



# Regional TSA Implementation Initiative: Background and Goals

**Natasha Boyce**

Operations Senior Associate  
Country Office Barbados , Country Department Caribbean  
Inter-American Development Bank

Presentation at Caribbean Tourism Organisation  
State of the Industry Conference  
Martinique  
October 16, 2013



# CONTENTS

- 1 Introduction to Inter-American Development Bank (IDB)
- 2 Project Rationale
- 3 Objectives
- 4 What's Next?

## The Inter-American Development Bank (IDB) is...

- A regional institution that supports efforts by Latin America and the Caribbean countries to reduce poverty and inequality. We aim to bring about development in a sustainable, climate-friendly way.
- The leading source of development financing for Latin America and the Caribbean, with a strong commitment to achieve measurable results, increased integrity, transparency and accountability.
- Is well known for provision of development loans to member countries. However, in addition to loans, we also provide grants, technical assistance and do research.
- Our shareholders are 48 member countries, including 26 Latin American and Caribbean borrowing members, who have a majority ownership of the IDB. Caribbean countries which are members of the IDB are Bahamas, Jamaica, Barbados, Trinidad and Tobago, Guyana and Suriname.

# The Inter-American Development Bank (IDB) is...

The screenshot shows the IDB website homepage. At the top left is the IDB logo (Inter-American Development Bank) with the text "IDB Inter-American Development Bank". To the right are language options: "Español | Português | Français" and a search bar. Below the header is a navigation menu with links: "About Us", "News", "Topics", "Projects", "Results", "Research & Data", "Publications", and "Countries".

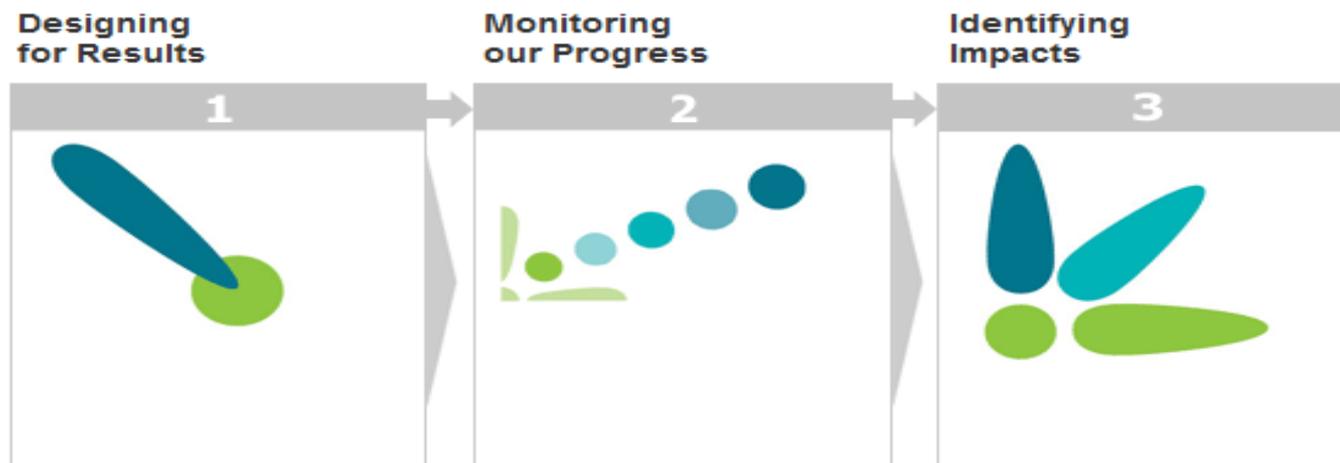
The main content area features a large video player titled "Our People" with the subtitle "They tell us the story of development. Join us!". The video shows a woman, Alejandra Martínez, a physician. Below the video are social media icons for Map, MapAmericas, Pinterest, LinkedIn, Facebook, and Twitter.

Below the video player are three featured stories:

- HONDURAS**: "The increase in health services has helped reduce the maternal and child mortality rate by 80%. Iris Henríquez, mother of 3 children." Includes a "Map" icon and social media icons.
- BARBADOS**: "Tourism in Barbados has increased thanks to a beach erosion control program. Leif Brandel, hotel owner." Includes a "Map" icon and social media icons.
- HAITI**: "This program has benefited 35,000 families and about 80% of the rice farmers in the area. Marie Berta Alexis, rice producer." Includes a "Map" icon and social media icons.

# The Inter-American Development Bank (IDB) is...

- **Focused on Development Effectiveness**



- **An important part of Development Effectiveness is the ability to measure the results of development policies.**
- **In the Caribbean how do we measure the impact of development policies?**

# Issues in the Formation of Tourism Policies

- According to the United Nations World Tourism Organization (UNWTO) the contribution of the tourism sector in the Caribbean is relatively high in comparison with other regions in the world.
- Despite the unquestioned importance of tourism for our economies, the accurate measurement of the economic impact of tourism from both supply and demand sides has not been carried out by the countries. Statistics in Caribbean Countries generally demonstrate deficiencies in coverage, timeliness and compatibility.
- Most of the countries in the region have not completely established a methodological framework within their national accounts to measure the contribution of tourism to their economies.
- The absence of detailed, harmonized statistical data in this area hinders the region's ability to carry out profound economic analysis of performance and reliable benchmarking with other regions

# 1

## Project Rationale

**United Nations World Tourism Organization (WTO) developed TSA methodology in 2001, which has been used in many parts of the world since then.**

**“Why not build TSAs in the Caribbean, too?”**



# Objectives – What do we want to achieve?

## General Objective

Help improve the beneficiary countries' planning and policy-making

## Specific Objectives

Help strengthen the capacities of the governments to assess the impact of tourism on the Caribbean economies through accurate and timely provision of information.

This will be pursued through the development of a harmonized methodological and institutional framework that allows the collection, organization, reporting and use of the statistical data necessary for preparing the TSA per UNWTO recommendations.

# Project Components

## Component 1

### Diagnosis and Preparation of Recommendations for Constructing the TSA.

Situational assessment to gather up to date information on the current status of the collection, processing and use of basic statistics for necessary for the construction of TSAs.

# Project Components

## Component 2

### Introduction of a Common Methodological and Institutional Framework

**A multi country mechanism for harmonized statistical development will be created and implemented to facilitate the elaboration of the TSA in each individual country.**

# Project Components

## Component 3

### Capacity Building towards Standardized and harmonized Statistics for the TSA

Countries will receive assistance in acquiring capacities to sustain production and use of tourism statistics for the elaboration of the TSA

## Where are we now?

- Diagnosis of the four countires (BA, BH, JA and TT) on data sources, methodology, macro-economic framework, institutional framework
- Based on the diagnosis, regional and country-specific recommendations on possible ways to improve statistical inputs, application of UNWTO-recommended classifications of economic activities, and use of SUT. Also clarifying paths to construct the TSA, i.e. a “road map” for the region towards the consturction of the TSA.
- Countires start working using the common methodology, with country specificity taken into account

- Intensification of work with Trinidad and Barbados to ensure these countries are up to date. Systems, national accounts and supplies tables will be updated in order facilitate the development of TSAs.
- Ongoing support for Jamaica and The Bahamas.
- Development of Web based tool where each country can share best practices in the implementation of TSAs. This will provide a roadmap for other countries seeking to develop TSAs.

## This project needs your support:

- **Commitment of tourism stakeholders to the successful implementation of the project**
- **Facilitation of the work being undertaken by the project consultant.**
- **Assistance with National Inter-institutional Technical coordination. The programme includes technical focal points at pertinent institutions in each country and the formation of a National Inter-institutional Technical Coordination Committee. This will assist in strategic decision making at the national level.**

## In conclusion

- IDB remains committed to the success of this important initiative for Caribbean Tourism Development
- We look forward to continued excellent collaboration with CTO and its member states in the implementation of this project.

Instituciones para la gente



# BID

Banco Interamericano de Desarrollo / [www.iadb.org](http://www.iadb.org)