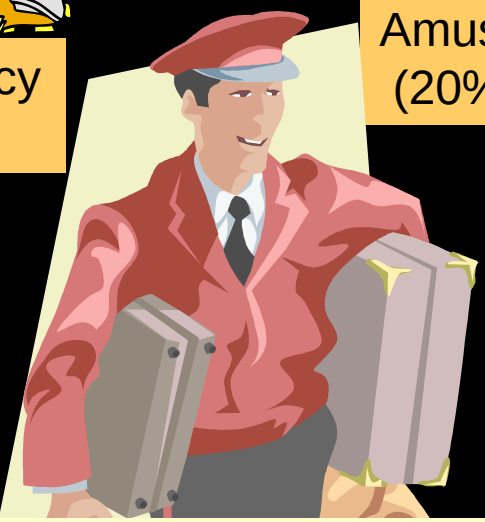
Ships(17%)



Gas Station (7%)



Airplanes(76%)



Hotel (80%)

Shopping (3%)

Restaurants(17%)

Buses(23%)

Taxis(46%)

Sports(32%)

Source: Data based on Bureau of Economic Analysis, Commerce Dept, USA

Introduction to TSA

- The purpose of TSA
  - To provide a framework for analyzing tourism expenditures in a systematic and consistent way
    - If everybody uses the same method, we can compare “tourism as an industry” with
      - Other Industry in the same nation
      - Tourism as an industry in other nations
  - To depict a link between **tourism demand expenditures** AND the **industries** that produce tourism goods and services.

Introduction to TSA

- "TSA is mainly descriptive in nature and does not include any measurement of the indirect and induced effects of tourist consumption"
  - It is NOT a simulation! It is Accounting!
    - *"Estimates should be based on reliable statistical sources, where visitors and producers of goods and services are both **observed**." (TSA-RMF 1.5)*

Introduction to TSA

- "Tourism Commodities"
  - Commodities that are typically purchased by visitors directly from producers.
    - Tourism Commodities
      - **Hotels, Restaurants, Leisure Activities, transportation etc.**
    - Non-Tourism Commodities
      - **Gasoline and Oil**

Basic Set of Tables in TSA

- 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 oth stries (at basic prices)
- Table 6: Total domestic supply and internal touris (at purchasers' pri
- Table 7: Emplo
- Table 8: Touris er industries
- Table 9: Touris ent
- Table 10: Non
- These are officia *which may not match in their sequences…)*

Tables 1 to 3 describe the most important component of tourism consumption: namely **tourism expenditure**, which includes not only what visitors pay for out of their own budget or pocket, but also what producers (businesses, governments and non-profit institutions serving households (NPISH)) or others spend for their benefit (transportation, accommodation, etc.), on which visitors are usually able to report fairly well.

Basic Set of Tables in TSA

- **Table 1: Inbound tourism expenditure by products and classes of visitors**
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- **Table 4: Internal tourism consumption by products**
- **Table 5: Production accounts of tourism industries and oth… …tries (at basic prices)**
- **T…**

Table 4 combines internal tourism expenditure, made up of inbound tourism expenditure from table 1 (column 1.3) and domestic tourism expenditure from table 2 (column 2.9), with the other components of tourism consumption. As previously mentioned (para. 2.25) these other components constitute three broad categories:

- **Services associated with vacation accommodation on own account,**
- **Tourism social transfers in kind (except refunds).**
- **Other imputed consumption.**

Basic Set of Tables in TSA

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- **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 cons[illegible]on (at purchasers' prices)**
- **T[illegible]**
- **[illegible]er**
- **[illegible]ent**

Table 5 presents the production accounts of tourism industries and other industries in the economy of reference. It conforms formally to the format established in the *System of National Accounts 2008*: output is broken down by product, is valued at basic prices (see SNA 2008, para. 6.51 (*a*)) and occupies a block of rows in the upper part of the table. Then, intermediate consumption (also called intermediate inputs) is presented (para. 4.17) valued at purchasers' prices, (see SNA 2008, para. 6.64). The difference between these two values is called gross value added (GVA) at basic prices. It

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- 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 tou stries and other industries
- Table 9: Tourism collective consumption by of government
-
-

Table 6 is the core of the Tourism Satellite Account system!
it is where the confrontation and reconciliation between domestic supply and internal tourism consumption take place. It derives from the supply and use tables of the *System of National Accounts 1993*.

Basic Set of Tables in TSA

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- Table 8: Tourism gross fixed capital formation of tourism industries and other industries
- Table 9: Tourism collective consumption by [illegible] of government
- [illegible]
- [illegible]

Table 7 contains an additional variable on the number of establishments for each tourism industry (information that is complemented in table 10 by a breakdown of this number according to the size of the establishments).

Basic Set of Tables in TSA

- Table 1: Inbound tourism expenditure by products and classes of visitors
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- 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 [illegible] levels of government
- Table 10: Non monetary indicators
- [illegible]

The rows in table 8 show a proposed list of gross fixed capital formation items (annex 5) related to tourism, and the columns show different blocks.

Basic Set of Tables in TSA

- 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
- Table 6: Value added and GDP by tourism industries
- 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
- These are official sequences of TSA tables! ***(What I cover is US version, which may not match in their sequences…)***

The rows in table 9 show a proposed list of non-market services that are to be considered as tourism collective non-market services in terms of the corresponding CPC subclasses (annex 5).

Basic Set of Tables in TSA

- Table 1: Inbound tourism expenditure by products and classes of visitors
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- Table 6: [illegible]
- Table 7: [illegible]
- Table 8: To[illegible]ed capital formation of tourism industries and other industrie[illegible]
- Table 9: Tourism collective consumption by products and levels of government
- Table 10: Non monetary indicators
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Table 10 presents a few quantitative indicators that are related to the previous tables and are important for the interpretation of the monetary information presented.

Introduction to TSA (5)

- Tourism Industries
  - Can be identified by analyzing the relationships shown in the I-O accounts between tourism commodities and the producing industries **(Table 5)**
  - sell a significant* portion of their output to visitors, *(*=the industries' revenues and profits would be substantially affected if tourism ceased to exist).*
    - Which ones? →Airline, Hotels, local public transportation

Introduction to TSA: Components Overview

- Production **(Table 5)** ←**from I-O**
- Supply and Consumption **(Table 6)** ←**from I-O**
- Tourism Demand by Type of Visitor **(Table 7)**
- Tourism GDP **(Table 8)**
- Tourism Employment and Compensation **(Table 9)**

Introduction to TSA: Production Table

- Similar to I-O, but with modifications
  1. Detail is shown only for TTSA commodities and industries, others are aggregated.
  2. The intermediate inputs and the value-added components are shown as rows at the bottom of the table.
- Each cells on the main diagonal shows the value for the commodity produced by the industry designated as its primary producer.

TSA: How to Read Production Table

INDUSTRY

Table 5	Hotels and lodging places	Eating and drinking places	Railroad	Local and suburban transit	Taxicab	Air Transportation	Water Transp	Auto rental	Arrangement of pass	Recreation	*******	All Other Industries	Domestic Production
Hotels and lodging places	55,913										This part is omitted for presentation purposes	68	
Eating and drinking places	16,613	220,685										9,710	
Passenger rail			1,226										
Passenger Bus				13,158									
Taxicab					6,614								
Domestic Airfare						48,449						17	
International Airfare						22,605							
Passenger water							4,000						
Auto and Truck Rental								14,318				59	
Other Vehicle rental								420					
**********	This part is omitted for presentation purposes												
All Other Commodities	758									27,595			
Industry Output	**84,243**	**236,124**	**33,842**	**15,878**	**6,614**	**87,828**	**26,681**	**21,410**	**13,108**	**35,800**		**8,231,223**	**10,822,647**
Intermediate Inputs	32,449	124,678	12,934	10,222	2,853	50,188	17,108	10,669	4,781	13,788		3,245,037	
compensation of employees	32,615	81,265	14,727	13,635	2,258	29,740	4,650	3,733	5,037	10,973		2,936,215	
indirect business taxes	6,372	14,115	815	111	24	5,629	492	1,621	520	2,249		365,049	
Other Value added	12,807	16,066	5,366	-8,090	1,479	2,271	4,431	5,387	2,770	8,790		1,684,922	

COMMODITY

Source: quoted by T. Hara from Table 5 U.S. Travel and Tourism Satellite Accounts for 1992. S. Okubo & M. Planting. Survey of Current Business

第5 表 観光産業及びその他産業の生産勘定 Table 5: Production accounts of tourism industries and other industries - Japan 2012 (Unit: Billion Yen)

	宿泊業 Hotels and similar	別荘(帰属計算) Second home ownership (imputed)	飲食店 Restaurants and similar	鉄道旅客輸送 Railwey passenger transport	陸路旅客輸送 Road passenger transport	水運 Water transport	空路輸送 Air transport	運輸付帯サービス Transport supporting services	スポーツ・娯楽 Sporting and other recreational services	観光産業計 TOTAL tourism industries	非観光産業 Other industries	産出額計（生産者価格） TOTAL output of domestic producers (at producers' prices)	輸入 Imports	輸入品に課される税・関税 Tariffs and taxes on imports	マージン Margins	国内総供給 Total gross domestic supply
観光商品 計 Total of Tourism Products	6,334	46,540	20,651	6,742	3,375	176	2,026	4,890	2,236	92,969	292,535	385,503	32,329	2,954	72,090	492,876
Specific products 観光特有商品	6,328	46,540	20,646	4,843	3,361	154	2,026	3,498	1,902	89,298	97,232	186,530	3,472	51	200	190,254
Characteristic products 宿泊施設サービス	6,124	46,540	9	1	0	0	0	0	12	52,686	25	52,711	111	0	0	52,822
Accommodation services ホテル及びその他の宿泊施設サービス Hotels and other lodging services	6,124	0	9	1	0	0	0	0	12	6,146	25	6,172	111	0	0	6,283
自己利益のための無償のセカンドホームサービス（※）	0	46,540	0	0	0	0	0	0	0	46,540	0	46,540	0	0	0	46,540
Second homes services on own account of for free 飲食供給サービス	193	0	20,635	0	0	0	0	0	40	20,869	405	21,274	26	0	0	21,300
Food and beverage serving services 飲食供給サービス	1	0	1	4,839	3,348	134	2,026	2,193	3	12,544	7,249	19,793	1,170	0	0	20,963
Passenger transport services 都市間鉄道サービス	0	0	0	4,822	0	0	0	0	0	4,822	0	4,822	13	0	0	4,836
Interurban railway 道路	0	0	0	0	3,318	0	0	70	0	3,388	0	3,388	12	0	0	3,400
Road 水運 Water	0	0	0	0	0	101	0	2	0	103	0	103	5	0	0	108
航空	0	0	0	0	0	0	2,026	0	0	2,026	0	2,026	1,080	0	0	3,106
Air 付帯サービス	0	0	0	3	11	17	0	1,097	1	1,129	758	1,887	59	0	0	1,946
Supporting services 運輸機器レンタル Transport equipment rental	0	0	0	3	10	16	0	1,023	1	1,053	707	1,760	0	0	0	1,760
運輸機器の維持・修理サービス Maintenance and repair services	0	0	0	11	9	0	0	1	1	23	5,785	5,808	0	0	0	5,808
旅行会社、ツアーオペレーター、旅行ガイドサービス Travel agency, tour operator and tourist guide services	0	0	0	2	6	10	0	645	0	664	445	1,110	81	0	0	1,190
旅行会社 Travel agency	0	0	0	2	6	10	0	619	0	637	427	1,064	81	0	0	1,145
旅行情報、旅行ガイドサービス Tourist information and tourist guide	0	0	0	0	0	0	0	27	0	27	18	46	0	0	0	46
文化サービス Cultural services	2	0	0	0	0	0	0	0	434	436	79,210	79,646	20	0	0	79,666
舞台芸術 Performing arts	2	0	0	0	0	0	0	0	434	436	461	898	20	0	0	918
美術館、その他の文化サービス Museum and other cultural services	0	0	0	0	0	0	0	0	0	0	78,748	78,748	0	0	0	78,748
レクリエーション、その他の娯楽サービス Recreation and other entertainment services	3	0	0	0	0	0	0	0	702	705	746	1,451	0	0	0	1,451
スポーツ、レクリエーションスポーツサービス Sports and recreational sport services	2	0	0	0	0	0	0	0	436	438	463	900	0	0	0	900
その他の当該サービス Other amusement and recreational services	1	0	0	0	0	0	0	0	266	267	283	550	0	0	0	550
その他各種ツーリズムサービス Miscellaneous tourism services	5	0	1	2	6	10	0	660	711	1,394	9,152	10,546	2,064	51	200	12,861
金融・保険サービス Financial and insurance services	0	0	0	0	0	0	0	0	0	0	2,905	2,905	146	0	0	3,051
その他の財貨のレンタルサービス Other good rental services	0	0	0	2	6	10	0	660	0	679	456	1,135	26	0	0	1,161
その他の当該サービス Other tourism services	5	0	1	0	0	0	0	0	710	715	5,791	6,506	1,892	51	200	8,650
観光関連商品 Connected products	6	0	5	1,899	14	22	0	1,392	334	3,671	195,302	198,973	28,857	2,903	71,890	302,623
Goods 財貨	4	0	4	189	0	0	0	1	4	204	141,143	141,347	28,854	2,903	71,889	244,993
サービス services	2	0	0	1,709	14	22	0	1,390	330	3,467	54,159	57,626	3	0	1	57,630
Non Specific Products 非観光商品	70	0	28	774	106	5,021	309	3,874	6,113	16,296	503,154	519,449	46,685	2,748	-72,090	496,793
Goods 財貨	7	0	9	545	72	1	0	12	24	669	224,990	225,660	43,164	2,748	34,332	305,904
サービス services	63	0	19	230	34	5,020	309	3,862	6,089	15,626	278,163	293,790	3,521	0	-106,422	190,889
合計 Total	6,404	46,540	20,679	7,516	3,481	5,197	2,335	8,764	8,349	109,264	795,688	904,953	79,014	5,703	0	989,669
農林水産業 Agriculture, forestry and fishery products	249	0	1,252	1	0	0	0	3	41	1,546	11,241	12,787				
鉱業 Ores and minerals	0	0	0	12	0	0	0	0	0	13	27,392	27,405				
電力・ガス・水道 Electricity, gas and water	452	0	832	517	31	21	15	268	286	2,423	15,110	17,533				
製造業 Manufacturing	1,227	50	7,964	988	399	951	784	651	771	13,785	211,565	225,351				
建設 Construction work and construction	31	2,172	52	216	9	23	1	181	100	2,784	5,947	8,730				
商業、飲食店、宿泊業 Trade services, restaurants and hotel services	0	28	0	0	0	0	0	0	0	28	604	632				
運輸通信業 Transport, storage and communication services	239	9	417	281	269	1,924	527	336	420	4,421	32,873	37,294				
その他のサービス業 Others services	501	2,832	1,393	970	404	648	276	1,619	1,261	9,904	91,137	101,041				
政府サービス生産者、対家計民間非営利サービス生産者 Government services, private non-profit services to households	24	0	86	16	3	108	150	16	17	421	2,404	2,825				
中間投入計 （購入者価格） Total intermediate consumption (at purchaser's price)	2724	5091	11995	3001	1115	3675	1753	3074	2896	35325	398274	433598				
固定資本減耗 Consumption of fixed capital	824	17,012	1,490	2,368	256	635	404	1,463	1,161	25,613	74,976	100,589				
雇用者報酬 Compensation of employees	1,202	0	3,069	2,054	2,134	1,022	385	3,083	2,378	15,328	230,431	245,759				
生産・輸入品に課される税（控除）補助金 Other taxes less subsidies on production and imports	317	2,267	725	328	185	52	110	433	1,084	5,502	28,853	34,355				
営業余剰・混合所得 Gross Operating surplus and Gross Mixed income	1,338	22,170	3,400	-236	-208	-187	-318	710	829	27,497	63,154	90,651				
国内総生産 （生産者価格） Total Gross Value Added of Activities (at producers' prices)	3680	41449	8684	4515	2366	1522	582	5690	5452	73940	397414	471354				

Source: Japan Tourism Agency P324 "Research study on economic impacts of tourism in Japan" March 2014

Once you understand how to read one, you can read the others

ROSEN COLLEGE Hospitality Management University of Central Florida

TSA: How to Read Supply & Consumption Table (Table 6)

- Supply and Consumption of Tourism-related "Commodities" displayed in one table.
  - **Left Side of table = Supply (production)**
    - Domestic Production + Imports + Others
  - **Right Side of table = Consumption**
    - Intermediate needs (AX) + Final Demand (household etc) + others

TSA: Supply and Consumption Table (Table 6)

	SUPPLY							CONSUMPTION					
Table 6 Supply and Consumption	Domestic Production	Imports	Govt sales	change in business inventories	W. margins	R. margins	**Total Supply**	Intermediate	Personal Consumption Expenditures	Gross Private domestic fixed investment	Exports of goods and services	Govt expenditures excluding sales	**Total Consumption**
Hotels and lodging places	56,220		357				**56,577**	27,260	23,680			5,637	**56,577**
Eating and drinking places	268,148						**268,148**	32,335	231,193		309	4,311	**268,148**
Passenger rail	1,226						**1,226**	310	829			87	**1,226**
Passenger Bus	13,158						**13,158**	2,612	10,455			91	**13,158**
Taxicab	6,614						**6,614**	3,641	2,586			387	**6,614**
Domestic Airfare	48,466						**48,466**	21,971	21,308			5,187	**48,466**
International Airfare	22,605	9,808					**32,413**	3,073	12,377		16,395	568	**32,413**
Passenger water	4,000	301					**4,301**	0	4,125		176		**4,301**
Auto and Truck Rental	15,094						**15,094**	10,668	3,234			1,192	**15,094**
Other Vehicle rental	454						**454**	245	209				**454**
**********	This part is omitted for presentation purposes												
All Other Commodities	7,995,362		121,167	-4,520	412,016	200,614	**9,172,221**	3,925,205	2,635,574	788,427	508,665	1,314,350	**9,172,221**
Total	**10,822,647**	**631,637**	**127,076**	**5,430**	**671,972**	**525,843**	**11,575,930**	**4,588,742**	**4,208,718**	**790,991**	**602,609**	**1,384,870**	**11,575,930**

Source: quot...

Supply of the Tourism Commodities

Consumption of the Tourism Commodities

TSA: Tourism Employment & Compensation (Table 7:USA display)

Table 9 Tourism Employment and Compensation	Total Employment ('000)	Tourism Industry Ratio (M1)	Tourism Employment (M1)	Compensation ($M)	Tourism Compensation ($M)	Average Compensation per tourism employee
Hotels and lodging places	1,661	0.80	1,329	32,615	26,092	19,636
Eating and drinking places	6,819	0.16	1,091	81,265	13,002	11,917
Railroad and related services	243	0.04	10	14,727	589	60,605
Local and suburban transit	416	0.21	87	13,635	2,863	32,776
Taxicab	32	0.22	7	1,088	239	34,000
Air Transportation	625	0.81	506	29,740	24,089	47,584
Water Transportation	100	0.14	14	4,650	651	46,500
Auto Leasing w/o drivers	178	0.54	96	3,733	2,016	20,972
Arrangement of pass transp.	191	0.22	43	5,037	1,122	26,372
Mis amusement and recreation	633	0.18	114	10,973	1,975	17,335
**********						
Total Tourism Industries			3,749		81,260	21,393
Total All other industries			117,998		3,645,042	30,891
Tourism Share			3.2%		2.2%	

Source: quoted by T. Hara from
S. Okubo & M. Planting, Survey

Does it look like an exercise in Macro-ecomics?

- Tourism is a demand-side phenomena.
  - We have “observe” behaviors of visitors.
- Who are “visitors”?
  - IRTS2008 P10 Para 2.9
    - A traveler taking a trip to a main destination outside his/her **usual environment**, for less than a year, for any main purpose (business, leisure, or other personal purpose) other than to be employed by a resident entity in the country or place visited.
    - See IRTS2008 P12 Para 2.21,

Question 1: 4 people go out for lunch (across the street) and order the exactly the same plate (shown).

- By looking at the product (food picture), can you tell if it is the tourism commodity?

Question 2: Two are local residents and two are from UNWTO (one from Madrid, one from Orlando Florida).

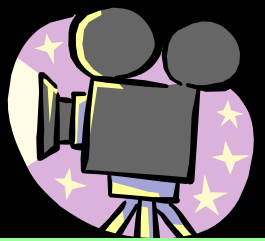
- If the restaurant has no other guests at all for the entire year, what would be the tourism industry ratio of their sales? (*: % of sales attributed to “expenditures” by visitors.)

3-2 Tourism Ratio (USA case)

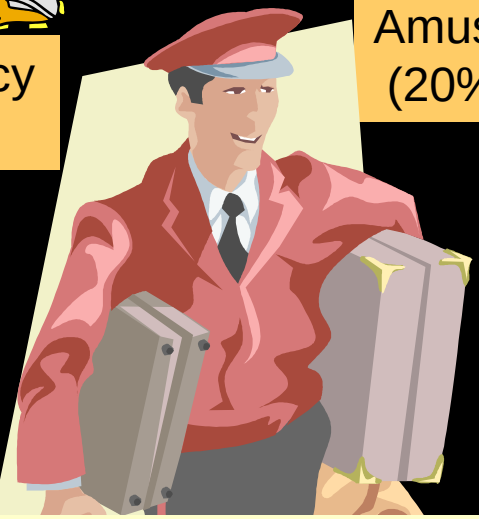
Auto Rental & Leasing (58%)

Travel Agency (21%)

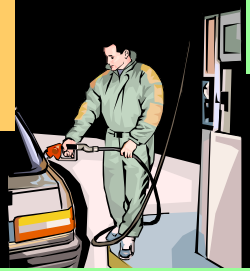
Amusement (20%)



Cinema(18%)

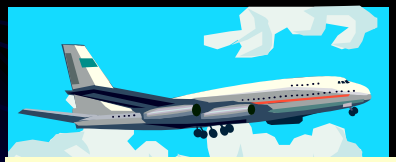


Hotel (80%)



Gas Station (7%)

Ships(17%)



Airplanes(76%)

Shopping (3%)

Restaurants(17%)

Buses(23%)

Taxis(46%)

Sports(32%)

Source: Data based on...

Session 1: Questions & Answers

12:00-12:30 Session 1: Intro to Tourism Satellite Accounts (TSA)