

Tourism Statistics and Tourism Satellite Account (TSA)

Over the last decades, tourism has experienced continued growth and increased diversification, becoming one of the **fastest growing economic sectors in the world**. **Tourism planning and development** requires good, reliable and comparable data that can guide appropriate policies and management. Yet the measurement of the tourism sector is relatively recent when compared to other economic sectors, such as agriculture or manufacturing.

The United Nations recognizes the World Tourism Organization as the appropriate organization to collect, to analyse, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system.

Did you know?

- Tourism is one of the world's largest and fastest growing export sectors, contributing to 9% of the global GDP, and accounts for one in eleven jobs worldwide.
- Statistics on inbound tourism are relatively well developed in many countries and statistics on domestic and outbound tourism, employment and the tourism industries are becoming increasingly available.
- The Tourism Satellite Account (TSA) generates economic aggregates for tourism like GDP and employment that are comparable to those of other economic activities.
- There are several Satellite Accounts (education, health, culture) but the TSA is the only one approved by the UN Statistical Commission.
- Approximately 54 countries and territories around the world have a consolidated TSA or are in the process of developing a TSA exercise.

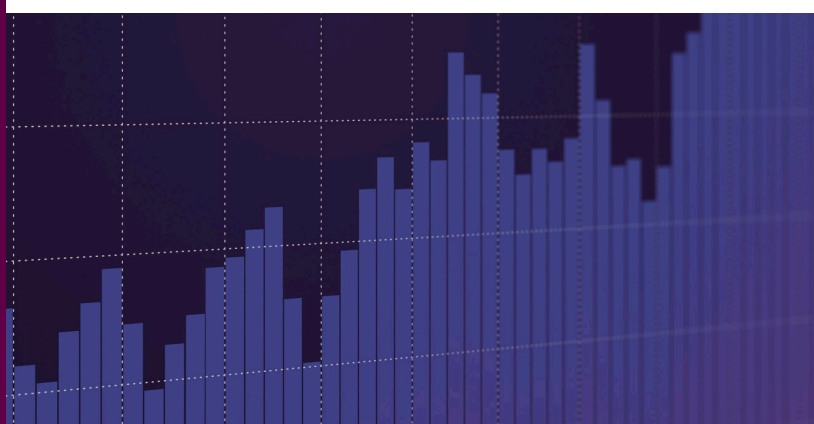
Methodological Frameworks

Traditionally, tourism measurement was mostly based on approximations from related areas of measurement such as migration data or National Balance of Payments. In 2008, the United Nations Statistical Commission approved the **International Recommendations for Tourism Statistics 2008 (IRTS 2008)**, which provide the main concepts, definitions and classifications for the measurement of tourism and enables the collection of consistent basic statistics and indicators on tourism activities.

In the same year, the UN also approved the **Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA: RMF 2008)**, an updated conceptual framework for the development of a Tourism Satellite Account (TSA). The TSA allows for the harmonization and reconciliation of tourism statistics from an economic perspective. This enables the generation of tourism economic data such as GDP and employment attributable to tourism.

In March 2014, the UN Statistical Commission approved the **International Recommendations for Tourism Statistics 2008 Compilation Guide**, providing further clarifications and practical guidance on data sources and methods to compile tourism statistics in accordance with the IRTS 2008 standards.

The above frameworks are designed to support the production of a high quality set of basic tourism statistics and indicators in each country and to strengthen the international comparability of tourism statistics. Today, many countries have developed or are developing systems of tourism statistics according to these frameworks, enabling them to improve their tourism analysis and implement better and more informed policies in the sector.



1.40	0.9207	1.90	0.9719	2.41	0.9920	3.3
1.41	0.9207	1.91	0.9719	2.41	0.9920	3.3
1.42	0.9222	1.92	0.9726	2.42	0.9922	3.3

The work of the STSA Programme

To fulfil the role of UNWTO in the area of tourism statistics, the Statistics and Tourism Satellite Account (STSA) Programme is committed to developing National Systems of Tourism Statistics following international recommendations as well as supporting Member States in their efforts to advance the measurement and economic analysis of the tourism sector.

The Programme also works towards advancing the methodological frameworks for measuring tourism and expanding its analytical potential. It designs practical guidance for the implementation of frameworks, supports statistical strengthening in countries through capacity building, and compiles and disseminates national tourism statistics from all over the world.

The Tourism Satellite Account (TSA)

Tourism is not considered an industry in National Accounts. The TSA is a standard statistical framework and the main tool for the economic measurement of tourism. By allowing tourism to be understood in the same way as other sectors of the economy – demonstrating its contribution to GDP for example – the TSA represents a powerful instrument for designing policies related to tourism development.

In its work to further the understanding of tourism's potential, UNWTO reinforces and promotes the international comparability of basic tourism statistical and TSA data; disseminates tourism statistics and fosters the macroeconomic analysis of tourism; cooperates on statistics within the UN system; and provides capacity building for Member States to develop their national Systems of Tourism Statistics.

STSA Products

Statistical Data

The **Compendium of Tourism Statistics**, produced annually since 1975, provides statistical information on tourism from almost all countries and territories. The Compendium provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees in the tourism industries, and macroeconomic indicators related to international tourism.

The **Yearbook of Tourism Statistics** provides inbound tourism data (total arrivals and overnight stays), broken down by country of origin. Together with the Compendium of Tourism Statistics, it constitutes UNWTO's main dataset and publication on annual tourism statistics.

STSA Issue Paper Series

The STSA Issue Papers Series aims to showcase the relevance of measuring and analyzing tourism to disseminate proper tools, including good practice examples, and to serve as a platform to encourage further developments in the field. Available STSA Issue Papers include:

- Governance for the Tourism Sector and its Measurement (2013)
- Regional Tourism Satellite Account (2013)
- The Economic Impact of Tourism, Overview and Examples of Macroeconomic Analysis (2013)
- The use of statistics to evaluate tourism policy (2015)

STSA Publications

- Measuring Employment in the Tourism Industries – Guide with Best Practices (2014)
- A Closer Look at Tourism: Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines (2013)
- Sources and Methods: Labour Statistics – Employment in the Tourism Industries (Special Edition) (2008)

The STSA Issue Paper Series and Publications are available online.

All statistical information and data on inbound, outbound and other tourism indicators is accessible at the UNWTO Elibrary (see Tourism Statistics.)

FURTHER READING AND RESOURCES:

UNWTO Statistics and Tourism Satellite Account Programme – statistics.unwto.org

Glossary of tourism terms – s3-eu-west-1.amazonaws.com/staticunwto/Statistics/Glossary+of+terms.pdf

Tourism Statistics Methodology - statistics.unwto.org/content/methodology-0

Issue Paper Series - statistics.unwto.org/content/papers