

# Assaults on the TSA Brand

## The Case of State TSAs in the United States

Presented to the  
11<sup>th</sup> Meeting of the  
UNWTO Committee on Statistics and TSA

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## UNWTO Commitment

- UNWTO Initiative to Protect the TSA Brand announced at the Bali Conference
- UNWTO paper presented to this meeting, "Protecting the TSA Brand"
- Accepts role of "Custodian" of TSA brand
- Suggests characteristics of valid TSAs at the national level

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## Sub-national TSAs in the U.S.

- **Nine U.S. State Tourism Offices published sub-national “TSAs” for 2008-09**
- **Most prepared by outside consultants**
  - Global Insight
  - Tourism Economics, an Oxford Economics Company
  - Three other consultancies and a University
  - One internal
- **All viewed as TSAs by sponsoring agencies**

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## Reports Related to the TSA Brand

- **Three of the reports do not mention “Tourism Satellite Account” or UNWTO, yet are submitted as sub-national examples**
  - TSA on its way to becoming a generic term for state-level tourism economic impact studies in the U.S.?
- **Six reports specifically refer to Tourism Satellite accounts, UNWTO parentage**
- **Some reports mention superior nature of TSA estimates**

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## Assessing Fair Use of the TSA Brand

- **We need standards that distinguish between valid TSAs and invalid uses of the Brand**
- **“Protecting the TSA Brand” suggests a number of such standards at the national level**
  - A. Present Tables 1, 2, 4, 5, 6 at a “minimum level of disaggregation”
  - B. Identify the main Tourism Characteristic Industries
  - C. Employ Supply and Use tables of the National Income Accounts
  - D. Definition of main aggregates, such as Internal Tourism Consumption, Tourism Gross Domestic Product
  - E. From Malaga Conference declaration: “Effective communication between agencies at the national and sub-national level to ensure success of regional TSA”

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## State TSA Reports Ignore These Standards

- A. None provide Tables 1, 2, 4 or 5, jumping directly to Table 6
  - None addresses the Products visitors consume as TSA begins
- B. Only two reports acknowledge the Tourism Characteristic Industries
- C. None makes use of Supply and Use Tables or references the National Income Accounts
- D. None presents estimates for TSA main aggregates except Tourism Gross State Product
  - Internal Tourism Expenditure estimates appear to be presented, but no concept of Internal Tourism Consumption is acknowledged
- E. No communication with our national TSA statistical office

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## States are Misappropriating the TSA Brand

- **Misappropriation = “Reports are released based on methodologies purporting to ‘simulate’ TSAs for countries an sub-national areas.” – UNWTO Bali Conference declaration**
- **Six state “TSA” reports fail to address any of the standards for development of TSAs**
- **Yet these same reports reference the TSA and UNWTO as foundational**

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## States are also Misrepresenting the TSA Brand

- **Misrepresentation = “when researchers describe the TSA structure and results in misleading terms” – UNWTO Bali Conference declaration**
- **Eight of nine reports add indirect and induced impact to derive Tourism Gross State Product and one adds indirect impact.**
- **All of them include measures of tax revenue generated by visitor spending as part of their TSAs**
- **Five of the reports add government spending to visitor spending to obtain Tourism Gross State Product.**
- **None of the above are defined as part of the TSA structure by current UNWTO documents**

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## UNWTO Steps to Protect the TSA Brand from Sub-national Assault

- A. Affirm minimum standards as distinguishing a valid TSA at national level**
- B. Declare that these standards must also be observed in preparing sub-national TSAs**
- C. Enlist the assistance of the U.S. Office of Travel and Tourism Industries in informing states and consultancies that their studies should not use the term, “Tourism Satellite Account,” or imply endorsement by UNWTO unless they meet these standards**
- D. Encourage academic researchers to publish research distinguishing valid from invalid TSAs**

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## Time Is Of The Essence!

- I am reviewing a paper for an international journal presenting a system of sub-national TSAs for the states and territories of Australia
- These incorporate indirect impacts of tourism
- Author states, “Static or accounting measures, such as TSAs, with or without measures of indirect contribution, do not measure the economic impact of tourism
- This suggests the sub-national assault on the TSA Brand may be becoming a world-wide problem.