UNWTO/ICHTO National Workshop

UNWTO National Workshop on Tourism Satellite Accounts (TSA)

31st October – 2nd November 2015
Tehran, Iran

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Overview of the Workshop

[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 economic 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)

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</thead>
<tbody>
<tr>
<td>Agriculture</td>
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<td>Mining</td>
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<td>Transportation/Public Utilities</td>
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<tr>
<td>Wholesale Trade</td>
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<td>Retail Trade</td>
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<tr>
<td>FIRE*</td>
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<td>Services</td>
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</tr>
</tbody>
</table>

*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).

- 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

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 **OVERESTATEMENT**
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)

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 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 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…)

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

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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 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
Basic Set of Tables in TSA

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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 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).
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
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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).

These are official sequences of TSA tables! (What I cover is US version, which may not match in their sequences…).
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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
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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.

These are official sequences of TSA tables! *(What I cover is US version, which may not match in their sequences…)*
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? \(\rightarrow\) Airline, Hotels, local public transportation
Introduction to TSA: Components Overview

- Production (Table 5) \( \leftarrow \) from I-O
- Supply and Consumption (Table 6) \( \leftarrow \) 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.
## Table 5: U.S. Travel and Tourism Satellite Accounts for 1992

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>COMMODITY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hotels and lodging places</td>
</tr>
<tr>
<td>Hotels and lodging places</td>
<td>55,913</td>
</tr>
<tr>
<td>Eating and drinking places</td>
<td>16,613</td>
</tr>
<tr>
<td>Passenger rail</td>
<td>1,226</td>
</tr>
<tr>
<td>Passenger Bus</td>
<td>13,158</td>
</tr>
<tr>
<td>Taxicab</td>
<td>6,614</td>
</tr>
<tr>
<td>Domestic Airfare</td>
<td>48,449</td>
</tr>
<tr>
<td>International Airfare</td>
<td>22,605</td>
</tr>
<tr>
<td>Passenger water</td>
<td>4,000</td>
</tr>
<tr>
<td>Auto and Truck Rental</td>
<td>14,318</td>
</tr>
<tr>
<td>Other Vehicle rental</td>
<td>420</td>
</tr>
<tr>
<td>All Other Commodities</td>
<td>758</td>
</tr>
<tr>
<td>Industry Output</td>
<td>84,243</td>
</tr>
<tr>
<td>Intermediate inputs</td>
<td>32,449</td>
</tr>
<tr>
<td>Compensation of employees</td>
<td>32,615</td>
</tr>
<tr>
<td>Indirect business taxes</td>
<td>6,372</td>
</tr>
<tr>
<td>Other Value added</td>
<td>12,807</td>
</tr>
</tbody>
</table>

*Source: quoted by T. Hara from Table 5 U.S. Travel and Tourism Satellite Accounts for 1992. S. Okubo & M. Plantina. Survey of Current Business*
### Table 5: Production accounts of tourism industries and other industries - Japan 2012  (Unit: Billion Yen)

<table>
<thead>
<tr>
<th>Industry/Service</th>
<th>Total</th>
<th>Travel agency &amp; tourism guide services</th>
<th>Accommodation services</th>
<th>Transport services</th>
<th>Utility services</th>
<th>Travel intermediation consumption</th>
<th>Total of Tourism Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, forestry and fishery</td>
<td>715</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>715</td>
</tr>
<tr>
<td>Others services</td>
<td>198,973</td>
<td>2,825</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>198,973</td>
</tr>
<tr>
<td>Compensation of employees</td>
<td>3,069</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3,069</td>
</tr>
<tr>
<td>Other tourism services</td>
<td>224,990</td>
<td>2,026</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>224,990</td>
</tr>
<tr>
<td>Miscellaneous tourism services</td>
<td>225,351</td>
<td>2,026</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>225,351</td>
</tr>
<tr>
<td>Cultural services</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Performing arts</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Restaurants &amp; hotel services</td>
<td>141,347</td>
<td>28,654</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>141,347</td>
</tr>
<tr>
<td>Total</td>
<td>1,022</td>
<td>3,180</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1,022</td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Domestic Production</th>
<th>Imports</th>
<th>Govt sales</th>
<th>W. margins</th>
<th>R. margins</th>
<th>Total Supply</th>
<th>Intermediate</th>
<th>Personal Consumption Expenditures</th>
<th>Gross Domestic Fixed Investment</th>
<th>Exports of Goods and Services</th>
<th>Govt Expenditures Excluding Sales</th>
<th>Total Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels and lodging places</td>
<td>56,220</td>
<td></td>
<td>357</td>
<td>56,577</td>
<td></td>
<td>27,260</td>
<td>23,680</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>56,577</td>
</tr>
<tr>
<td>Eating and drinking places</td>
<td>268,148</td>
<td></td>
<td></td>
<td>268,148</td>
<td></td>
<td>32,335</td>
<td>231,193</td>
<td>309</td>
<td>4,311</td>
<td></td>
<td></td>
<td>268,148</td>
</tr>
<tr>
<td>Passenger rail</td>
<td>1,226</td>
<td></td>
<td></td>
<td>1,226</td>
<td></td>
<td>310</td>
<td>829</td>
<td>87</td>
<td></td>
<td></td>
<td></td>
<td>1,226</td>
</tr>
<tr>
<td>Passenger Bus</td>
<td>13,158</td>
<td></td>
<td></td>
<td>13,158</td>
<td></td>
<td>2,612</td>
<td>10,455</td>
<td>91</td>
<td></td>
<td></td>
<td></td>
<td>13,158</td>
</tr>
<tr>
<td>Taxicab</td>
<td>6,614</td>
<td></td>
<td></td>
<td>6,614</td>
<td></td>
<td>3,641</td>
<td>2,586</td>
<td>387</td>
<td></td>
<td></td>
<td></td>
<td>6,614</td>
</tr>
<tr>
<td>Domestic Airfare</td>
<td>48,466</td>
<td></td>
<td></td>
<td>48,466</td>
<td></td>
<td>21,971</td>
<td>21,308</td>
<td>5,187</td>
<td></td>
<td></td>
<td></td>
<td>48,466</td>
</tr>
<tr>
<td>International Airfare</td>
<td>22,605</td>
<td>9,808</td>
<td></td>
<td>32,413</td>
<td></td>
<td>3,073</td>
<td>12,377</td>
<td>16,395</td>
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<td></td>
<td>32,413</td>
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<tr>
<td>Passenger water</td>
<td>4,000</td>
<td>301</td>
<td></td>
<td>4,301</td>
<td></td>
<td>0</td>
<td>4,125</td>
<td>176</td>
<td></td>
<td></td>
<td></td>
<td>4,301</td>
</tr>
<tr>
<td>Auto and Truck Rental</td>
<td>15,094</td>
<td></td>
<td></td>
<td>15,094</td>
<td></td>
<td>10,668</td>
<td>3,234</td>
<td>1,192</td>
<td></td>
<td></td>
<td></td>
<td>15,094</td>
</tr>
<tr>
<td>Other Vehicle rental</td>
<td>454</td>
<td></td>
<td></td>
<td>454</td>
<td></td>
<td>245</td>
<td>209</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>454</td>
</tr>
<tr>
<td><strong>All Other Commodities</strong></td>
<td>7,995,362</td>
<td>121,167</td>
<td>-4,520</td>
<td>412,016</td>
<td>200,614</td>
<td>4,925,205</td>
<td>2,635,574</td>
<td>788,427</td>
<td>508,665</td>
<td>1,314,350</td>
<td>9,172,221</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10,822,647</td>
<td>631,637</td>
<td>127,076</td>
<td>5,430</td>
<td>671,972</td>
<td>11,575,930</td>
<td>4,588,742</td>
<td>4,208,718</td>
<td>790,991</td>
<td>602,609</td>
<td>1,384,870</td>
<td>11,575,930</td>
</tr>
</tbody>
</table>


This part is omitted for presentation purposes

**Supply of the Tourism Commodities**

**Consumption of the Tourism Commodities**
### Table 9 Tourism Employment and Compensation

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

Source: quoted by T. Hara from S. Okubo & M. Planting, Survey of Current Business
Does it look like an exercise in Macro-economics?

- 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)

Source: Data based on Bureau of Economic Analysis, Commerce Dept, USA
Session 1: Questions & Answers

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