



管理學院
SUN YAT-SEN BUSINESS SCHOOL
SYSBS

Sun Yat-sen Business School
Awarded EQUIS Accreditation on June, 14, 2011

A Web-based Regional TSA Information System - The case of Guangdong, China

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25 January 2017



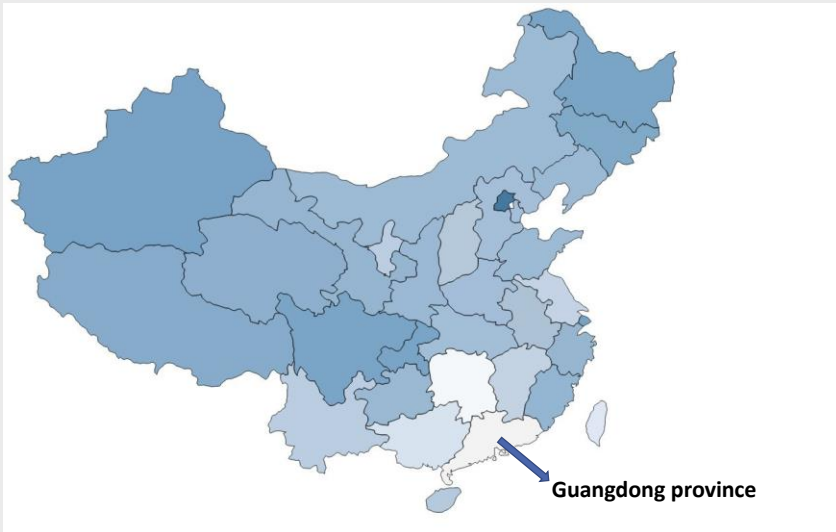
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To enrich our students by providing a flourishing learning environment and integrating Chinese and Western management wisdom, grounded in integrity, innovation and social responsibility.



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Guangdong province



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Outline

- Background
- Guangdong TSA information system
- Future development plan



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Background

- China government has been more and more realizing the importance of TSA
- Besides national level, regional TSA has been continuously adopted in China
- Guangdong is the largest province in China regarding resident number, GDP, international tourism receipts, and tourist arrivals
- Guangdong first compiled its regional TSA in 2012
 - By Guangdong Tourism Administration
 - Research team comprises scholars from Sun Yat-sen Business School in China, Hong Kong PolyU and Guangzhou University in China



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Background

- Problems encountered during TSA practice in China:
 - Costly and time consuming
 - One-off work
 - Cannot analyze and trace the dynamics longitudinally



- Guangdong TSA (GDTSA) information system



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GDTSA information system


- Both software and hardware of the system are built up
- Compile the TSA accounts more efficiently and regularly
- An effective way to manage tourism statistic data
- Conduct tourism statistic analysis automatically
- The first attempt to compile the quarterly TSA in China



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GDTSA Information System




admin


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GDTSA Information System

Function Menu Shortcut Menu

Basic Information Setting

- System Year Setting
- Organization Informa...

Data Input Management

Data Quality Control Ma...

Data Inquiry >

General Data Management

GDTSA tables >

Manual Adjustment >

Items for Account Table...

Statistics and Analysis >

geographic distribution...

Municipality Statistics >

System management >

Basic Information Setting

Data Input Management




Tables Management


GDTSA Tables

Statistics and Analysis

System Management

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Function Menu | Inbound and Domestic non-Guangdong Tourism Expenditure in Guangdong (Unit: 10,000 Yuan)

Category: Quarter: Year: 2014 Quarter: 1 Analyze Retrieve

| Item | Inbound Tourism Expenditure | | | Tourism Expenditure of Domestic Guangdong Residents | |
|---|-----------------------------|----------|--------|---|----------|
| | Same-day visitors | Tourists | Total | Same-day visitors | Tourists |
| A.1 Tourism characteristic products | - | - | - | - | - |
| 1. Accommodation service | - | - | - | - | - |
| 1.1 Hotels and other accommodation services | - | 520026 | 520026 | - | 866096 |
| 1.2 Private or free-to-use vacation homes | - | - | - | - | - |
| 2. Food and beverage services | 33664 | 411285 | 444949 | 59741 | 758308 |
| 3. Railway transport service | 1174 | 27068 | 28242 | 14849 | 214292 |
| 4. Road transport and Public transport services | - | - | - | - | - |
| 4.1 Road transport service | 925 | 13676 | 14600 | 8848 | 85224 |
| 4.2 Public transport service | 8859 | 63116 | 71975 | 1163 | 107384 |
| 5. Water transport service | 179 | 1572 | 1751 | - | 8256 |

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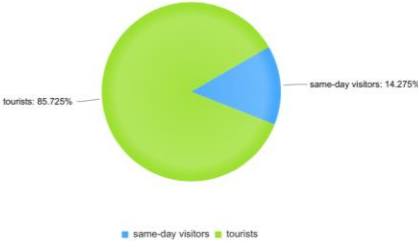

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GDTSA Information System | Welcome SYSBS | Home Page | Personal

Function Menu | Statistics of Number of non-Guangdong Visitors to Guangdong

Category: Quarter: Year: 2014 Quarter: 1 | Statistics Category: same-day visitors/ tourists | Analyze Retrieve




Statistics of tourists in Guangdong

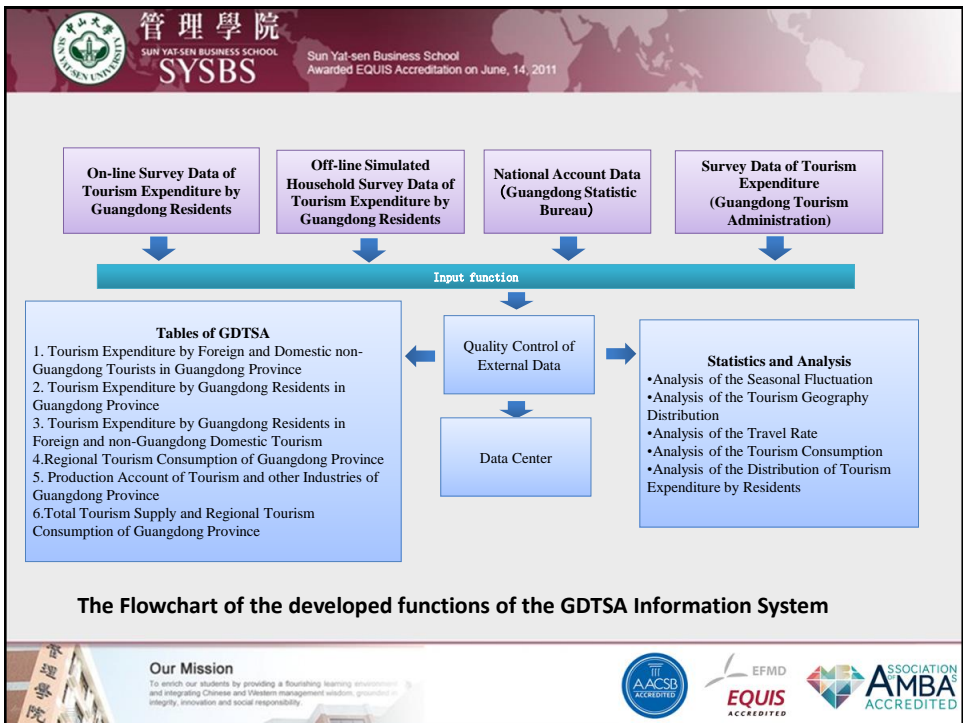
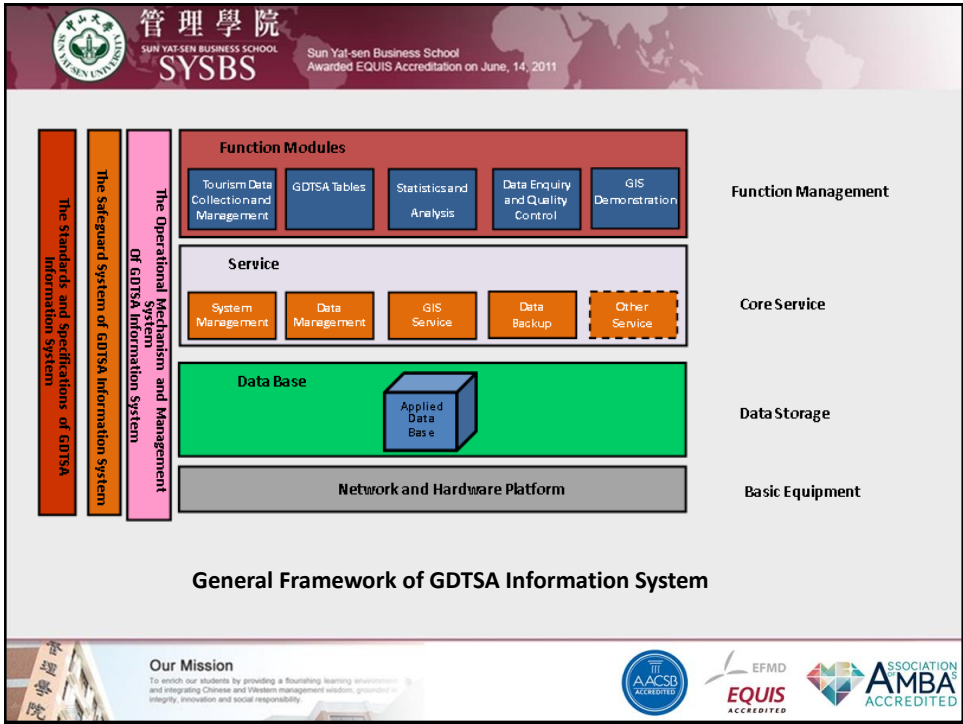



■ same-day visitors: 14.275%
■ tourists: 85.725%

■ same-day visitors: 597 (unit: 10,000) ■ tourists: 3585 (unit: 10,000)


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System demonstration

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Future development plan

- Continuously compile the quarterly TSA every year
- Further calculate indirect and induced contribution based on the TSA results
- Add tourism demand forecasting function into the information system
- Explore the use of big data in TSA
- Hold TSA research forum in China, e.g. April in Guangzhou, China

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Thank you for your kind listening!

Comments and suggestions are welcome!



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