First Steps Tourism Satellite Account for the UK

The Landscape for TSA Development

Calvin Jones, Max Munday
Welsh Economy Research Unit
Cardiff Business School
In this Presentation

- TSA construction: the recipe and ingredients
- Brief detail on the prime data sources
- Data gaps and limitations
- The institutional framework
- Going forward – recommendations & resourcing
- Conclusions – What is needed to create a reliable and useful account?
The TSA Recipe (1)

- Take three or four tourism consumption surveys (depending on how many tourist types, to taste)
- Slice finely according to commodity consumed (a sharp knife will be needed – some ingredients will be very difficult to cut)
- Mix the results together; label the resulting paste *internal tourism consumption*
- Take a variety of disparate industries from the national economy. Examine them carefully and cut them finely, (as earlier). Be careful here; the labels may not reflect exactly what is in the tin
The TSA Recipe (2)

- Add these to a separate pot. Now sprinkle exotic spices (called ‘imports’). Examine other recipes to determine the proportions to add (and hope this doesn’t ruin the taste).

- Finally, add taxes and drain away any subsidies. Label this pot *domestic supply of tourism products*

- Mix internal tourism consumption with domestic supply. Garnish with derived variables (tourism ratios, tourism value added etc.)

- Serve immediately. Or at least within five years
The TSA Ingredients: Demand

As of First Steps Project

UK Tourist Statistics;
International Passenger Survey (expenditure trailer);
GB Leisure Day Visits Survey

Issues:

Concepts, responsibility and methodology vary between surveys,
Consumption questions only part of wider profiling surveys,
Coverage varies - target groups, geography, timescales etc.,
Inadequate resource over long period - sample size issues,
Thus of limited use for sub-national TSA derivation,
Lack of strategic vision for consumption data

www.weru.org.uk
The TSA Ingredients: Supply

UK Input-Output Tables;
Annual Business Inquiry

As of First Steps Project

Issues:

Poor identification of tourism industries in Input-Output publications

Lack of timeliness of published IO data, particularly analytical tables

ABI Coverage issues - e.g. micro businesses

Sampling/stratification may cause problems (especially sub-national)

Limited number of variables - and little info on imports

www.weru.org.uk
The Institutional Framework

Consumption data: who is responsible?

- **Great Britain Day Visits Survey 2002/3.** A survey undertaken by the Countryside Agency, Countryside Council for Wales, British Waterways, Department for Culture, Media and Sport, Environment Agency, Forestry Commission, Scottish Natural Heritage, VisitBritain, VisitScotland and Wales Tourist Board.

- **The UK Tourist 2002.** VisitBritain, VisitScotland and Wales Tourist Board

- **Travel Trends.** Office for National Statistics

**Issues:** Responsibility fragmented, surveys under-resourced. Non-involvement of ONS compromises quality and credibility

www.weru.org.uk
Selected Recommendations (1)

- *(a) institutional & structural developments:* 

  - that a second iteration of the TSA should not be undertaken in advance of data improvements and institutional developments;
  
  - that if data cannot be improved in the medium term then this First Steps estimation be repeated in 4-5 years using the best available data;
  
  - ONS be centrally involved in TSA development, both providing technical support and aiding strategic direction. This assumes ONS will be unable to develop the TSA in-house which is the ideal scenario;
  
  - the creation of a Tourism Statistics Unit for the UK, as recommended in the Review of Tourism Statistics, be urgently investigated

www.weru.org.uk
Selected Recommendations (2)

- *(b) data quality improvements:*

  - the collection of information on tourists’ expenditure be carried out in more detail, and given more prominence in the surveys of tourists in the future;

  - that if existing surveys are to continue, the improvements suggested in the *Review of Tourism Statistics* be undertaken as far as is practicable;

  - moves to harmonise the expenditure disaggregations and conceptual framework of IPS, UKTS and GBDVS be explored.
Concluding Remarks

- First Steps UK has shown it is possible to construct a TSA with *reasonable* results but cannot assess *accuracy* or *reliability*;

- Has highlighted significant limitations in existing data supporting UK TSA;

- Fully developed UKTSA will require:
  - *Clarity of responsibility and fuller involvement of ONS*
  - *Significant re-engineering of consumption data sources & re-specification of supply side data*
  - *Reaching out to private sector to lever intelligence & ensure usefulness*
  - *Ongoing commitment in terms of resource, staff & structures*