UNWTO Technical Assistance in Statistics and the Tourism Satellite Account (TSA)

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TECHNICAL ASSISTANCE IN 2016

41 projects & 16 missions in 44 countries

**Europe**
Projects: Andorra, Bosnia and Herzegovina, FYRO Macedonia

**Asia**
Projects: Cambodia, China, India, Mongolia, Myanmar, Timor Leste (2), Missions: Bhutan, Fiji, Philippines

**Middle East**
Projects: Oman, Qatar, Lebanon, UAE, Missions: Bahrain, Egypt, Jordan, Saudi Arabia, UAE

**Africa**

**Americas**
Projects: Aruba, Haiti (2), Honduras, Paraguay Missions: Bahamas, Cuba, Central America/SITCA, Uruguay
# MAJOR AREAS OF TECHNICAL ASSISTANCE

- Preparation of National and Regional Tourism Development Master Plans
- Establishment of Coherent Frameworks for Long-term Sustainable Development
- Identification and Assessment of Potential Tourism Development Areas

### Development of Tourism Statistics and Tourism Satellite Account.

- Hotel Classification and Quality Standards.
- Product Development and Diversification
- Development of Human Resources for Tourism
- Development of Community-Based Tourism
- Alleviation of Poverty Through Tourism
- Development of Rural and Eco-Tourism
- Formulation and Implementation of Appropriate Marketing and Promotional Strategies
- Strengthening of Institutional Capacities of National Tourism Administrations
- Tourism Legislation
- Crisis Recovery and Management
- Product Development and Diversification

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# DEVELOPMENT OF TOURISM STATISTICS AND TSA

- Statistical information on tourism is crucial in advancing knowledge of the sector, monitoring progress, promoting results-focused management and highlighting strategic issues to inform policy decisions

- In 2017, statistics and tourism satellite account continue to be one of the top priorities of our Member States and the most demanded area of technical assistance.

## The Development of Tourism Statistics and Tourism Satellite Account:

- Allow Governments to understand the full social and economic dimension of tourism in terms of both demand and supply.
- Guides tourism policy, planning, product development and marketing, while providing a useful lobbying tool to National Tourism Administrations to advocate the cause of tourism.
- Strengthens the Inter-Institutional Platform partnerships.
- Strengthens the capacities within Government agencies, in particular, the tourism authorities and the statistical authorities, in implementing data collection and analysis and TSA compilation.
**Phase I:**

Evaluation Mission to undertake a detailed assessment of the current status of collection and analysis of tourism-related statistics on the demand and supply side, identify gaps and constraints as well as make recommendations for inter-institutional collaboration for tourism-related statistics and economic data (national tourism administration, national statistical office, central bank and immigration authorities).

**Phase II:**

Long-term project focusing on either strengthening the entire system of tourism statistics including capacity building and/or developing an experimental TSA depending on recommendations of the Evaluation Mission.
DEVELOPMENT OF TOURISM STATISTICS AND TSA

Our Donors

- Governments
- World Bank
- United Nations Development Programme (UNDP)
- Inter-American Development Bank (IDB)
- German Development Bank

UNWTO REGIONAL TOURISM STATISTICAL PROJECTS
BENEFITS OF THE REGIONAL TOURISM STATISTICAL PROJECTS

- Build up the capacity of countries to understand and implement tourism statistical processes through the programme and to work with teams to apply this to their respective national systems at a practical level.
- Fostering the establishment of inter-institutional partnerships.
- Sharing of best practices.
- Political support.
- Interactive and participatory workshops
- Harmonize tourism development policies and quality standards
- Importance of harmonization of tourism statistics and data collection methods are considered crucial

UNWTO/RETOSA PROJECT
(REGIONAL TOURISM ORGANIZATION OF SOUTHERN AFRICA)

14 Member States

Objective: training to officials to develop tools, skills and know-how for developing systems of tourism statistics and Tourism Satellite Accounts.

The training programme was designed with three main objectives:

- Firstly, to understand what are tourism statistics and how can tourism activity be measured for policy and planning.
- Secondly, to become fully familiarised with the key definitions and methodologies that should be adopted for measuring tourism supply and demand; and
- Thirdly, and critically, what are the key challenges that countries face when developing tourism data and statistics?
Central American Countries increasingly recognized the importance of data quality in the sector in order to maximize their role in national and regional growth and development and to formulate effective tourism policies and strategies.

**Objective:** standardize the measurement of the main indicators of the tourism sector in the Central American Region.

Over the next two years, UNWTO will provide technical assistance in terms of country missions and regional training seminars to:

- Strengthen the national tourism statistical systems of the GCC countries;
- Establish an institutional context that is conducive to statistical capacity-building by encouraging organizational and institutional partnerships; and
- Transfer technical expertise to strengthen the human resource component of statistical capacity.
THANK YOU!

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