



Regional TSA Implementation Initiative: Background and Goals

Mariko Russell

Modernization of the State Senior Specialist
Institutional Capacity of the State Division
Inter-American Development Bank

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Motives of the Project - Background

The Caribbean region - unquestioned importance of tourism for the economies.

However, accurate measurement of the economic impact of tourism has been traditionally missing (both on DEMAND and SUPPLY sides)

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 TSA in the Caribbean, too?”

What has happened so far?

- **Some experimental TSA attempts.**
- **So far no coordinated system across the region for developing TSA in the Caribbean**
- **Lack of standardization in technical and institutional aspects.**
- **A coordinated approach that maximizes synergy is necessary (in definition of terms, concepts, data collection methods, documentation, training and capacity building, etc.)**
- **CARICOM and CTO = mandated to mobilize resources and establish TSA across the region.**
- **IDB project approved in 2011 with CTO as executing agency, for US\$400,000, through Regional Public Goods initiative of the IDB.**

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.

OK, then, what in concrete?

- **Diagnosis of the four countries (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. = a “road map” for the region towards the construction of the TSA.**
- **Countires start working using the common methodology, with country specificity taken into account.**

- **Region-wide and country-specific action plans that set forth a path for elaborating the TSA**
- **A web-based tool with which each country can articulate, chronicle and implement the activities specified in the region-wide and country-specific action plans.**
- **Common questionnaires**
- **Capacity building through training materials**

- The emphasis is on building **SUSTAINABLE** technical and institutional environment for continuous construction of TSA.
- Equally (or even more) important is the **USE** of the information TSA provides. Each country needs to start making a strategy for weaving the TSA in the high level decision making mechanism of the public and private sector. (i.e. investment, human resources allocation, positioning in the long- and medium-term development plans, etc.)
- Get prepared for the next workshop to prepare and adopt action plans!!!

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