

UNWTO/ICHTO National Workshop

UNWTO National Workshop on Tourism Satellite Accounts (TSA)

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Day 3: Session 7: Overview

08:30-10:00 Session 7: Setting Up TSA, tool for tourism policy



Session 7: Why TSA?

- *“TSA is the authoritative source of the direct contributions of tourism demand to national economies. As such, it has been a groundbreaking development for understanding tourism as an economic activity in the same terms that, for example, manufacturing or agriculture are understood. However, as it is an economic account, the TSA is not designed to generate all of the economic impact variables that policy-makers may need.”*
 - Frechtling, D (2013)
- Without good accounting (data has been directly observed), no simulations or modeling techniques can substitute inaccuracy of the basic data on tourism as an industry.
- As we view TSA tables, tables depends on good tourism statistics.

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• Table 1

4.36 Table 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**. Tourism expenditure excludes social transfers in kind, except when they correspond to refunds of expenditure made initially by the visitor (as in the case of some health services) as well as expenditure, actual or imputed, associated with all types of vacation home ownership.

4.37. **Table 1 focuses on inbound tourism**, table 2 on domestic tourism and table 3 on outbound tourism, by products and classes of visitors.

Table 1
Inbound tourism expenditure by products and classes of visitors

Products	Inbound tourism expenditure		
	Tourists (overnight visitors) (1.1)	Excursionists (same-day visitors) (1.2)	Visitors (1.3) = (1.1) + (1.2)
A. Consumption products (*)			
A.1. Tourism characteristic products			
1. Accommodation services for visitors		X	
1.a. Accommodation services for visitors other than 1.b		X	
1.b. Accommodation services associated with all types of vacation home ownership		X	
2. Food- and beverage-serving services			
3. Railway passenger transport services			
4. Road passenger transport services			
5. Water passenger transport services			
6. Air passenger transport services			
7. Transport equipment rental services			
8. Travel agencies and other reservation services			
9. Cultural services			
10. Sports and recreational services			
11. Country-specific tourism characteristic goods			
12. Country-specific tourism characteristic services			
A.2. Other consumption products (a)			
B.1. Valuables			
Total			

X does not apply.

(*) The value of A. Consumption products is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

(a) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

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Table 2_2nd part

4.37. Table 1 focuses on inbound tourism, **table 2 on domestic tourism** and table 3 on outbound tourism, by products and classes of visitors.

Table 2
Domestic tourism expenditure by products, classes of visitors and types of trips

Products	Domestic tourism expenditure		
	Domestic trips (**)		
	Tourists (overnight visitors) (2.1)	Excursionists (same-day visitors) (2.2)	Visitors (2.3) = (2.1) + (2.2)
A. Consumption products (*)			
A.1. Tourism characteristic products			
1. Accommodation services for visitors		X	
1.a. Accommodation services for visitors other than 1.b		X	
1.b. Accommodation services associated with all types of vacation home ownership		X	
2. Food- and beverage-serving services			
3. Railway passenger transport services			
4. Road passenger transport services			
5. Water passenger transport services			
6. Air passenger transport services			
7. Transport equipment rental services			
8. Travel agencies and other reservation services			
9. Cultural services			
10. Sports and recreational services			
11. Country-specific tourism characteristic goods			
12. Country-specific tourism characteristic services			
A.2. Other consumption products (a)			
B.1. Valuables			
Total			

X does not apply.

(*) The value of A. Consumption products is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

(**) Domestic tourism comprises the activities of a resident visitor within the country of reference either as part of a domestic trip or part of an outbound trip (see figure 2.1).

(a) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

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Table 3

4.37. Table 1 focuses on inbound tourism, table 2 on domestic tourism and **table 3 on outbound tourism, by products and classes of visitors.**

Table 3
Outbound tourism expenditure by products and classes of visitors

Products	Outbound tourism expenditure		
	Tourists (overnight visitors) (3.1)	Excursionists (same-day visitors) (3.2)	Visitors (3.3) = (3.1) + (3.2)
A. Consumption products (*)			
A.1. Tourism characteristic products			
1. Accommodation services for visitors		X	
1.a. Accommodation services for visitors other than 1.b		X	
1.b. Accommodation services associated with all types of vacation home ownership		X	
2. Food- and beverage-serving services			
3. Railway passenger transport services			
4. Road passenger transport services			
5. Water passenger transport services			
6. Air passenger transport services			
7. Transport equipment rental services			
8. Travel agencies and other reservation services			
9. Cultural services			
10. Sports and recreational services			
11. Country-specific tourism characteristic goods			
12. Country-specific tourism characteristic services			
A.2. Other consumption products (a)			
B.1. Valuables			
Total			

X does not apply.

(*) The value of A. Consumption products is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

(a) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

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Table 4

4.29 Table 4 leads to the estimation of total internal tourism consumption by summing domestic and inbound tourism expenditure (from tables 1 and 2) and all additional components that have to be taken into consideration to obtain internal tourism consumption (para. 4.15) since these adjustments are not easily attributable to the different forms of tourism. The key aggregate derived from table 4 is **internal tourism consumption**, which will be compared to domestic supply (globally and by product) in table 6.

Table 4
Internal tourism consumption by products

Products	Internal tourism expenditure			Other components of tourism consumption (**)	Internal tourism consumption
	Inbound tourism expenditure (1.3)	Domestic tourism expenditure (2.9)	Internal tourism expenditure (4.1) = (1.3) + (2.9)		
A. Consumption products (*)				(4.2)	(4.3) = (4.1) + (4.2)
A.1. Tourism characteristic products					
1. Accommodation services for visitors					
1.a. Accommodation services for visitors other than 1.b					
1.b. Accommodation services associated with all types of vacation home ownership					
2. Food- and beverage-serving services					
3. Railway passenger transport services					
4. Road passenger transport services					
5. Water passenger transport services					
6. Air passenger transport services					
7. Transport equipment rental services					
8. Travel agencies and other reservation services					
9. Cultural services					
10. Sports and recreational services					
11. Country-specific tourism characteristic goods					
12. Country-specific tourism characteristic services					
A.2. Other consumption products (a)					
B.1. Valuables					
Total					

(*) The value of A. Consumption products is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

(**) Components should be separately identified, if possible (see para. 4.41).

(a) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

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Table 5

4.30. Table 5 is **the supply table**, which, though focusing on tourism characteristic products and tourism industries, includes (in rows) all products that circulate in the economy of reference as well as all industries (in columns). Its scope is **similar to that of the production accounts in the national accounts**, although classifications and some treatments are different. The column other industries shows the aggregated value of supply corresponding to all industries other than tourism industries in the economy.

The format requires at a minimum the use of the categories of products and industries that have been recommended in chapter 3.

Countries are encouraged to use a more detailed breakdown as needed in order to improve the relevance of these data.

Table 5
Production accounts of tourism industries and other industries (at basic prices)

Products	Tourism Industries		
	1. Accommodation for visitors (5.1)	1.a. Accommodation services for visitors except in 1.b (5.1a)	1.b. Accommodation services associated with all types of vacation home ownership (5.1b)
A. Consumption products (*)			
A.1. Tourism characteristic products			
1. Accommodation services for visitors			
1.a. Accommodation services for visitors other than 1.b			
1.b. Accommodation services associated with all types of vacation home ownership			
2. Food- and beverage-serving services			
3. Railway passenger transport services			
4. Road passenger transport services			
5. Water passenger transport services			
6. Air passenger transport services			
7. Transport equipment rental services			
8. Travel agencies and other reservation services			
9. Cultural services			
10. Sports and recreational services			
11. Country-specific tourism characteristic goods			
12. Country-specific tourism characteristic services			
A.2. Other consumption products (a)			
B. Non-consumption products			
B.1. Valuables			
B.2. Other non-consumption products (**) (b)			
I. Total output (at basic prices)			
II. Total intermediate consumption (at purchasers price) (c)			
(I - II). Total gross value added (at basic prices)			
Compensation of employees			
Other taxes less subsidies on production			
Gross mixed income			
Gross operating surplus			

(*) The value of A. Consumption products is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

(**) Includes all other goods and services that circulate in the economy of reference.

(a) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

(b) Goods and services should be separately identified, if possible (see para. 4.16).

(c) Breakdown by products should be provided, if possible (see para. 4.17).

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Tourism Industries

2. Food- and beverage-serving Industry (5.2)	3. Railway passenger transport (5.3)	4. Road passenger transport (5.4)	5. Water passenger transport (5.5)	6. Air passenger transport (5.6)	7. Transport equipment rental (5.7)
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Table 5 (continued)

Production accounts of tourism industries and other industries (at basic prices)

Products	Tourism Industries		
	8. Travel agencies and other reservation services Industry (5.8)	9. Cultural Industry (5.9)	10. Sports and recreational Industry (5.10)
A. Consumption products (*)			
A.1. Tourism characteristic products			
1. Accommodation services for visitors			
1.a. Accommodation services for visitors other than 1.b			
1.b. Accommodation services associated with all types of vacation home ownership			
2. Food- and beverage-serving services			
3. Railway passenger transport services			
4. Road passenger transport services			
5. Water passenger transport services			
6. Air passenger transport services			
7. Transport equipment rental services			
8. Travel agencies and other reservation services			
9. Cultural services			
10. Sports and recreational services			
11. Country-specific tourism characteristic goods			
12. Country-specific tourism characteristic services			
A.2. Other consumption products (a)			
B. Non-consumption products			
B.1. Valuables			
B.2. Other non-consumption products (**)(b)			
I. Total output (at basic prices)			
II. Total intermediate consumption (at purchasers price) (c)			
(I - II). Total gross value added (at basic prices)			
Compensation of employees			
Other taxes less subsidies on production			
Gross mixed income			
Gross operating surplus			

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Table 7 - 4.32. Table 7 presents employment in the tourism industries; it is included because of the frequent strategic importance of tourism in the development of an employment policy.

Table 7
Employment in the tourism industries

Tourism industries	Number of establishments	Number of jobs by status in employment (*)					
		Employees			Self-employed		
		Male	Female	Total	Male	Female	Total
1. Accommodation for visitors							
1.a. Accommodation services for visitors other than 1.b							
1.b. Accommodation services associated with all types of vacation home ownership							
2. Food- and beverage-serving industry							
3. Railways passenger transport							
4. Road passenger transport							
5. Water passenger transport							
6. Air passenger transport							
7. Transport equipment rental							
8. Travel agencies and other reservation services industry							
9. Cultural industry							
10. Sports and recreational industry							
11. Retail trade of country-specific tourism characteristic goods							
12. Country specific tourism industries							
Total							

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Table 7 _ 2nd part - 4.32. Table 7 presents employment in the tourism industries; it is included because of the frequent strategic importance of tourism in the development of an employment policy.

Table 7 (continued)
Employment in the tourism industries

Tourism industries	Number of hours worked by status in employment (*)						Number of full-time equivalent jobs by status in employment (*)					
	Employees			Self-employed			Employees			Self-employed		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
1. Accommodation for visitors												
1.a. Accommodation services for visitors other than 1.b												
1.b. Accommodation services associated with all types of vacation home ownership												
2. Food- and beverage-serving industry												
3. Railways passenger transport												
4. Road passenger transport												
5. Water passenger transport												
6. Air passenger transport												
7. Transport equipment rental												
8. Travel agencies and other reservation services industry												
9. Cultural industry												
10. Sports and recreational industry												
11. Retail trade of country-specific tourism characteristic goods												
12. Country specific tourism industries												
Total												

(*) In the reference period.

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Table 8 - 4.33. As noted above (para. 4.6), the compilation of tables 8 and 9, concerning **tourism gross fixed capital formation** and **tourism collective consumption**, is accorded a lower priority.

Table 8
Tourism gross fixed capital formation of tourism industries and other industries

Products	Tourism Industries		
	1. Accommodation for visitors (8.1)	1.a. Accommodation services for visitors except in 1.b (8.1a)	1.b. Accommodation services associated with all types of vacation home ownership (8.1b)
I. Tourism-specific fixed assets			
1. Accommodation for visitors			
1.1. Hotels and other accommodation facilities for visitors			
1.2. Vacation homes under full ownership			
1.3. Vacation homes under other forms of ownership			
2. Other non-residential buildings and structures proper to tourism industries			
2.1. Restaurants and similar buildings for food- and beverage-serving services			
2.2. Buildings and infrastructure for the long-distance transport of passengers			
2.3. Buildings for cultural and similar services mainly for use by visitors			
2.4. Facilities for sport, recreation and entertainment			
2.5. Other facilities and structures			
3. Passenger transport equipment for tourism purposes			
3.1. Land (including road and rail)			
3.2. Sea			
3.3. Air			
4. Other machinery and equipment specialized for the production of tourism characteristic products			
5. Improvements of land used for tourism purposes			
II. Investment by the tourism industries in other non-tourism-specific produced assets			
(I + II). Total			
Memorandum item:			
III. Other non-financial assets (*)			

X Does not apply.

(*) See para. 3.40 and annex 5.

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Table 8 - 4.33. As noted above (para. 4.6), the compilation of tables 8 and 9, concerning **tourism gross fixed capital formation** and **tourism collective consumption**, is accorded a lower priority.

Tourism Industries						
2. Food and beverage-serving Industry (8.2)	3. Railway passenger transport (8.3)	4. Road passenger transport (8.4)	5. Water passenger transport (8.5)	6. Air passenger transport (8.6)	7. Transport equipment rent (8.7)	

Table 8 (continued)

Tourism gross fixed capital formation of tourism Industries and other Industries

Products	Tourism Industries		
	8. Travel agencies and other reservation services Industry (8.8)	9. Cultural Industry (8.9)	10. Sports and Recreational Industry (8.10)
I. Tourism-specific fixed assets			
1. Accommodation for visitors			
1.1. Hotels and other accommodation facilities for visitors			
1.2. Vacation homes under full ownership			
1.3. Vacation homes under other forms of ownership			
2. Other non-residential buildings and structures proper to tourism industries			
2.1. Restaurants and similar buildings for food- and beverage-serving services			
2.2. Buildings and infrastructure for the long-distance transport of passengers			
2.3. Buildings for cultural and similar services mainly for use by visitors			
2.4. Facilities for sport, recreation and entertainment			
2.5. Other facilities and structures			
3. Passenger transport equipment for tourism purposes			
3.1. Land (including road and rail)			
3.2. Sea			
3.3. Air			
4. Other machinery and equipment specialized for the production of tourism characteristic products			
5. Improvements of land used for tourism purposes			
II. Investment by the tourism industries in other non-tourism-specific produced assets			
(I + II). Total			
Memorandum item:			
III. Other non-financial assets (*)			

Tourism Industries				
11. Retail trade of country-specific tourism characteristic goods (8.11)	12. Country-specific tourism industries (8.12)	13. TOTAL (8.13)	14. Other Industries (8.14)	15. Tourism gross fixed capital formation (8.15) = (8.13) + (8.14)

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Table 9 - 4.33. As noted above (para. 4.6), the compilation of tables 8 and 9, concerning **tourism gross fixed capital formation** and **tourism collective consumption**, is accorded a lower priority.

Table 9
Tourism collective consumption by products and levels of government

Products (*)	Levels of government			Tourism collective consumption (9.4) = (9.1)+(9.2)+(9.3)	Memorandum Item (**)
	National (9.1)	Regional (9.2)	Local (9.3)		Intermediate consumption by the tourism industries
85561	Tourism promotion services				
85562	Visitor information services				X
91135	Public administrative services related to the distributive and catering trades, hotels and restaurants				
91136	Public administrative services related to tourism affairs				X
Part of:					
83700	Market research and public opinion polling services				X
91260	Police and fire protection services				X
92919	Other education and training services, n.e.c.				
92920	Educational support services				
Total					

X Does not apply.

(*) CPC, Ver. 2 subclass.

(**) This column reflects the expenditure by the tourism industries in tourism promotion or other services related to the products described, when relevant.

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Table 10
Non-monetary Indicators

a. Number of trips and overnights by forms of tourism and classes of visitors

	Inbound tourism			Domestic tourism			Outbound tourism		
	Tourists (overnight visitors)	Excursionists (same-day visitors)	Visitors	Tourists (overnight visitors)	Excursionists (same-day visitors)	Visitors	Tourists (overnight visitors)	Excursionists (same-day visitors)	Visitors
Number of trips									
Number of overnights		X			X			X	

X Does not apply.

b. Inbound tourism: number of arrivals and overnights by modes of transport

	Number of arrivals	Number of overnights
1. Air		
1.1. Scheduled flights		
1.2. Unscheduled flight		
1.3. Private aircraft		
1.4. Other modes of air transport		
2. Waterway		
2.1. Passenger line and ferry		
2.2. Cruise ship		
2.3. Yacht		
2.4. Other modes of water transport		
3. Land		
3.1. Railway		
3.2. Motor coach or bus and other public road transportation		
(i) Taxis, limousines and rental private motor vehicle with driver		
(ii) Rental of man or animal drawn vehicle		
3.4. Owned private vehicle (with capacity up to 8 persons)		
3.5. Vehicle rental without operator (up to 8 persons)		
3.6. Other modes of land transport (horseback, bicycle, motorcycles, etc.		
3.7. On foot		
Total		

Table 10 - 4.34.

Table 10 presents a limited number of non-monetary indicators that are required to assist the estimation and support the interpretation of the information presented in tables 1 to 7. **Countries are encouraged to develop more indicators of this type**, according to their needs, using the information on characteristics of visitors and tourism industries as recommended in International Recommendations for Tourism Statistics 2008

4.77. [The System of National Accounts 2008 states](#) explicitly that physical indicators are an important component of satellite accounts and therefore they should not be viewed as secondary items of the Tourism Satellite Account (see SNA 2008, para. 29.84). However, further work will be required to improve the link between the provisional list of non-monetary indicators and the monetary tables. The data contained in this table will assist in the use of non-monetary indicators as a key element in tourism analysis.

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Table 10 (continued)
Non-monetary Indicators

c. Number of establishments and capacity by types of accommodation

	Accommodation for visitors in ISIC 55			Real estate activities in ISIC 68	
	Short-term accommodation activities	Camping grounds, recreational vehicle parks and trailer parks	Other accommodation	Real estate activities with own or leased property	Real estate activities on a fee or contract basis
Number of establishments					
Capacity (rooms)					
Capacity (beds)					
Capacity utilization (rooms)					
Capacity utilization (beds)					

d. Number of establishments in tourism industries classified according to average number of jobs

	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	>1 000	TOTAL
Tourism industries										
1. Accommodation for visitors										
1.a. Accommodation services for visitors except in 1.b										
1.b. Accommodation services associated with all types of vacation home ownership										
2. Food- and beverage-serving industry										
3. Railways passenger transport										
4. Road passenger transport										
5. Water passenger transport										
6. Air passenger transport										
7. Transport equipment rental										
8. Travel agencies and other reservation services industry										
9. Cultural industry										
10. Sports and recreational industry										
11. Retail trade of country-specific tourism characteristic goods										
12. Country specific tourism industries										
Total										

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Table 10 - 4.34.

Table 10 presents a limited number of non-monetary indicators that are required to assist the estimation and support the interpretation of the information presented in tables 1 to 7. **Countries are encouraged to develop more indicators of this type**, according to their needs, using the information on characteristics of visitors and tourism industries as recommended in International Recommendations for Tourism Statistics 2008

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