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TSA-Workshop
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Using TSA data for Tourism Policies

Austrian experiences

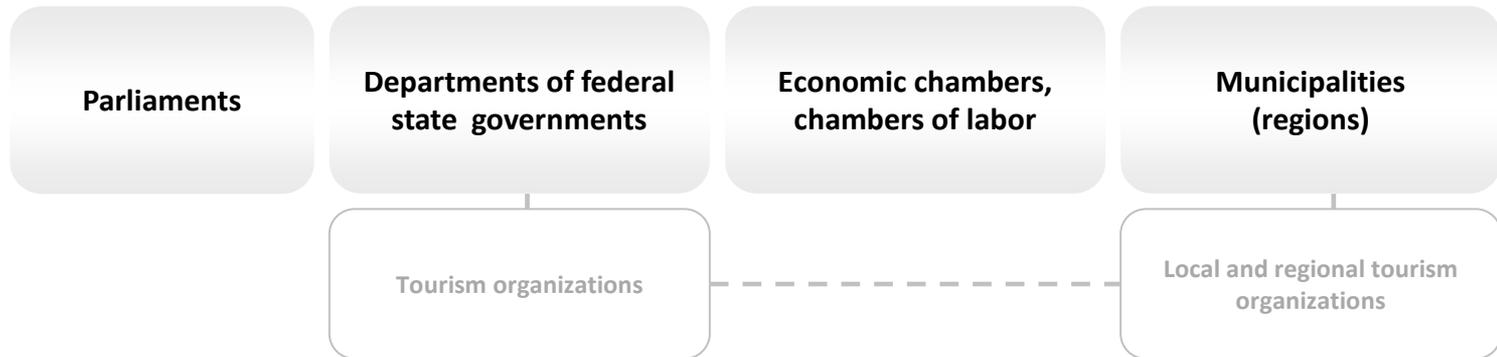
Governance of tourism (statistics) in Austria



Federal level



Federal state level



S: BMWFV; Statistics Austria



- Identifying the **economic size** of the Austrian tourism industry as well as to create a **source for monitoring** the development of the industry periodically, the development of a “Tourism Satellite Account” (TSA) was decided to be an appropriate approach.
- **Fulfilling the requirements of the tourism policy** as far as possible, the calculations related TSA have been **extended** by considering the **indirect impacts** of the tourism industry, and by **forecasts** for the current and the following year.
- The **trade off** between **political requirements** and statistical reality related to tourism statistical data and TSA data in particular is one of the main issues discussed during the last years:
 - ✓ on the one hand **tourism policy** would require more frequent, more disaggregated, more data on sub-regional or local level and more recent data;
 - ✓ on the other hand **reliable data** and data of high quality is a statistical prerequisite in order to **fulfill the principles of statistics** (i.e. European “Code of Practice”, “UN Principles of Official Statistics”).



However, **TSA in general**

- contributes to **benchmark the success of tourism policies** and supports answering (overall) questions from tourism policy decision makers;
- **provides a basis to evaluate the tourism development** compared to economic sector (e.g. performance compared to other sectors);
- **represents a solid basis for policy relevant issues** on the national/regional level and determines the contribution of tourism to national/regional value added and employment;
- has also a “**disciplinary effect**” since the economic impact of a specific subsector, such as that of the **hotel industry**, can never exceed the overall share of tourism in the economy;
- **supports the national/regional tourism policy** to increase the tourism share in regard to the national/regional GDP;
- **serves as a basis to justify and distribute subsidies** in tourism;
- **provides data related to different aspects of tourism**, such as same-day tourism or visits in vacation homes (which is not considered by accommodation statistics).



From TSA-results the **tourism policy expects** (apart from physical indicators such as overnights and arrivals) powerful monetary indicators providing a picture how successful tourism has been developed. – Therefore:

- The development of TSAs has to be undertaken in **close cooperation with research and stakeholders**, for better understanding of the interrelations of tourism with the rest of the economy.
- At least on a **yearly basis working groups** related tourism statistics, whose members might be from local tourism and statistical authorities and other main data users, should discuss issues related tourism statistics/tourism policy needs in general, and TSA in particular.
- In order to satisfy the needs of the tourism policy, the **calculations** related to TSA **could be extended** by considering the **indirect** effects of the tourism industry, and by **forecasts** for the current year and the following year.
- **Employment**, due to tourism, is a policy matter. Receiving a more comprehensive picture of the interlinkages between tourism supply and demand, the demand side – apart from supply side information - has to be integrated, therefore. TSA might serve as a basis.



- The measurement of the **impact of tourism on sub-national level** is highly demanded. TSA in general and its value for the policy highly depends on the **availability of data** which is in particular on local level (e.g. municipality) rather low.
- TSA data should be set which would give **greater credibility to tourism statistics** and to the indicators analyzing the scale and the significance of tourism as an economic activity.
- **Countries' experiences** related to **compiling and using TSA should be shared** in order to support the compilation and reliable usage of information in this field by keeping the challenges – technically and politically - in mind.
- In order to **increase the general usage** and areas of application of TSA data and to give greater credibility to tourism statistics and to the indicators analyzing the scale and the significance of tourism as an economic activity, it is necessary to **demystify TSA**.
- However, future work in regard to **TSA is dependent on the amount of financial means**.



It is indispensable, that

- ... **cooperation** with external research institutions, with the academics and the tourism policy is foreseen;
- ... **meetings and discussion** of the results with **external** institutions (e.g. Central Bank, tourism ministry) is supported;
- ... a **detailed documentation** of the methodology used (=meta data) for compiling TSA is available, being a prerequisite for reliable interpretation of the results by the tourism policy.

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TSA-website:

http://www.statistik.at/web_en/statistics/tourism/tourism_satellite_accounts/index.html

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