

Standard-documentation Meta information

(Definitions, comments, methods, quality)

on

Tourism Satellite Account for Austria

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Executive Summary

Austria is - since the mid-1980s - involved at national and international level in developing a framework for a Tourism Satellite Account (TSA), and significantly contributed to the methodological guidelines of the "Tourism Economic Accounts" (TEA) of the OECD¹ and the "UN TSA Methodological Framework" ([TSA-RMF 2008](#))².

The development of an Austrian TSA - based on the methodological recommendations of international organizations - has been undertaken in a joint project by Statistics Austria (**STAT**) and the „Austrian Institute for Economic Research“ (**WIFO**) on behalf of the „Federal Ministry for Science, Research and Economy“ (BMWFV, formerly BMWFJ). The TSA was compiled annually for the reference years 1999 to 2005, then in a two-year cycle for 2007 and 2009 and since 2010 it is calculated every year again. Estimates related to the tourism employment effects were commissioned by the BMWFV starting with the reporting year 2003.

Concerning the work to be performed the **following agreement** between the institutes was made:

- **Statistics Austria** is responsible for the compilation of the basic satellite and the TSA standard tables according to the [TSA-RMF 2008](#); this includes only the direct value added effects.
- **WIFO** makes estimates concerning
 - the indirect effects of tourism (outside the usual environment),
 - the direct and indirect effects of the leisure industry (within the usual environment), and
 - forecasts for the current and the following year.

The Austrian TSA is part of the Austrian system of travel & tourism statistics (see [Figure 1](#)) and provides an important basis for the coherence of the system. The TSA is used as reconciliation and benchmarking tool regarding demand and supply related data. It is a quality benchmark for tourism statistics.

At first glance it might seem that „tourism“ can be measured relatively easily statistically, but a closer look shows a complex picture, since tourism is characterized by different actors:

- the tourists themselves, their activities outside their usual environment, their experiences and their expenses;
- the companies that offer tourists a variety of services like accommodation establishments or restaurants, but also other companies that offer services which go beyond the traditional offers (only) for tourists and which are also used by the resident population (e.g. cultural services, consumer durable goods).

This already reveals the **complexity** which has to be considered when dealing with the TSA, where a variety of phenomena; processes and actors are involved, which require a broad and cross-discipline perspective about many different statistical surveys and results. Consequently, there is not THE statistical survey, which can deal with tourism in its complexity.

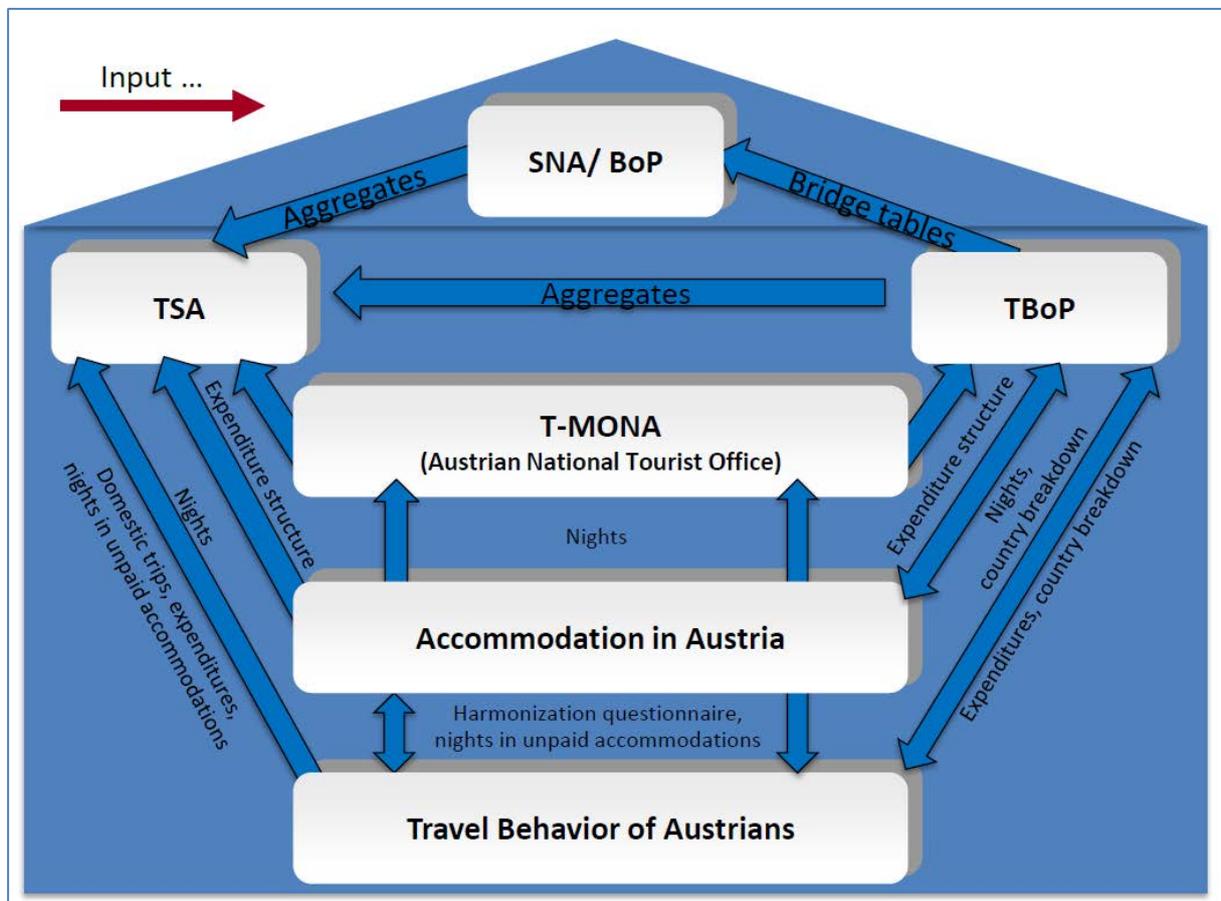
Traditional tourism statistics, like the „Accommodation Statistics“, where the number of nights spent in commercial and private accommodation facilities is collected, cannot or only partially show the diversity of the cross-sectional discipline „tourism“, since only a few important facets of tourism are recognized. In addition it has to be considered that

¹OECD, Manual on Tourism Economic Accounts, Tourism Committee (DAFFE/TOU (91)1), Paris, 1991.

² UN, Eurostat, OECD, UNWTO, Tourism Satellite Account: Recommended Methodological Framework 2008, Luxembourg, Madrid, Paris, New York, 2010 (http://unstats.un.org/unsd/publication/SeriesF/SeriesF_80rev1e.pdf).

- the „tourist“ is only partially represented, since e.g. same-day travel and trips spent with relatives or friends - are not covered and also only the physical but not the monetary aspect is considered.
- related to the **supply side**, the situation concerning tourism is also unsatisfactory; even though the statistical basis here is extensive, the building blocks (for example accommodation and meals) are not or only partially put together.

Figure 1: TSA in the system of travel and tourism statistics



Source: Statistics Austria

Due to insufficient statistical measurement of tourism in traditional tourism statistics **model-like projections** become more important. Therefore, a comprehensive statistical coverage of the phenomenon of „tourism“ can only be realized through „Tourism Economic Accounts“ or „satellite systems“ to „National Accounts“ (NA)³, which allow - on the basis of National Accounts – the presentation of tourism in all its dimensions and thus tries to integrate tourism supply and demand side (or vice versa).

³ See also:

- SNA 2008, para 29.89-29.101 (<http://unstats.un.org/unsd/nationalaccount/docs/SNA2008.pdf>),
- ESA 2010, para 22.123-22.129 (http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-02-13-269/DE/KS-02-13-269-DE.PDF).

All satellite systems, including that of tourism, have a connection to the National Accounts via **definitions and classifications**, which – based on the analytical question – divide the information blocks of the National Accounts differently and/or add information not based on monetary units (e.g. employment in tourism).⁴

The information required for the Austrian TSA is based on currently available **internal and external data sources** and estimation models; furthermore, a number of assumptions have to be made.

Since not all the necessary data sources for the **respective reporting** year are available when the compilation of the TSA is made, the most current available National Accounts data (e.g. concerning „Supply-Use Tables“; SUT), tourism statistical information (e.g. Travel Habits of Austrians) or other current data sources (e.g. „Tourism Monitor Austria“, T-MONA) have to be taken into account and – based on these results - appropriate extrapolations are made.

The published TSA data are subject to a **regular revision cycle**; the results are revised in the following year. The basis for the revision is always the most recent available NA key-data or data from the „Travel Balance of Payments“ (TBoP). Comparable TSA time series are available from the reference year 2000 onwards.

The Austrian TSA is compiled at national level. Moreover, there are also „**Regional Tourism Satellite Accounts**“ (RTSA) for Vienna, Upper Austria and Lower Austria, which are not subject of this report.⁵

Since the TSA is a macro and not micro-economic tool, the TSA results are **global and key performance indicators**, which do not or only to a very limited extent allow analysis on a very disaggregated level. In addition, analyses of important Austrian international source markets (e.g. Germany) are not possible, since only total aggregates (i.e. non-resident tourists) distinguished by same-day and overnight visitors are presented. Recent developments (e.g. based on the Accommodation Statistics) affect overall results, but statements based on single source markets cannot be made.

Generally the TSA takes into account the **direct tourism demand only**, which includes the expenses done by the visitor (or on his behalf) for goods and services before and during a trip (if domestic relevant), which are connected to the trip; i.e. that the **indirect effects** (=input in the frame of the production process) are not considered. The indirect effects are also not treated in the international TSA-RMF 2008. The WIFO makes estimates concerning the indirect effects of tourism.

A „**visitor**“ - in the sense of tourism statistics and TSA - is a person who is traveling for leisure, business and/or other personal purposes outside her/his usual environment.

The **tourism value added** and the share of tourism related to total value added in Austria („**Gross Domestic Product**“; GDP) are the most important indicators. In this regard, it has to be taken into account that

⁴ See also:

- Franz, A. (1991), Tourismus und Gesamtwirtschaft, Ergebnisse des 4. Wiesbadener Gesprächs am 28./29. März 1990, in: Schriftenreihe „Forum der Bundesstatistik“, Statistisches Bundesamt (Hrsg.), Bd. 17, Wiesbaden 1991.
- Franz, A., Rainer, N., Ein Tourismusstatistisches Kontensystem, in: Österreichs Volkseinkommen 1986, Beiträge zur österreichischen Statistik, Heft 866, S. 297-315.
- Franz, A., Laimer, P. Tourismus-ökonomische Konten und touristische Wertschöpfung. Methoden und Ergebnisse, in: Tourismus Journal (Lucius&Lucius, Stuttgart) 2..Jg. (1998), Heft 3, S.313-334.

⁵ Regional TSAs are available for Vienna for the reference years 2002, 2003, 2005 to 2008 and 2011 (furthermore commissioned for 2013, 2015 und 2017), for Lower Austria for the reference years 2005, 2007 and 2008 till 2011 (furthermore planned for 2017) and Upper Austria for the reference years 2003 till 2012 (furthermore commissioned for 2013 till 2016).

- only the **direct effects of tourism** due to physical and economic relations between buyers and sellers are considered in the TSA-context; since within the GDP indirect demand effects are taken into account, comparisons with the total value added are problematic.
- related to the TSA, **business trips** are allocated (correctly) to the total tourism demand and thus affect - from the meso-economic point of view - the total value added. For a comparison of the TSA related value data and the total value added adjustments (like consideration of indirect effects) need to be made, because in the overall economy intermediate demand - in particular business trips of residents (= persons with the primary residence in the country, regardless of the nationality) - is treated as intermediate consumption and has to be deducted from domestic tourism expenditure. This means that those parts paid by the employer (in particular the costs for transport, accommodation, daily allowance) are defined as part of intermediate consumption (and therefore deducted), while those parts paid by the business traveler himself are attributed to final demand (=tourism consumption). Regarding the treatment of resident business travelers no international guidelines are available.

The TSA results are presented at **current prices**, i.e. data at constant and thus inflation-adjusted prices are not available since they are not required in the international guidelines and by the client (BMWFW).

This standard documentation refers only to the activities carried out by **Statistics Austria**, which include the compilation of the **basic tourism satellite** according to international recommendations (TSA-RMF 2008)⁶ and in particular the identification of the direct value added effects.

The structure of the report corresponds to the requirements for metadata on statistical surveys. Since the TSA is not a survey, but a **synthetic statistic** (accounting approach), some of the subchapters are not considered.

In the report, the **following issues are not considered**:

- For the compilation of the Austrian TSA only those TSA standard tables are taken into account by Statistics Austria, which are **relevant for the calculation of the tourism value added**: [TSA-tables 1, 2, 4, 5 and 6](#); consequently, only these tables are referred to in the following standard documentation.
- The methodology for estimating the **employment effects** of tourism is not considered in this report (TSA-table 7). This area will possibly be treated in a separate report.⁷
- The **activities carried out by WIFO**, in particular the estimation of the indirect effects of tourism, the direct and indirect effects of the leisure industry and forecasts for the current year and the following year are **not considered** in this report.

⁶ TSA-Manuals:

- UN, Eurostat, OECD, UNWTO, Tourism Satellite Account: Recommended Methodological Framework, Luxembourg, Madrid, Paris, New York, 2001 (http://unstats.un.org/unsd/publication/SeriesF/SeriesF_80e.pdf).
- UN, Eurostat, OECD, UNWTO, Tourism Satellite Account: Recommended Methodological Framework 2008, Luxembourg, Madrid, Paris, New York, 2010 (http://unstats.un.org/unsd/publication/Seriesf/SeriesF_80rev1e.pdf).

⁷ The employments effects of tourism are calculated since the reporting year 2003, commissioned by the BMWFW as part of the TSA for Austria (Reference year 2003: Basic study of Statistics Austria related to the direct effects; since 2004 direct and indirect effects); see also: Statistics Austria, Beschäftigung im Tourismus, in: Statistical Newsletters, issue 3/2007, p. 242-248.

Tourism Satellite Account for Austria – Main Features

Subject matter	TSA is a system - based on the rules of NA - of interrelated accounts and tables which are created based on different interests (e.g. demand-or supply-side) with the objective of making conclusions about the entire tourism industry
Population	<ul style="list-style-type: none"> • Tourism supply: "tourism characteristic", "tourism connected" and "other" areas of production • Tourism demand: Visitors who are leaving the usual environment, and traveling for personal or professional purposes, and generating tourism consumption
Type of statistics	Accounting or model-based statistics
Data sources/ Survey techniques	Use of internal and external data sources
Reference period or due day	Year
Periodicity	Annually for the reference years 1999 to 2005; two-year cycle for 2007 and 2009 and since 2010 every year again
Survey participation (in case of a survey)	-
Main legal acts	Contract with the Federal Ministry of Science, Research and Economy (BMWFW)
Most detailed regional breakdown	Austria ⁸
Availability of results	Preliminary data: t + 360 Final data: if necessary, after finalization of the NA-revisions
Other	Domestic concept

⁸ Based on „Regional TSA“ (RTSA) results are available for federal provinces; RTSA is not considered in this documentation.