UNWTO Regional Workshop on Measuring Tourism in Asia and the Pacific

Session 1: Institutional cooperation for the measurement of tourism

Ms. Leandry Moreno, Statistics Officer, UNWTO
Statistics

Mobilizing the power of data to make better decisions to serve the public good
Value of statistics

Fit for use

Institutional
- Independence
- Impartiality
- Transparency
- Confidentiality
- Commitment to quality

Process
- Methodological soundness
- Scientific principles
- Cost effectiveness
- Appropriate statistical procedures
- Managing respondent burden

Outputs
- Relevant
- Accurate
- Timely
- Accessible
- Comparable
Inter-institutional cooperation is critical for tourism statistics. The production of official statistics typically requires the participation of several agencies and, consequently, the establishment of institutional arrangements. Such arrangements ensure that official statistics meet the needs of users, follow quality standards and are compiled and disseminated in the most efficient way.

All institutions that are related to tourism statistics, either as a provider of information or as user, should be involved in order to coordinate and commit their active participation in the development of the system of tourism statistics.
What organisations should be involved in the so-called inter-institutional platform?

### Bodies that produce statistics
- National Statistical Offices, as producers of basic statistics and compilers of national accounts
- National Tourism Administrations, as the entities responsible for public policy on tourism and for the coordination of public and private stakeholders
- Central banks, which often compile the balance of payments
- Immigration and border protection authorities, as they are responsible for border procedures
- Associations of national tourism enterprises, as they often provide information and are key users of tourism statistics

### Users (or potential users) of the information, such as
- Tourism industries representatives and other private sector entities
- Universities and centres for research on tourism

### Other relevant bodies may be significant as well
- Customs administrations
- Ministries of trade and economy
- Ministries of finance and tax authorities
The structure depends on the levels of decision:

**A higher level one with a more political scope and responsibility:** it would include the heads of the corresponding bodies (and chaired by the Minister of tourism or his equivalent). It would determine the basic policy issues and provide the required institutional support in terms of staff, technical capabilities and financial resources. It should endorse and disseminate the results.

**A second level representing a major technical team** with experts from the different participating institutions to coordinate all the technical work.

**A third level made of ad hoc Technical Committees,** convened according to the different topics to be faced (for example, the measurement of inbound tourism), comprising technical staff specialized in different relevant topics and coming from the different institutions involved.
What are the benefits?

- Stakeholders learn to understand their fundamental role within the statistical process, and become more willing to make the efforts needed to provide the information produced on time and in the exact format required.
- The development of tourism statistics and TSA takes on the status of a “state or national initiative”.
- Access to the necessary funding from within or outside the country is facilitated.
- The results are provided with legitimacy and credibility.
- A contribution is made to ensuring that tourism statistics are compiled and disseminated with maximum efficiency.
- There is a greater guarantee that the effort to improve tourism statistics will be sustainable.
Tourism Research Partners Forum (TRPF) promotes collaboration and joint-financing opportunities

- **Purpose:** To provide a standing venue for decision-making on all aspects of existing **jointly funded tourism research projects** and a venue for the **formation of partnerships** on future **jointly funded national or multi-jurisdictional tourism research projects**.

- **Participants:**
  - Canadian Tourism Commission
  - Statistics Canada
  - Provinces and Territories
  - Atlantic Canada Opportunity Agency
  - Parks Canada
  - Tourism HR Canada
  - Municipalities

THANK YOU!
Example of good practice

Malaysia

Ms. Megala Kumarran, Malaysia Department of Statistics, UNWTO/DG GROW Workshop Measuring the economic impact of tourism in Europe: The Tourism Satellite Account, Brussel, Belgium, November 2017