



The TSA: Positioning Tourism for Success in the Caribbean

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Introduction

- Rationale for TSA workshop
- Tourism sector's need to promote TSAs
- TSA- an Integral aspect of National Accounts



Key Requirements for Successful TSA Implementation

- Credible National Statistical System
- Resource requirements- *financial, administrative & HRD*
- Sensitisation of key parties
- Political/ administrative commitment
- National and Regional coordination

UNWTO Approach VS. WTTC Estimation Model



- Capacity building vs. “quick fix”
- Integral component of national accounts
- Data quality and authenticity
- Rigorous survey methodology



Regional TSA Development Initiatives

- Regional Multi-Agency meeting
- Ongoing CARICOM/CARTAC/CDB support
- CTO/CRSTDP Readiness Assessment and Implementation Plan
- Current TSA Workshop

Way Forward

- Regional Coordination
- Pilot/Replication Model
- TSA/Statistics Expert
- Ongoing Training
- Sharing of information



THE END



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