



**UNWTO  
Technical Assistance  
in Statistics and the Tourism  
Satellite Account (TSA)**

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## MAJOR AREAS OF TECHNICAL ASSISTANCE

- Policy/Strategic Tourism Development–National/Regional/City Tourism Development Master Plans
- Hotel Classification and Quality Standards
- **Development of Tourism Statistics and Tourism Satellite Account**
- Tourism Zoning
- Product Development and Diversification
- Formulation and Implementation of Appropriate Marketing and Promotional Strategies
- Strengthening of Institutional Capacities of National Tourism Administrations
- Crisis Communications
- Tourism Legislation
- Development of Human Resources for Tourism



## TECHNICAL ASSISTANCE: 2016 - 2017

In the 2016-17 biennium UNWTO Technical Cooperation provided implemented **78** short and long term technical assistance projects, **benefitting 56 Member States**, focusing on the areas of related to tourism planning, development, and management:

- Policy and Strategy Formulation: **24**
- Marketing and Promotion: **6**
- Tourism Satellite Account/Statistics: **18**
- Hotel Classification: **6**
- Human Resources Development: **8**
- Eco-tourism/Sustainable Tourism: **16**

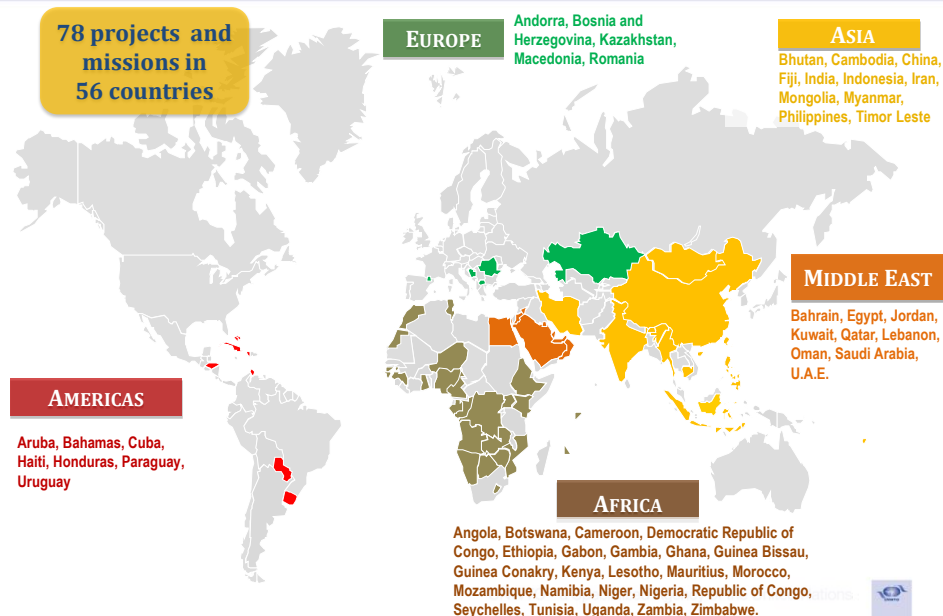


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## TECHNICAL ASSISTANCE IN 2016 - 2017

**78 projects and missions in 56 countries**



## UNWTO Projects on Statistics 2016-2017

2016	
<b>CUBA</b>	Formulation mission for the Development of a National Tourism Statistics System and TSA
<b>HAITI</b>	Formulation mission for the Development of a National Tourism Statistics System and TSA
<b>HONDURAS</b>	Review of the Methodology used for Surveys in Tourism Statistics
<b>PARAGUAY</b>	Review of the National Tourism Statistics System and TSA
<b>U.A.E.</b>	Evaluation of the Current Development of Tourism Statistics
<b>MACEDONIA</b>	Tourism statistics and TSA
<b>MYANMAR</b>	Tourism Statistics and TSA
<b>RETOSA</b>	National Statistics Capacity Building Programme (2014-2016: Mauritius, Zimbabwe, Angola)
2017	
<b>BOTSWANA</b>	Updating the 2009 Tourism Satellite Account
<b>CAMEROON</b>	Formulation Mission for Tourism Statistics and TSA
<b>KAZAKHSTAN</b>	Review the Tourism Statistical System and Organize Training Workshops for Tourism and Statistical Stakeholders in Almaty-City
<b>REPUBLIC OF CONGO</b>	Tourism Statistics
<b>SEYCHELLES</b>	Tourism Statistics Needs Analysis

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## UNWTO Projects on Statistics planned for 2018

2018	
<b>ARUBA</b>	Tourism Statistics and TSA – Phase II
<b>HAITI</b>	Tourism Statistics
<b>HONDURAS</b>	Development of Sample Surveys
<b>IRAN</b>	Workshop on Tourism Statistics
<b>MYANMAR</b>	Tourism Statistics
<b>NIGERIA</b>	Tourism Statistics Needs Assessment
<b>OMAN</b>	Tourism Statistics
<b>PERU</b>	Tourism Statistics and Visitor Surveys
<b>GCC</b>	Regional Project for Gulf Cooperation Council
<b>SITCA</b>	Regional Project for Central American States

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## DEVELOPMENT OF TOURISM STATISTICS AND TSA

- Statistical information on tourism is crucial in advancing knowledge of the sector; monitoring progress, promoting results-focused management and highlighting strategic issues to inform policy decisions
- In 2017, statistics and tourism satellite account continue to be one of the top priorities of our Member States and the most demanded area of technical assistance.

### The Development of Tourism Statistics and Tourism Satellite Account:

- Allow Governments to understand the full social and economic dimension of tourism in terms of both demand and supply.
- Guides tourism policy, planning, product development and marketing, while providing a useful lobbying tool to National Tourism Administrations to advocate the cause of tourism.
- Strengthens the Inter-Institutional Platform partnerships.
- Strengthens the capacities within Government agencies, in particular, the tourism authorities and the statistical authorities, in implementing data collection and analysis and TSA compilation.

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## DEVELOPMENT OF TOURISM STATISTICS AND TSA

### Methodology

#### Phase I:

Evaluation Mission to undertake a detailed assessment of the current status of collection and analysis of tourism-related statistics on the demand and supply side, identify gaps and constraints as well as make recommendations for inter-institutional collaboration for tourism-related statistics and economic data (national tourism administration, national statistical office, central bank and immigration authorities).

#### Phase II:

Long-term project focusing on either strengthening the entire system of tourism statistics including capacity building and/or developing an experimental TSA depending on recommendations of the Evaluation Mission

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## DEVELOPMENT OF TOURISM STATISTICS AND TSA

### Our Donors

- Governments
- World Bank
- United Nations Development Programme (UNDP)
- Inter-American Development Bank (IDB)
- German Development Bank



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## Updated Tourism Satellite Account

### BOTSWANA



**Duration :** 1 year

**Funded by** Peace Parks Foundation, the implementing agency of the Kavango Zambezi Trans-Frontier Conservation Area Programme (KAZA), funded by the German Development Bank.

#### **Four main objectives:**

1. Improve the Tourism Statistics Database
2. Implement an improved Inbound Visitor Survey
3. Provide in-depth training to ensure ongoing data collection and analysis
4. Update the Botswana TSA (last one was prepared in 2011 for reference year of 2009)

The updated Tourism Satellite Account for Botswana for the reference year 2016 shows that **tourism contributes 4.9% directly to the Botswana GDP, up from 3.9% in the previous TSA exercise.**

## Botswana launches updated Tourism Satellite Account with the support of UNWTO

This is the third time that Botswana has prepared a TSA in collaboration with UNWTO



In 2016, Botswana received 1.9 million visitor arrivals which generated USD 1.5 billion  
Tourism employed about 18,670 people in Botswana

## UNWTO REGIONAL TOURISM STATISTICAL PROJECTS





## BENEFITS OF THE REGIONAL TOURISM STATISTICAL PROJECTS

- Build up the capacity of countries to understand and implement tourism statistical processes. through the programme and to work with teams to apply this to their respective national systems at a practical level.
- Fostering the establishment of inter-institutional partnerships.
- Sharing of best practices.
- Political support.
- Interactive and participatory workshops
- Harmonize tourism development policies and quality standards
- Importance of harmonization of tourism statistics and data collection methods are considered crucial



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## UNWTO/GCC-STAT PROJECT STATISTICAL CENTRE FOR THE COOPERATION COUNCIL FOR THE ARAB COUNTRIES OF THE GULF

### 6 Member States

**Objective:** The GCC-Stat has identified tourism statistics as a priority field for development in the GCC region over the period to 2020.

Over the next two years, UNWTO will provide technical assistance in terms of country missions and regional training seminars to:

- Strengthen the national tourism statistical systems of the GCC countries;
- Establish an institutional context that is conducive to statistical capacity-building by encouraging organizational and institutional partnerships; and
- Transfer technical expertise to strengthen the human resource component of statistical capacity.



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**THANK YOU!**

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