

PROJECT SUMMARY

Project title: DEVELOPMENT OF A TOURISM SATELLITE ACCOUNT (TSA)

Country: OMAN

Region: MIDDLE EAST

Current status: Ongoing Concluded

Duration (est.)/dates: May 2008 - August 2010

Category: Tech. Cooperation MDG-F

Partner entities: Government of Oman - Ministry of Tourism, Ministry of National Economy

Main project objectives:

UNWTO collaborated with the Government of Oman in order to produce Oman's first experimental Tourism Satellite Account. UNWTO has worked closely with the Sultanate over many years to provide technical assistance to strengthen its national System of Tourism Statistics (STC). The main objective of the project was to continue UNWTO's technical assistance to the Government for the further development of the STS and the preparation of a first Tourism Satellite Account (TSA).

Project focus (Choose all applicable):

Policy Planning & Economic Development

- Tourism Policy/Master Plans & Strategic Development Plans
- Legislation & Regulation
- Physical Planning/Infrastructure/Resort Development
- Institutional Strengthening & Public-Private Partnerships
- Economic Impact/Value Chain Analysis & Local Development

Human Resource Development

- Manpower Planning
- Capacity Building Programmes /Hospitality Skills & Tourism Business Development

Statistics

- Statistical Strengthening
- Development of Tourism Satellite Account (TSA)

Quality Standards

- Hotel Classification
- Destination Quality Performance

Product Development, Marketing and Promotion

- Marketing & Promotion Planning
- Product Development & Diversification

Main project outputs/deliverables:

The STS in Oman has been improved through the application of international recommendations on tourism statistics and revising tourism data, particularly inbound and outbound tourism expenditure and supply-side data for tourism products and services (accommodation, food and beverage sector). UNWTO provided technical recommendations to the Government at regular stages, including on improving data collection methodologies and increasing the provision of transportation and second homes where there is a paucity of data. In addition, a series of workshops were delivered to provide training to national officials on tourism statistics and the TSA methodological framework. As a result, a first experimental TSA was produced for the period 2005-2009. UNWTO assisted the Ministry of Tourism and Ministry of National Economy to revise the TSA estimates during the project. This important exercise has enabled further analysis to be carried out on the different forms of tourism in the country and their contribution to the economy as a whole. The project ran in parallel with another UNWTO Project in Oman - 'Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan' (Dec. 2009 – Nov. 2010)