



CE/63-64/4 Add.1
Madrid, November 2000
Original: Spanish

Sixty-third and sixty-fourth session
Madrid (Spain), 28-30 November 2000
Item 4 of the provisional agenda

REPORT OF THE SECRETARY-GENERAL

Addendum 1

Note by Secretary-General

In this addendum, the Secretary-General of the World Tourism Organization (WTO) presents the Executive Council with a document prepared by the Department of Statistics and Economic Measurement of Tourism containing the guidelines it is presenting in various forums relative to the draft Tourism Satellite Account (TSA) with a view to explaining their strategic character for the Organization. This document sums up the components of this strategy.

REPORT BY THE SECRETARY-GENERAL

Addendum 1

**THE TOURISM SATELLITE ACCOUNT (TSA)
“A STRATEGIC PROJECT FOR THE
WORLD TOURISM ORGANIZATION”**

CONTENTS

	<u>Page</u>
I. Introduction	3
II. The TSA, an instrument for designing strategies in the field of tourism	4
III. Inter-institutional cooperation: the main actors	7
A. The international scenario	7
B. The national scenario	8
B.1. The National Tourism Administration (NTA)	9
B.2. The National Statistical Office (NSO).....	10
B.3. The Central Bank.....	11
B.4. Tourism Enterprises.....	11
IV. Resources for developing the TSA project	12
V. The launching of the TSA: general guidelines	15

I. Introduction

- 1.1 In accordance with the resolutions approved by the Enzo Paci World Conference on the Measurement of the Economic Impact of Tourism (Nice, France, June 1999), WTO specifically undertook:
- to obtain the approval of the United Nations Statistical Commission (UNSC) relative to the basic principles included in the Tourism Satellite Account (TSA): Conceptual Framework, a document that was presented at the aforementioned conference and which is the direct predecessor of the text that was finally approved by the UNSC almost a year later;
 - to develop a plan of action designed to:
 - promote the development of national Systems of Tourism Statistics (STS);
 - develop a package of materials and guidance to support the preparation of a TSA in countries of diverse expertise, resources, needs and experience;
 - programme seminars and technical meetings at different territorial levels to further work on the implementation of tourism definitions and classifications;
 - conduct technical assistance missions in developing countries with the aim of creating a TSA.
- 1.2 The United Nations Statistical Commission (UNSC), at its thirty-first period of sessions (29 February – 3 March 2000), approved the document presented by WTO, “Tourism Satellite Account (TSA): Methodological References”, together with a set of modifications to this text jointly presented by WTO, OECD and EUROSTAT. In April 2000, these three organizations finally proposed and approved a document based on these two texts and which will be published by the United Nations with the four corresponding logos.
- 1.3 Now that this basic aim has been met, namely the approval of a new standardized methodology for the international comparability of data related with the measurement of the economic impact of tourism, the next step is to determine WTO’s strategy with regard to the “action plan” it has undertaken to execute with a view to setting up and developing the TSA.

This document sums up the components of that strategy.

- 1.4 The aim of Section II, "The TSA, an instrument for designing strategies in the field of tourism", is to highlight the parameters and basic principles that, as elements of reference, underpin the strategies that will be adopted by WTO, particularly with respect to alternative instruments.
- 1.5 Section III, "Inter-institutional cooperation: the main actors", defines cooperation as an essential and priority support mechanism and distinguishes between two scenarios: the international scenario and the national scenario.
- 1.6 Section IV, "Resources for developing the TSA project" describes what these resources - designed to assist countries in preparing the TSA - consist of and their end purpose.
- 1.7 Section V, "The launching of the TSA: general guidelines", includes general recommendations by WTO for introducing and developing the TSA in accordance with criteria of cooperation, flexibility and gradualism. These recommendations have been formulated with a view to conducting a feasibility study prior to the actual development of the first TSA in any given country. More specifically, this section describes some the technical assistance measures WTO could provide to the developing countries that request assistance.

II. The TSA, an instrument for designing strategies in the field of tourism

- 2.1 There is an acute shortage of information on the role of tourism in national economies worldwide, hence the need for reliable data relative to the importance and magnitude of this industry. Governments, entrepreneurs and citizens do not dispose of the exact information they need for designing public policies and business strategies and for evaluating their effectiveness and efficiency.
- 2.2. WTO has been working on the design of the TSA since 1995 fuelled by the conviction that its implementation will serve to:
 - increase and improve knowledge of tourism's relationship to overall economic activity in a given country;
 - provide an auxiliary instrument for designing more efficient policies in specific areas;
 - create awareness among the various players not directly involved with tourism, of the quantitative importance of this industry (in monetary and physical terms) and by extension its role as an important economic factor in all the industries that produce goods and services demanded by visitors.

- 2.3 Nowadays there is increasing recognition of the fact that tourism generates a certain type of knowledge relative to its impacts on countries' economies in terms of basic economic aggregates such as consumption, expenditure, income, investment, public revenues and employment, and, consequently, that the type of information required with regard to tourism has changed with respect to the past. Tourism measurements, in order to be credible, must be of a statistical nature (i.e. they must be derived from ongoing statistical operations), and they must be comparable (in time and space) and consistent (compatible with internationally accepted macroeconomic accounting systems).
- 2.4 These characteristics and needs are met by the TSA insofar as it provides (for an entire country and over a period of one year) an articulated framework of economic information that serves the interests of both political decision-makers and entrepreneurial decision-makers. At the same time, the TSA is a new statistical instrument that has been designed in such a way - on the basis of a set of concepts, definitions, classifications and tables - as to guide countries in developing their own System of Tourism Statistics (STS).
- 2.5 The preparation of the TSA should be understood as a permanent and ongoing process geared to enabling a country to properly understand and evaluate the tourism phenomenon. This phenomenon consists of an articulated set of economic (monetary) flows that can be traced from the tourism consumption unit (consumption by both inbound and outbound visitors) to the productive unit, where the various tourism industries produce and/or import the goods and services that are purchased by visitors.
- 2.6 The development of the TSA necessarily requires the allocation of substantial economic resources and technical staff which must be quantified and justified with regard to other possible technical alternatives.
- 2.7 The complex and transversal nature of tourism, and the relative importance of the resources required, makes it necessary to take into account three principles or criteria which should be present throughout the TSA development process, irrespective of the starting point of the country in question:
- The existence of a stable inter-institutional Platform to support cooperation both between the producers of statistics and other types of basic tourism information required to develop the TSA, and other institutional units and users (of the data and results that are finally obtained); for reasons of effectiveness and efficiency.
 - A certain degree of flexibility is required with regard to the actual development of the TSA project, in two senses: "conceptual" flexibility in terms of the degree of application of the different generally established recommendations and standards, and "organizational" flexibility in terms of the programming of statistical tasks and operations, budgetary and staff alignment, administrative organization, etc. in which respect a certain degree of freedom is required.

- Gradualism: the TSA project must be executed on a gradual basis which means that the different phases involved must be established on the basis of pre-established priorities and available resources. Obviously, the overall development of the TSA (in terms of covering variables, breaking down the products and industries identified, the number of tables prepared, etc.) will be shaped by guidelines included in the Project Feasibility Study, the drafting and analysis of which should be understood as a *sine qua non*.
- 2.8 In a country which is analysing the suitability of setting up a TSA, it would be legitimate to consider drawing on other alternatives such as econometric or statistical tools, e.g. input-output tables, conventional economic impact models (based on behavioural multipliers and hypotheses) and general equilibrium models, whose results are doubtless useful insofar as they provide estimates of some of the aggregates also obtained from the TSA, exercises that are less costly and less time-consuming. However, it should be pointed out that these methods present a certain number of limitations which should also be taken into account when it comes to taking a decision relative to the setting up of a TSA, as explained below.
- 2.9 Generally speaking, tourism input-output tables (TIOT) presuppose the existence of a national “input-output table” (IOT) which conditions its periodicity and punctuality (generally every 10 years), and its subjection to the changing methodologies applied to definitions, classification levels, existing gaps and forms of attenuating them, tourism variable estimation methods, their degree of integration in the country’s system of national accounts, etc. These determinants explain why the results obtained cannot be used to complete the TSA tables (insofar as this requires more statistical information than the amount used to prepare the TIOP, but also disposing of results on annual basis) or for the purposes of international comparability (given the difficulty of standardizing methodology and the lack of uniformity in the years of reference of the various national tables).
- 2.10 Although the equilibrium and economic impact models use available statistical and administrative information, their methodology is broadly underpinned by estimates based on hypotheses relative to the behaviour of the tourism variables analysed, as a result of which the “modelled results” (results that appear in the model) are radically different from those used to prepare the TSA (which is exclusively statistical and under no circumstances econometric), and they cannot be used for the purpose of completing the basic TSA tables or for drawing international comparisons of the data and aggregates obtained.

- 2.11 Consequently, WTO will not consider these “modelled” results as the equivalent of those obtained through the TSA. As stated in the Resolutions of the Enzo Paci Nice Conference, one of the future activities entrusted to WTO is the publication of the results obtained by those countries that have set up a TSA, provided they are consistent with the concepts, definitions, classifications and tables included in the conceptual framework of the Recommendations on the methodological design of the TSA approved by the UN.

III. Inter-institutional cooperation: the main actors

- 3.1 A distinction should be made between two interrelated levels or “scenarios”: the international and the national scenario of each country.

A. The international scenario

- 3.2 The main actors in this scenario are the international or inter-governmental organizations either on account of their administrative competence or for other reasons, that have a particular interest in tourism statistical information, such as the United Nations (the Statistical Commission, the Statistical Office and its regional agencies), the World Trade Organization (WTO), the Organisation for Economic Cooperation and Development (OECD), the Statistical Office of the European Communities (EUROSTAT), the International Labour Organization (ILO) and the International Monetary Fund (IMF). This also applies to various types of regional organizations and bodies representing the main industries and tour operators, such as ICA, APEC and IATA. The WTO Secretariat has forged agreements and launched initiatives in cooperation with each and every one of these bodies with the aim of developing the TSA.
- 3.3. At a complementary level, cooperation agreements have also been established with certain countries and national institutions, such as:
- Spain (for the preparation of the System of Tourism Statistics and the TSA in South American countries);
 - Canada (for the development of regional seminars on statistics and the TSA);
 - Sweden, Spain and Canada (to undertake a comparative analysis of statistical operations relative to the tourism expenditure of non-residents in a group of 8 countries).
- 3.4 Furthermore, and also on a complementary basis, the establishment of specific channels of cooperation with centres, institutes and departments devoted to research and studies linked with analyses and quantifications of the economic impacts of tourism is deemed to be of special interest.

3.5 In the medium term, this cooperation framework should provide a springboard for new initiatives relative to international comparability in the sphere of the economic analysis of tourism, which should in turn engender new proposals for international recommendations for presentation to the UN. Without aiming to establish priorities, the following activities are scheduled to take place in the medium term:

- development of indicators that will pave the way for quarterly publications of TSA aggregates and variables;
- regionalization of the TSA as an alternative to publishing regional TSAs;
- gradual development of a tourism balance of payments;
- preparation of general guidelines for quantifying gross tourism fixed capital formation and collective tourism consumption;
- permanent updating of classifications of visitors, activities and tourism products;
- preparation of the TSA for prices fixed at a standard rate;

B. The national scenario

3.6 For the purposes of TSA development, the nature of the principal actors in the national arena varies considerably insofar as they have different purposes and requirements. Basically, they can be grouped into three categories:

- a) bodies that produce statistics and supply basic tourism information such as National Statistical Offices (NSO), National Tourism Administrations (NTA), Central Banks (CB) and associations of national tourism enterprises;
- b) information-providing units such as tourism enterprises and establishments, and other public departments (such as those linked with the regulation of the different forms of transport, immigration, customs and excise, etc);
- c) potential users of the tourism information that is generated, such as tourism industries, the NTA itself, the units responsible for preparing the national accounts and the balance of payments, and others.

3.7 WTO believes that the preparation of the TSA requires a suitable inter-institutional Platform (and obviously one that is multi-disciplinary) whose members will include the main institutional actors assisted by a Backup Team made up of experts appointed by each of the member bodies.

B.1. The National Tourism Administration (NTA)

- 3.8 The development of NTAs has been fuelled by the growing importance of tourism in national economies and conditioned by the historical, political and cultural circumstances of each country. Their structure, attachment to a ministry and administrative level (ministry, government department or sub-department) varies considerably from one country to another and is also conditioned by the corresponding management, promotion and coordination functions assigned to them.
- 3.9 From a tourism information perspective, the NTA has played a twofold role:
- as a compiler and distributor of the information prepared by other bodies, particularly the NSO and the CB, and of the data obtained from administrative procedures such as border controls and from the corresponding traffic regulation bodies;
 - as a provider of certain types of administrative authorizations in relation to companies and tourism establishments (as is the case of hotels and other forms of accommodation).
- 3.10 Broadly speaking, the statistical work *per se* conducted by the NTA has been limited to just a few aspects of the tourism phenomenon and has only taken place on a one-off or sporadic basis. For the most part, NTAs do not have global and detailed knowledge of the status of the information available on tourism in their country, mainly due to poor communication with the institutions that produce information relevant to analysing tourism (whether statistical information or data of administrative origin), and they have no statistical infrastructure whatsoever at their disposal (qualified statisticians, sufficient IT resources, etc.).
- 3.11 Bearing in mind:
- that all these facts and considerations overall have engendered, in all too many cases, what we might term a statistical divorce between the NTAs, the NSOs and the CB;
 - that the preparation of the TSA involves using all the statistical information (both public and private) available;
 - and, finally, the new information requirements that will generally be associated with the development of a first TSA,

WTO has defined as a general recommendation for all those countries that require technical assistance in setting up and developing the TSA, the creation of an institutional Platform (in the form of a committee, commission or whatever is deemed most suitable in each case) whose members will include representatives of the three public institutions most closely linked with the production and use of statistics associated with tourism analysis (the NTA, the NSO and the CB), other public bodies that are important administrative sources of information for the TSA project, and private sector representatives. This Platform should be headed by one of the aforementioned institutions (and ideally represented by their most senior officer).

- 3.12 In addition to being a member of this Platform, the NTA would normally be required to contribute to financing some of the work that needs to be carried out, to which end it should dispose of a team of experts with experience in the field of statistical work and suitable resources.

B.2. The National Statistical Office (NSO)

- 3.13 In all countries, the NSO is the main producer and coordinator of statistics in the different areas of economic activity. Barring certain exceptions, in almost all countries statistical operations linked with tourism have hitherto been designed to respond to specific one-off requirements and have been devoid of any general pattern reflecting the needs, priorities and necessary coordination of statistical work. This can be ascribed in part to the absence of a specific frame of reference for tourism, to the traditional institutional divorce between NSOs, NTAs and all the other bodies involved in producing and using tourism statistics and to the horizontal nature of tourism activity which affects a large number of tourism activities and products, etc.
- 3.14 This situation has changed radically since the approval by the UNSC of the methodological design of the TSA insofar as this new instrument also provides a frame of reference for programming tourism statistics in accordance with priorities and available resources.
- 3.15 The NSO plays an essential and important role with regard to the preparation of the TSA, not only because it is responsible for producing basic statistics but also because it is, generally speaking, responsible for preparing the country's National Accounts and, on occasion, the Balance of Payments.
- 3.16 Also, either on account of its experience in developing input-output tables and/or the fact that it is responsible for compiling basic information on the activity of productive companies and establishments (which, in practice, involves having direct access to individual questionnaires), the NSO also plays an indispensable role in terms of determining what share of the production of a specific industry is consumed by visitors. This estimate is, beyond all other considerations, the very core of the TSA: aligning consumer demand by tourists and same-day visitors with the production of the goods and services they purchase.
- 3.17 Consequently, the NSO should be actively involved in the Platform created for the setting up of the TSA and will presumably contribute the most experts - comparatively speaking, that is - to the TSA work team. Indeed, the TSA should not even be tackled without the prior coordination of the NSO and without first consulting with the NSO.

B.3. The Central Bank

- 3.18 Generally speaking, the Central Bank is the body responsible for preparing the Balance of Payments (and occasionally the National Accounts), in which respect the “travel” and “passenger transport” headings nowadays constitute the only types of internationally comparable monetary indicators available. Indeed, only a few countries dispose of any source other than the Balance of Payments for estimating the tourism expenditure both of non-residents and residents when travelling abroad. Moreover, both the “travel” and “passenger transport” headings are used to prepare the National Accounts for the purpose of estimating the headings “direct purchases on the domestic market for non-resident households” and “direct purchases on the foreign market for resident households”.
- 3.19 On the other hand, the “travel” and “passenger transport” headings of the Balance of Payments broadly correspond to some of the headings of the TSA tables of results; more specifically, with the global results of Table 1. “Inbound tourism consumption” and Table 3. “Outbound tourism consumption”. In those countries that dispose of a TSA, analyses of each of these estimates should be a mandatory exercise insofar as they could eventually provide suggestions as to the potential improvements that could be incorporated in either statistical instrument. This also lends weight to the suggestion that, in the countries that are beginning to develop the TSA, the Central Bank could avail itself of the new statistical operations that are being launched, such as operations relative to tourism expenditure, for preparing the Balance of Payments.
- 3.20 Like the NSO, the Central Bank should therefore also be actively involved in the TSA Platform and in the technical Backup Team

B.4. Tourism enterprises

- 3.21 Tourism enterprises and, more specifically, their corresponding national associations, form a group of bodies that have in recent years generated specific demands for information that attest to the importance of tourism and that can serve to improve the design of business strategies for operating on the domestic and international market.
- 3.22 The participation and collaboration of these agents in developing the TSA is highly desirable not only insofar as they are suppliers of primary information, but also because their active involvement as members of the institutional Platform and the Backup Team right from the outset will facilitate the comprehension and resolution of certain difficulties stemming from the statistical information to which the public players have access, and also because it would provide the results obtained with the required credibility.

IV. Resources for developing the TSA project

- 4.1 By virtue of “Resolution V - Plan of Action” approved by the Enzo Paci World Conference on the Measurement of the Economic Impact of Tourism, WTO was entrusted with promoting and coordinating a series of general actions and with the actual implementation of a specific number of these actions.
- 4.2 Since its creation, WTO has had a small number of instruments at its disposal for helping and supporting countries in the development of internationally comparable tourism statistics. These instruments were extended in the wake of the Ottawa Conference of 1991. The Enzo Paci Nice Conference of 1999 called for these instruments to be renewed and updated and for impetus to be given to the creation of new instruments which, unlike those used in the past, now have a framework of coordination and integration. It is not for nothing that the methodological design of the TSA constitutes a conceptual framework in which the analysis of tourism is conducted on a global basis (i.e. with regard to expenditure, products consumed, the production value of the different tourism industries, the number of direct jobs associated with tourism, the investment that has been made to meet demand for tourism, etc.).
- 4.3 This set of instruments, their enumeration, content and aim are briefly described below, starting with the most general and ending with the most specific:
- the Committee on Statistics and Macroeconomic Analysis of Tourism;
 - the WTO-OECD-EUROSTAT Inter-Secretariat Working Group;
 - tourism statistics and TSA seminars-training courses;
 - preparation of various types of technical documents and educational material relative to the TSA;
 - technical assistance to countries.
- 4.4 The Committee on Statistics and Macroeconomic Analysis of Tourism was established by virtue of a decision adopted by the Enzo Paci World Conference, “conceived as an institutional mechanism for the mutual interchange of methodological advice and the definition of the main lines of action concerning actual and future work on statistical instruments and economic research related to the conceptual framework for the preparation of the Tourism Satellite Account”.
- 4.5 This Committee is made up of representatives of Members and non-member States of WTO, national and international organizations, and other public and private institutions linked with tourism. It has a maximum of 25 members, one chairman and two deputy-chairmen (represented by France, Spain and Canada respectively) corresponding to the WTO Secretariat’s permanent department of Statistics and Economic Measurement of Tourism. The working languages of the meetings of the Committee are three of WTO’s official working languages (English, Spanish and French) and its second meeting will be held at the end of January 2001.

- 4.6 In accordance with the resolutions approved by the Enzo Paci World Conference, the WTO-OECD-EUROSTAT Inter-Secretariat Working Group was set up in September 1999 with the aim of establishing a “common conceptual framework” for the methodological design of the TSA, which was approved by the UNSC in March 2000. This Working Group has decided to continue with its work in relation to various methodological and operative aspects of the TSA.
- 4.7 WTO already has substantial experience in the organization of tourism statistics and TSA seminars-training courses in the various regional spheres. These instruments are designed to ensure international comparability when countries apply the WTO/UN Recommendations relative to definitions and classifications and to provide technical staff with the required training in tourism statistics. These initiatives should be prolonged and extended with the aim of encompassing the concepts and principles of the common conceptual framework for the preparation of the TSA and supporting new training requirements in developing countries. Steps will be taken to organize seminars for subregions or even for a single country, along with technical meetings and working groups to deal with specific issues relative to both the STS and the TSA.
- 4.8 The preparation of manuals and technical documents relative to the development of the STS, an initiative that has been promoted by WTO in the past, will be complemented with other types of publications relative to the launching of a TSA in countries of diverse expertise, resources, needs and experience. In this respect, it should be noted that WTO is about to bring out a publication entitled “General guidelines for the preparation of the Tourism Satellite Account (TSA)”, comprising four technical documents:
- Technical Document n° 1: Measuring the cash expenditure of final visitor consumption.
 - Technical Document n° 2: Measuring tourism demand.
 - Technical Document n° 3: Measuring the supply of tourism goods and services.
 - Technical Document n° 4: Measuring tourism gross domestic product.

Moreover, in coming months WTO is due to publish an entire set of technical documents linked with the TSA project. The provisional titles of these documents are:

- TSA: Additional methodological references (author: Marion Libreros) in April 2001 (English only).
- The launching of the TSA and possible extensions (author: José Quevedo) in May 2001 (English, French, Spanish).
- First Latin American Seminar on Tourism Statistics for the Preparation of the Tourism Satellite Account: Basic texts (various authors), in December 2000 (English, Spanish).
- Tourism Balance of Payments (author: José Quevedo) in January 2001 (English, Spanish).
- Recommendations on Tourism Statistics and the TSA: specific references (WTO Secretariat) in February 2001 (English, French, Spanish).

- TSA: dictionary of basic concepts (author: Marion Libreros) in April 2001 (English, French, Spanish).
- TSA: basic vocabulary in English, French and Spanish (various authors) in December 2000.
- The tourism expenditure of non-residents: comparative analysis (study funded by Canada, Spain, Sweden and WTO) in April 2001 (English, Spanish).
- Survey of household budgets in the preparation of the TSA (author: J.M. Pérez Mira) in April 2001 (English, Spanish).
- Guidelines for using data on international air-passenger traffic for tourism purposes (authors: IATA and WTO Secretariat) in April 2001 (English, Spanish).

4.9 Technical assistance to countries, hitherto geared to helping them develop their capacity to improve the production of tourism statistics in compliance with WTO guidelines, should be extended to provide them with consultancy and support with a view to enabling them to set up and develop their TSA in accordance with criteria of inter-institutional cooperation, flexibility and gradualism, mentioned in other parts of this document.

4.10 All the instruments mentioned above could form part of the technical assistance provided to these countries, which could be structured in two complementary forms: technical assistance missions to countries (with their different variants) and the eventual co-funding of specific statistical operations such as the survey of the tourism expenditure of non-residents.

4.11 These types of missions can be designed to meet three principle aims:

- providing the experts of the various institutions involved with training in tourism statistics;
- dealing with specific aspects of the System of Tourism Statistics; and
- providing consultancy relative to the setting up and development of the country's TSA.

For the most part, a consultant selected by WTO will carry out these missions. On concluding his mission, this consultant will prepare a report including proposed guidelines and recommendations in relation to the object of the mission.

4.12 Last but not least, the WTO Secretariat will do everything in its power to secure the support of regional and world financial institutions to co-fund the development of the TSA. In this respect, WTO believes that one of the central aims of the funding it hopes to obtain should be to bring about the stable development of surveys on the tourism expenditure of non-residents insofar as this is a strategic statistical operation for the TSA and one that is particularly relevant insofar as it is used in the preparation of the national accounts and the "travel" and "passenger transport" headings of the Balance of Payments.

V. The launching of the TSA: general guidelines

- 5.1 Responsibility for launching the TSA in a country will depend on the institutional and administrative organization of each country, in which respect various alternatives exist. For example, some countries might have a powerful National Statistical Office (NSO) and a National Tourism Administration (NTA) with permanent public-private sector operational mechanisms in which all the tourism agents, both public and private, are represented. In this case, it would probably suffice for the two organizations to reach an inter-institutional agreement whereby the NSO is put in charge of launching the TSA.
- 5.2 Another possible scenario is that of a country which is relatively undeveloped in the field of statistics and where tourism representatives are highly dispersed.
- 5.3 The different variants that would come into play with regard to both scenarios, do not, in WTO's opinion, invalidate the general recommendation relative to the creation of "an institutional Platform (in the form of a committee, commission or whatever is deemed most suited to the country in question), headed by the NTA (and ideally represented by the senior administrative tourism authority) and whose members should include at least the NSO, the CB, any other public bodies that represent important administrative sources for the TSA project, and a private sector representative".
- 5.4 In all events, irrespective of their level of socio-economic and statistical development, all countries should dispose of the following more or less formally engaged instruments to justify the decision to set up and develop the TSA:
- a description of the country's System of Tourism Statistics (STS);
 - a diagnosis of the country's STS;
 - a feasibility study of the country's STS;
 - a pilot project of the country's STS.
- 5.5 The STS can be described by preparing:
- a dossier, to be completed for fully documented statistical operations. WTO has designed different dossier models for each of the six different types of statistical operations possible (statistics derived from surveys, censuses/directories, statistics derived from administrative procedures, statistical publications, statistical syntheses and databases);
 - a note, to be written in the event that the documentation available is incomplete.

The dossier and the note will be presented and structured in three sections:

- a) Specific statistics and administrative sources for tourism demand;
- b) Statistics on the use and occupancy of tourism accommodation establishments;
- c) Specific statistics and administrative sources for tourism supply.

5.6 The STS diagnosis could be structured as follows:

- A. General appraisal
- B. Main indicators available
- C. Identification of improvements in available operations
- D. Identification of new tourism operations:
 - D.1. Relative to statistical infrastructure (mainly definitions, classifications and directories)
 - D.2. From the perspective of demand
 - D.3. From the perspective of supply

5.7 The aim of the study to examine the feasibility of implementing the TSA in a given country is to evaluate the different alternatives (in terms of coverage of variables, the disaggregation of the products and industries identified, in terms of the foreseeable number of tables of results, etc.) depending on the priorities that are determined and available resources (technical staff and financial resources). Generally speaking, this study should at least include:

- the description of the STS (already mentioned);
- the diagnosis of the STS (already mentioned);
- the identification of the activities and products that characterise tourism in the country and, if possible, the adaptation to the country of the list of Tourism Specific Products published in the main TSA document;
- specification of priorities with reference to types of tourism, definitions, classification levels, etc;
- restrictions in terms of the resources available, both financial and human, and the length of time it will take to prepare the new information required;
- the different possible scenarios as per the aforementioned points;
- an analysis of each “scenario”, which should include:
 - aims;
 - accounting framework;
 - information to be used (available, improvements and new data);
 - allocation of functions and tasks to each institution or department;
 - staff required (technical and other);
 - general project schedules, statistical work and task schedules;
 - budgetary allocations and sources.

5.8 Once the Feasibility Study has been conducted, it falls to the competent national tourism authority or commission to decide what scenario, with possible modifications, will be chosen to develop the country’s first TSA: a TSA that will naturally be considered as a pilot exercise.

5.9 The main aim of this pilot project will be to develop the design of the TSA that can be prepared in the country in question, in accordance with established priorities and the resources assigned to this end. It should include:

- objectives, in terms of tables of results and the main aggregates that need to be prepared;
- the conceptual framework:
 - definitions of units and tourism variables
 - aggregation levels of the classifications to be used
 - accounting principles and standards;
- information sources:
 - available: statistical and administrative
 - projects to improve and generate new statistics;
- estimation methods:
 - general
 - specific for each tourism variable;
- organization of work and assignation of tasks;
- schedules: general and for each project or task
- available resources and their sources.

5.10 Once the preparation of the country's first TSA has been concluded, the results obtained should be considered "provisional" until such time as a second exercise has been conducted using more and better information. Consequently, a last phase in the execution of this pilot exercise would consist of analysing results, both of the execution of the project and the actual results obtained, with the aim of engendering recommendations as to how these results should be used and other types of observations that should be taken into account in future TSA preparations.