

Distr.
RESTRICTED

LC/R. 2090
20 March 2002

ENGLISH
ORIGINAL: SPANISH

ECLAC

Economic Commission for Latin America and the Caribbean

**REPORT ON THE FIRST LATIN AMERICAN WORKSHOP ON THE TOURISM
SATELLITE ACCOUNT: THE MAIN ISSUES.
(Santiago, Chile, 2-4 October 2001)**

**/* This document was prepared jointly by the World Tourism Organization, the Ministry of Tourism of Spain / Institute of Tourism Studies, the National Statistical Office of Spain and the Economic Commission for Latin America and the Caribbean.
It has not been submitted to editorial revision.

02-3-204

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I. WORKSHOP ORGANIZATION

A. Objective

- 1.1 The principal objective was, on the one hand, for the countries of the region to exchange their experiences in tourism projects and in the compilation of tourism data concerning the preparation of the tourism satellite account (TSA) and, on the other, to discuss specific relevant issues relating to the TSA.
- 1.2 The Workshop was sponsored and organized by the World Tourism Organization (WTO), the Spanish Ministry of Tourism –through the Institute of Tourism Studies (IET)– and the Economic Commission for Latin America and the Caribbean (ECLAC), and benefited from the collaboration of the National Statistical Office of Spain.
- 1.3 In late June 2001, ECLAC and WTO sent information on the purpose, venue and date of the workshop to the National Tourism Office (NTO), the National Statistical Office (NSO) and the Central Bank (CB) of each country. This communication also included a provisional agenda and requirements for participation, and a request for proposals of candidates to be sent together with their curriculum vitae (CV).

B. Candidate Selection Committee

- 1.4 The Candidate Selection Committee accepted 40 participants from the list of candidates proposed. Of these, 18 –one per country– were fully financed (international transport and accommodation) and 4 partially financed by the sponsoring institutions, while 18 were financed by the institutions of the requesting countries. In total, 54 specialists (Annexes 4 and 5) from 19 countries and from the sponsoring institutions (WTO, IET and ECLAC) participated in the Workshop.
- 1.5 In relation to the First and Second Ibero-American Seminars on tourism statistics for the preparation of the tourism satellite account, which were held in 1999 and 2000, respectively, the following points were observed:
 - an improvement in the participants' level of training and in their technical qualifications and statistical knowledge of tourism used in the preparation of the tourism satellite account in their respective countries;
 - the increasing participation by NSOs –which should be expanded even further– and by CBs which are responsible for preparing the respective country's System of National Accounts (SNA).

Table 1
Institutional participation

	I Ibero-American Seminar on tourism statistics for the preparation of the tourism satellite account	II Ibero-American Seminar on tourism statistics for the preparation of the tourism satellite account	First Latin American workshop on the tourism satellite account
Number of countries	25	38	40
Number of participants	18	18	20
Number of grant-awardees	7	20	20
Number of participants financed by the countries			
Participation by institutions			
NTO	14	22	21
NSO	1	4	9
CB	5	6	6
Others	5	6	4

NTO: National Tourism Office

NSO: National Statistical Office

CB: Central Bank

Others: Business organizations and associations in the area of tourism, observers, ...

- 1.6 Proposing institutions and individual participants were notified of their acceptance for the Workshop together with relevant organizational details: contact persons (telephone number and e-mail), financing arrangements concerning transport and accommodation, hotel reservations, etc.
- 1.7 The participants who were financed by sponsoring institutions were asked which issue their country wished to present from among the three set out in the Programme (Annex 1), so that the final agenda could be prepared (Annex 2).

C. Documentation: tourism forum

- 1.8 IET has developed an Internet forum, with access restricted to participants and organizers of the Workshop; a code provides the means of access. The forum has made possible the exchange of available documentation and will serve to extend the life of the Workshop into the future thanks to new contributions.

D. Venue, date and running of sessions

- 1.9 Workshop sessions were held at ECLAC Headquarters, in Santiago, Chile, from 2-4 October 2001.
- 1.10 The sessions were run jointly by Mr Marcelo Ortúzar, Chief of the National Accounts Section of ECLAC, and Mr José Quevedo, WTO consultant, and logistics support was provided by Mr Alfredo García Ramos, General Manager of ARALDI S.L. and the ECLAC secretariat.

E. Final report :

- 1.11 It was agreed that upon completion of the Workshop, a final report would be prepared for distribution to the participants and the authorities of the respective countries' institutions (primarily National Tourism Offices, National Statistical Offices and Central Banks).

II PROCEEDINGS OF THE AGENDA OF THE FIRST WORKSHOP

A. Opening session

- 2.1 The Director of the Statistics and Economic Projections Division of ECLAC, Mr Enrique Ordaz, opened the meeting with some welcoming remarks. Speaking on behalf of the Executive Secretary of ECLAC, Mr Ordaz said that the Workshop formed part of the biennial Programme of Statistical Work of the countries of Latin America and the Caribbean, which was adopted in May 2001 by the Statistical Conference of the Americas (SCA).
- 2.2 Mr Ordaz stated that at the Conference ECLAC had encouraged the authorities of the NSOs of the region to prepare the TSA in a harmonized fashion, and that the Workshop was the first activity to be carried out jointly with WTO, the National Statistical Office and the Ministry of Tourism of Spain through the Institute of Tourism Studies, as had been agreed at the SCA.
- 2.3 Mr Ordaz pointed out that measurement of tourism as part of the satellite account was a relatively recent development in the region, and one characterized by a diversity of experiences. Some countries had progressed to the extent where they now had a TSA; others had started to work on collecting data and formulating tourism indicators; still others had indicated their wish to begin projects in that area.
- 2.4 Mr Ordaz went on to say that as a result of the range of experiences and knowledge gained, all participants would stand to benefit from the discussion and sharing of experiences that took place at such a forum. With that aim in mind, ECLAC and WTO were fully in agreement that that discussion should create the initial conditions required for the harmonized preparation of the satellite account.
- 2.5 Mr Ordaz continued by emphasizing the fact that a major effort was required in terms of the generation, collection, integration and analysis of statistical data in order to prepare the Tourism Satellite Account. A key factor in that process was coordination among the government institutions involved, notably tourism and statistics bodies and central banks. That was the reason why organizers had sought to ensure that representatives from at least two of those institutions for each country attend the Workshop. One major outcome of the meeting would be that participants would remain united in a common effort once they had returned home to their respective countries. In his final remarks, Mr Ordaz wished the workshop participants a profitable and productive experience, and an enjoyable stay in Santiago.

- 2.6 Mr Carlos Gutiérrez, the WTO Regional Representative for the Americas, conveyed the greetings of the Secretary-General of the WTO to the workshop attendees, and pointed out that the Workshop was the third meeting that the WTO had conducted in Latin America to promote tourism satellite accounts. Mr Gutiérrez thanked the Spanish institutions for their cooperation in organizing the Workshop, and noted the importance of starting to work jointly with ECLAC on initiatives in Latin America and the Caribbean.
- 2.7 Mr Gutiérrez also said that the Workshop would make it possible to gauge the degree of progress achieved in preparing the TSA and compiling tourism indicators, as well as the results of activities involving inter-agency coordination. Mr Gutiérrez highlighted the importance that national experts attach to the development of useful tools for their respective authorities; those authorities asked that the tools be made quickly available to them, but that would be difficult due to the time and financial limitations inherent in their development. Lastly, Mr Gutiérrez stated that WTO intended to continue supporting the activities being carried out in the countries of that region, providing continuity to the efforts undertaken, and emphasized the need for cooperation between the public and private sectors.
- 2.8 Ms Natalia Rodríguez-Salmones, Director of the Institute of Tourism Studies of Spain, expressed her thanks both to WTO and ECLAC for organizing the Workshop, and to the representatives of the participating countries. Ms Rodríguez-Salmones stressed the importance of the meeting for the experts and noted the sharing of experiences over the past three years in that region. She also indicated the willingness of the Ministry of Tourism of Spain to provide its experience and make every effort toward the attainment of the objectives of the Workshop.
- 2.9 Lastly, by way of concluding the opening session of the Workshop, the Deputy General Director of Statistics on Services of the National Statistical Office (INE) of Spain, Mr Fernando Cortina García, underlined the importance that his organization placed on the initiative carried out jointly with WTO, IET and ECLAC in the Latin American and Caribbean region. Mr García drew attention to the bilateral agreements in place between INE of Spain and the countries of the region regarding the formulation of basic tourism statistics.

B. General overview of the issues

- 2.10 In keeping with the order of the Agenda (Annex 3), Mr Antonio Massieu, Chief of the Department of Statistics and Economic Measurement of Tourism of WTO, presented a general overview of the issues included in the Programme of the First Workshop (Annex 2).
- 2.11 Firstly, Mr Massieu noted that as part of the process of developing WTO activities, it was necessary that seminars take on the format of workshops where experts from Latin America would have the opportunity to learn about experiences that had already taken place in some countries (Chile, Cuba, Mexico and the Dominican Republic) as well as projects already under way in

others; participants could also learn about the problems encountered, and the approaches that they could use in upcoming projects.

- 2.12 Secondly, Mr Massieu pointed out that the three issues identified were key for countries as they began examining ways to prepare the TSA. They were priority issues, and there was sufficient experience and consolidated statistical references relating to them that could be of use to the different types of countries; in addition, they could contribute new statistical work proposals in those fields.
- 2.13 Thirdly, Mr Massieu highlighted the importance of cooperation of, *inter alia*, tourism bodies, national statistical offices and central banks, in ensuring the preparation of information systems required by the tourism industry; Mr Massieu pointed out that the results achieved through cooperation made it possible to satisfy the information needs of each of the participating institutions. Mr Massieu expressed his pleasure at the growing presence of NSOs and central banks at such tourism forums, as well as the cooperation extended by ECLAC, as such developments helped confer greater credibility and legitimacy on the TSA.
- 2.14 Lastly, Mr Massieu announced that the Second Workshop scheduled for 2002 would deal with other basic issues with a view to extending and enhancing coverage of the quantification of the economic effects of tourism, always with the design of the TSA in mind.

C. General conclusions

C.1. Issue 1: The classification of tourism specific products and activities

- 2.15 Presentations on the issue, supported by the reference documents specified in Annex 5, were made by the experts whose names appear below, together with the country and institution which they represent.

Chile. National Institute of Statistics (INE): Ms Cristina Silva Carrosa

Cuba. National Statistical Office (ONE): Ms Caridad Noa Domínguez

Dominican Republic. Central Bank: Mr Ángel Julián Oviedo Mosquea

Ecuador. Ministry of Tourism: Mr Salvador Marconi Romano

Spain. National Statistical Office (INE): Mr Rafael Roig Rambla

Mexico. National Institute of Statistics, Geography and Information (INEGI)

Ms Rosa M^a Rodríguez Skewes

Paraguay. Central Bank: Mr Jorge David González Villalta

- 2.16 Upon conclusion of the countries' presentations, Mr Enrique Ordaz of ECLAC spoke about the revision and updating of international classifications. That process had begun in 2001, and was expected to conclude with the release of new versions of ISIC Rev 3 and the CPC Ver.1.0 in 2007. Mr Ordaz also stated that it was possible that the classifiers would be revised regularly, and he made reference to a United Nations Working Group, which brought together international agencies, experts and country representatives devoted to

evaluating and studying classifiers with the aim of improving them. Mr Ordaz added that the Group was in a position to incorporate new products and activities in order to meet the needs of comprehensive analysis of issues such as tourism.

- 2.17 In the ensuing discussion of issue 1, the representatives of Brazil, Paraguay, Ecuador, ECLAC, the Dominican Republic, Mexico and WTO all made statements.
- 2.18 In the light of the presentations of countries' experiences and the discussion on issue 1, it is possible to reach the following general conclusions:
- a) identification of tourism specific products and activities in a country is a starting point for delimiting and defining the scope of that country's tourism, from the viewpoint of both supply and demand;
 - b) in order to incorporate the country's Tourism Satellite Account into its System of National Accounts (SNA), it is necessary that the classifications and classifiers of tourism specific products and activities use as a frame of reference both the country's classifications of products and activities and the classifications or classifiers of products and activities in that country's SNA;
 - c) the comparability over time and space (both national and international) of the tourism-related statistical results must be ensured by the dual compatibility and consistency of, on the one hand, "national" classifications of products and activities and classifications of products and activities included in the SNA of the reference country with international classifications (ISIC Rev 3 and CPC Ver.1.0 of the United Nations) and, on the other, classifications of tourism "specific" products and activities of the reference country with the classifications of "characteristic" products and activities included in the Tourism Satellite Account: recommended methodological framework (TSA:RMF), adopted by the United Nations Statistical Commission in March 2000;
 - d) classifications of a country's tourism "specific" products and activities should be adapted to the circumstances of each country, but their structure of levels of aggregation should provide for the creation of a "correspondence table" in order to move to lists of "characteristic" products and activities set out in the TSA:RMF, for the purposes of international comparability;
 - e) consequently, it is acceptable for the list of a country's "characteristic" products and activities to differ from the list of "characteristic" products and activities established in the TSA:RMF. Hence, in some countries of the region, handicrafts and durable consumer goods are recorded as "characteristic" products and activities, while second homes, student residences and urban transport are recorded as "non-characteristic";

- f) current classifications of tourism “specific” products and activities of the reference countries should be considered “provisional”, pending further research and availability of significant statistical data;
- g) when classifying tourism products and activities, some countries of the region do not distinguish between characteristic and connected, but rather only between characteristic and non-characteristic;
- h) all countries that have already prepared a TSA have drawn up lists of tourism-related capital goods, viz. Chile, Cuba, Mexico and the Dominican Republic;
- i) Mexico is the only country in the region to have taken into account “the Classification of Individual Consumption by Purpose” (COICOP), in relation to tourism.

C.2. Issue 2: Measurement of tourism expenditure associated with different forms of tourism

- 2.19 Presentations on Issue 2, supported by the reference documents specified in Annex 5, were made by the experts whose names appear below, together with the country and institution which they represent.

Bolivia: Office of the Under-Secretary of Tourism: Mr José Hidalgo Quezada
 Chile. National Tourism Service (SERNATUR): Ms Verónica Silva Prado and Ms Cecilia Arias de Pol

Costa Rica. Central Bank: Mr Andrés Alexis Kauffmann Suárez

Cuba. National Statistical Office (ONE): Ms Caridad Noa Domínguez

El Salvador. Central Reserve Bank (BCR): Mr Miguel Ángel Figueroa Rosales

Honduras. Tourism Institute of Honduras: Ms Tatiana Siercke Núñez

Mexico. National Institute of Statistics, Geography and Information (INEGI):

Ms Rosa M^a Rodríguez Skewes

Ministry of Tourism (SECTUR): Ms M^a Isabel Gómez Acosta

Nicaragua. Central Bank: Ms Gherda Barreto Cajina

Spain. Institute of Tourism Studies (IET): Mr Carlos Romero Dexeus

National Statistical Office (INE): Mr Fernando Cortina García and Mr Antonio Martínez Serrano

- 2.20 Upon conclusion of the countries’ presentations, Mr Antonio Massieu of WTO outlined conceptual progress achieved concerning tourism expenditure from the Recommendations on Tourism Statistics released in 1993, which identified tourism demand with consumption by visitors, to those of 2000, with the adoption of the TSA:RMF, which in addition to broadening the definition of tourism consumption, also considered that tourism gross fixed capital formation and tourism collective consumption (TCC) were components of “total tourism demand”.

- 2.21 Mr Massieu spoke in detail about the project jointly financed by WTO, Spain, Canada and Sweden and implemented by ARALDI S.L.; the aim of the project, which drew on the experiences of eight countries, was to design a “common questionnaire on tourism expenditure associated with consumption of non-resident visitors”, which could be applied to any country, irrespective of its level of statistical infrastructure, and was viewed by WTO as a strategic project for international comparability.
- 2.22 Mr Massieu stressed the importance of inter-agency collaboration (involving at the least NTOs, NSOs and central banks) in ensuring countries implement such a statistical project, which guaranteed the international comparability of results, facilitated the compilation and processing of statistical data of enormous value to National Tourism Offices and the private tourism industry, to the System of National Accounts in estimating major headings, and to the balance of payments in improving and comparing its tourism and trips estimates; in addition, such a project was one of the primary sources of information for preparing the TSA.
- 2.23 Lastly, Mr Massieu drew participants attention to possible discrepancies in statistical results between the TSA and the balance of payments, since to date WTO had detected significant differences in 23 countries as regards headings of receipts and payments for trips in data provided to WTO and the International Monetary Fund (IMF).
- 2.24 In the ensuing discussion of Issue 2, the representatives of Bolivia, Brazil, Costa Rica, Ecuador, Guatemala, Paraguay, Peru, Spain, ECLAC and WTO all made contributions.
- 2.25 In the light of the presentations of countries’ experiences and the discussion on issue 2, it is possible to reach the following general conclusions:
- a) the presentations were notable for their diverse nature and because their subject matter generally went beyond the issue originally put forward to include available tourism statistics, questions of statistical organization, and tourism indicator data, among other matters;
 - b) priority has been given to surveys conducted at borders (airports, border posts and ports) in order to estimate “the tourism expenditure of non-resident visitors” (inbound and outbound tourism consumption);
 - c) only six countries in the region have outlined the methodologies of these surveys (two presentations were made under Issue 3) and only one country has referred to that of domestic tourism consumption;
 - d) the methodologies described are characterized by:
 - lack of standardization in presentation;
 - their technical quality;
 - use of migration flow statistics as a frame of reference for the survey design and sample expansion estimators;

- little or non-existent information about costs and organization of field work.
- e) projects involving surveys of non-residents' tourism expenditure must meet the information requirements of the National Tourism Office and the private tourism industry (indicators and TSA), the National Statistical Office and the Central Bank (SNA and Balance of Payments), and this requires inter-agency cooperation;
 - f) such is the degree of detail of tourism expenditure required for the TSA that a complimentary survey of tourism expenditure should be undertaken at regular intervals, both in tourism accommodations and in areas frequented by tourists;
 - g) each country should decide at what interval (i.e., monthly, quarterly, annually, or pluriannually) to carry out tourism expenditure surveys, depending on the degree of importance to it of tourism and the availability of resources;
 - h) it is necessary to reconcile the statistical results of surveys of non-residents' tourism expenditure with the trips and passenger transport items in the balance of payments. In the case of several countries, there were marked discrepancies in overall estimates;
 - i) there was general agreement as to the need for international agencies to provide on-going assistance in the form of guidance on methodology, training and advisory services by experts, along with funding of tourism-related statistics projects.

C.3. Issue 3. Measurement of flows of international visitors

2.26 Presentations on Issue 3, supported by the reference documents specified in Annex 5, were made by the experts whose names appear below, together with the country and institution which they represent.

Argentina. Department of Tourism (SECTUR): Ms Claudia Haydeé Buongiorno de Barugel

National Institute of Statistics and Censuses (INDEC): Ms Viviana Depino de Avilés

Colombia. Department of Tourism: Ms María Elvira Riveros Reina

Dominican Republic. Central Bank: Mr Ángel Julio Oviedo Mosquea

Panama. Panamanian Institute of Tourism (IPAT): Mr Juan de Dios Stanziola

Paraguay. Department of Tourism (SENATUR): Ms Delia Benítez de Gómez

Peru. Ministry of Industry, Tourism, Integration and International Trade Negotiations (MITINCI): Mr José Soto Lazo

National Institute of Statistics and Informatics (INEI): Mr Arturo Rubén Camarena Chuquipoma

Spain. Institute of Tourism Studies (IET): Mr Carlos Romero Dexeus

Uruguay. Ministry of Tourism: Mr Víctor Sosa Echevarria

2.27 Prior to the country presentations, Ms Natalia Rodríguez Salmones outlined how the Institute of Tourism Studies, which came under the Ministry of Tourism of Spain, had been established as a public-sector body forty years earlier as a tourism research and study centre. Since 1993, IET had also assumed responsibility for the provision of tourism statistics. Initiatives it had begun included monthly surveys of tourism movements at borders (FRONTUR) and tourism movements by Spanish nationals (FAMILITUR), and in 2000 it had launched the Survey of Tourism Expenditure of non-resident visitors (EGATUR), in collaboration with INE and the Bank of Spain.

2.28 Ms Salmones made a brief mention of other tourism initiatives carried out since the Institute was set up, and in particular the Centre of Tourism Documentation, electronic access to which was made available to the participants.

2.29 In the discussion of Issue 3 held at the conclusion of the country presentations, the representatives of Spain, El Salvador, Peru, Ecuador, WTO and ECLAC all made contributions.

2.30 In the light of the presentations of countries' experiences and the discussion on Issue 3, it is possible to reach the following general conclusions:

- a) the presentations were notable for their diverse range of subject matter and general references to the issue put forward;
- b) all the countries in the region rely on migration flows as their sole sources of information, obtained via records of border controls (migration and/or police departments) and arrival/departure cards, which are generally only used in airports;
- c) only three countries in the region have outlined the process whereby they make statistical use of the primary data collected;
- d) the use of records of border controls for tourism purposes has major limitations, which vary from one country to the next, with the main ones being:
 - they do not make it possible to distinguish between visitors (tourists and excursionists) and other travellers;
 - they do not indicate place of residence but do indicate nationality;
 - they do not record other data, such as type of accommodation used, reasons for travel, etc.
- e) similarly, arrival/departure cards also have limitations, which can be addressed particularly through information on:
 - residence;
 - country of origin and destination in the country visited;
 - type of accommodation used;
 - harmonization of the reason for travel.

- f) primary data are collected daily from records of border controls and arrival/departure cards, and their processing (either manual or computerized) for purposes of dissemination and publication is the responsibility of the migration and/or police department, the National Tourism Office, the National Statistical Office or even the central bank;
- g) information on travellers and visitors is usually made available after significant delays with respect to the reference period (monthly, quarterly or annually) and, in some countries, is even deficient, as not all primary data collected is processed or made use of statistically.
- h) in some countries, international visitor indicators are gleaned from administrative records or occupancy surveys covering tourist accommodations, usually hotels and similar lodgings.

D. Closing session¹

- 2.31 Speaking on behalf of ECLAC, Mr Marcelo Ortúzar expressed his satisfaction at the outcome of the Workshop, which had seen discussion of each of the key issues initially put forward. Mr Ortúzar said that ECLAC welcomed the task assigned it by the participants to support vis-à-vis their respective authorities the activities that they were carrying out, and in particular to ensure coordination of the needs of organizations involved in designing the TSA, a recurrent theme over the three days of the meeting.
- 2.32 Mr Ortúzar stated that ECLAC and the international agencies involved in organizing the Workshop would hold a similar event the following year, with the staging date set provisionally for late in the first half of the year. Possible issues were the preparation of the TSA from the standpoint of the supply of tourism-related goods and services, problems with sources of information and methodology, and reconciliation of supply with uses. The next workshop would be held at one of the main offices of the Spanish Agency for International Cooperation (AECI).
- 2.33 The countries acting through their institutions had shown the importance they accorded to the initiative by supporting projects, as evidenced in the progress made to date, and their presence at the Workshop. In light of that fact, it was appropriate for experts to start approaching their authorities with a view to ensuring their participation at the next workshop. Even when the organizing institutions had the resources available to stage the second Workshop, it was quite possible that funding would be allocated to those national institutions that had not been able to attend due to budgetary constraints.
- 2.34 Lastly, Mr Enrique Ordaz expressed his satisfaction with the results of the Workshop and thanked the presenters and institutions involved in organizing the workshop for their participation. Mr Ordaz said it was possible that ECLAC might make contact with statistics authorities at the upcoming meeting of the Executive Committee of the Statistical Conference of the Americas, in

¹ Workshop attendees received a Participation Certificate, and a CD-ROM of the reference documents of the three work sessions was distributed. ECLAC also offered a farewell cocktail.

order to review the activities conducted during 2001. That would provide an opportunity to raise any concerns that had emerged at the Workshop. Mr Ordaz indicated that reports prepared in conjunction with WTO and IET of Spain would be submitted to the respective authorities of the institutions represented at the meeting, informing them of the results obtained and detailing the support required from them in order to continue the projects already under way.

III. RECOMMENDATIONS

A. Presentation

- 3.1 These recommendations relating to the First Workshop on the TSA take into account the three-year process involving the staging of the First and Second Ibero-American Seminars on tourism statistics for the preparation of the tourism satellite account, as well as the assistance of experts from the three regional institutions: NTOs, NSOs and central banks.

B. Institutional participation in the Workshop on the TSA

Basis

- 3.2 The main objective of the Workshop on the TSA is to exchange and discuss the experiences of the countries of the region; accordingly, the idea in organizing the Workshop is to bring together statisticians and experts from the countries of Latin America who are involved both in projects on basic tourism statistics and in their application for the preparation of the TSA of the country concerned. Requests for proposals of candidates to attend the first Workshop were submitted only to three types of public-sector institutions: NTOs, NSOs and central banks.

Recommendation

- 3.3 Upon receiving notification of a Workshop on the TSA, the National Tourism Office in each country should request a list of proposed candidates to attend the workshop from:
- a) private tourism bodies (primarily business organizations and associations in the area of tourism), provided that they have professionals (tourism statisticians and/or experts) in their organization;²
 - b) all government departments involved to a great degree in any of the issues included in the workshop programme.³

² The National Tourism Association of Argentina sent a candidate proposed on its own initiative to the first workshop.

³ In relation to the first workshop, given the inclusion in the programme of "Issue 3. Measurement of flows of international visitors", it would have been appropriate and beneficial for candidates from the National Migration Office and/or the National Security Office to attend, as they are sources of information about that particular statistical domain of tourism.

C. Proposals for candidates

Basis

- 3.4 The First Ibero-American Seminar on tourism statistics for the preparation of the tourism satellite account, which was staged at the headquarters of the World Tourism Organization in Madrid, Spain, from 19-23 April 1999, had 25 participants, only one of whom represented a National Statistical Office (NSO), while five representatives attended from central banks. The Second Ibero-American Seminar on tourism statistics for the preparation of the tourism satellite account, which was held at the headquarters of the Spanish Agency for International Cooperation (AECI) in Antigua, Guatemala, from 8-12 May 2000, attracted 38 participants, four of whom represented three NSOs, with a further six drawn from five central banks. The First Latin American Workshop on the Tourism Satellite Account was held at ECLAC Headquarters, in Santiago, Chile, from 2-4 October 2001, attracting 40 participants, nine of whom represented eight NSOs while six represented five central banks.
- 3.5 NSOs and central banks are therefore gradually increasing their involvement, though they are still not adequately represented, particularly in the case of some countries given that:
- the NSO should be the main entity producing basic tourism statistics;
 - central banks are responsible for preparing the balance of payments, whose “trips” and “passenger transport” headings at least are directly related to the TSA;
 - both the NSO and the central bank should, on account of their remit to produce the SNA, also be either in charge of, or actively collaborate in, preparing the TSA of the country concerned.

Recommendation

- 3.6 The National Tourism Office should, in those countries concerned and with the support of WTO and ECLAC, actively encourage experts in areas related to tourism in the NSO and central bank to attend the Latin American Workshop on the Tourism Satellite Account.

D. Special questions arising from the presentation of the issues

D.1. Issue 1. The classification of tourism specific products and activities

Basis

- 3.7 All of the countries of the region with a TSA already prepared and others in the process of doing so have in their classifications deemed two groups of products to be characteristic, viz. handicrafts and some consumer durables, which the

List of tourism characteristic products of the Tourism Satellite Account (TSA): recommended methodological framework (TSA:RMF) classifies as connected; in addition, they have prepared lists of capital goods relating to tourism investment.

Recommendations

- 3.8 To set up a regional forum or working group, headed by one of the countries of the region, for the purposes of submitting a report on handicrafts, consumer durable items, and related activities to the second workshop.
- 3.9 WTO should analyse the products and activities that the countries of the region have deemed characteristic and non-characteristic as opposed to those that appear in the respective lists of the TSA:RMF (List of Tourism Characteristic Products and List of Tourism Characteristic Activities), with a view to examining whether they should be taken into account in future updates and/or revisions of the current lists.

D.2. Issue 2. Measurement of tourism expenditure associated with different forms of tourism

Basis

- 3.10 The methodologies employed in surveys of tourism expenditure of non-resident visitors (inbound and outbound tourism consumption), which were presented by six countries of the region, were characterized by a diversity of formats and by a lack of completeness in a range of aspects.

Recommendations

- 3.11 To request that the institutions responsible for conducting these surveys in the region send WTO the record (WTO model) duly completed by them, along with any available publications or methodological notes and, in all cases, the questionnaires used, with a note on the possibility of introducing modifications in line with the "common questionnaire", which will be released shortly by WTO.
- 3.12 To propose that ECLAC, in collaboration with WTO, and acting on the basis of this information and any additional information that is deemed appropriate, submit at the second workshop proposals aimed at harmonizing, to the greatest possible extent, these surveys in the region.

D.3. Issue 3. Measurement of flows of international visitors

Basis

- 3.13 The concepts and definitions used by border control authorities present limitations which make it difficult to adapt them to the concepts and definitions used in the System of Tourism Statistics (STS) and in the TSA for defining and evaluating tourism in any particular country.

3.14 At present, these primary data on migration flows are the only sources used in the region to determine the number of international visitors to a country and some of their characteristics. Moreover, there are significant delays in making this primary data available in most of the countries.

3.15 It is possible to reconcile the definitions and classifications and the timely availability of data to meet the needs of both the border control authorities and institutes of tourism studies through interagency cooperation on the part of the organizations involved (migration, tourism, statistical bodies), with the added benefit to the State of effective and efficient allocation of available resources.

Recommendations

3.16 The prime overriding objective of National Tourism Offices must be to ensure that reliable and appropriate data on international visitor flows is made available in a timely fashion.

3.17 To set up a regional forum or working group,⁴ which will on the basis of national arrival/departure data, submit to the second workshop proposals to harmonize objectives, definitions and classifications, and make recommendations to ensure more timely availability of reference data, in all instances taking into account the needs of migration and tourism bodies, as well as the international comparability of statistical results.

E. Period required for organizing the second workshop

Basis

3.18 Experience with the first workshop has shown that the three-month period elapsed from the time notification was given of the workshop to the time it was staged was too short to receive lists of proposed candidates from the various institutions in each country, undertake selection of participants and have available the final list of participants in sufficient time in order to draw up the agenda and secure the international transport and accommodation of participants under the most advantageous conditions.

3.19 Furthermore, if the aforementioned recommendations to improve the list of proposed candidates, participant selection and presentation of the issues are adopted, a three-month period for organizing the workshop will be inadequate.

Recommendation

3.20 A period of six months between time of notification of the second workshop and time of staging should be adequate for the purposes of organizing the event.

⁴ There is one organization in the region, SIMICA (Information System on International Migrations in the in the countries of the Andean Community) whose purpose is to harmonize migration and tourism requirements.

F Programme Proposal for the Second Workshop

Basis

- 3.21 The programme of the first workshop dealt with activities that are essential for defining the scope of tourism in a country and beginning to prepare a TSA, in particular and primarily from the standpoint of demand. The programme proposal for the Second Workshop seeks to examine tourism, on the one hand, from the standpoint of supply and to complement the demand approach with measurement of tourism expenditure associated with domestic tourism consumption and, on the other, to follow up the most important matters raised during the first workshop, as well as deal with issues related to the organization of the STS and the implementation of the TSA.

Recommendations

- 3.22 The proposed programme requires four days if it is to be conducted effectively. The presentations of experiences and/or projects under way in the countries of the region will take place in accordance with the following programme:

Issue 1. Tourism supply: the specific activities of the TSA of the country, its production accounts and the net valuation of the services of travel agencies, tour operators and retail businesses.

Issue 2. Measurement of tourism expenditure associated with domestic tourism consumption.

Issue 3. Report and discussion of special matters raised during the first workshop:

- Classifications of handicrafts and consumer durable goods, and their special characteristics.
- Harmonization of surveys of tourism expenditure associated with inbound and outbound tourism consumption.
- Harmonization of tourism and migration statistics
- Comparability of estimates of inbound and outbound tourism consumption in the TSA and the “trips” and “passenger transport” headings of the balance of payments for each country.

Issue 4: Statistical organization of tourism:

- The System of Tourism Statistics (STS) of the individual country: its institutional structure and distribution of tasks
- Inter-agency cooperation on the design of the TSA of the individual country.

G. Dissemination of the final report on the first workshop

Basis

- 3.23 As a range of institutions are involved in the production of statistical information on tourism, it is both necessary and appropriate to inform them of the needs, problems encountered and progress achieved, and especially of the indispensable role played by inter-agency cooperation in providing for continuity and improvement of statistical projects begun, while at the same time ensuring efficient and effective allocation of a country's resources.
- 3.24 Dissemination of experiences and/or projects under way in the countries of the region is conducive to collaborative efforts and bilateral contacts involving said countries and any others which are embarking on similar projects.
- 3.25 In particular, the private tourism industry, both as the special recipient of tourism information and as a source of primary data for tourism statistics, should be involved from the outset in all stages of expanding and improving the STS and in the design of the TSA of the individual country and, therefore, should have timely and appropriate information on the development of such statistical tools for tourism.

Recommendation

- 3.26 The final report of the first workshop, which will be sent to the participants and authorities of the institutions to whom notification of the workshop was sent (NTOs, NSOs and central banks), should also be forwarded, through the respective NTOS, to the representative institutions of the private tourism industry (business organizations and associations, etc.), along with either all or some public-sector agencies, possible sources of tourism information, such as the government bodies responsible for migration, security, transport, etc.

ANNEX 1

PROGRAMME

General overview: the key issues selected in this first workshop from the standpoint of the TSA

Issue 1. Classifications of tourism specific products and services

- a) Classifications of "tourism specific products":
 - General classifications: correspondence tables.
 - Criteria for identifying tourism characteristic and tourism connected products.
 - Levels of information, work and presentation used in the tourism satellite account.
- b) Classifications of tourism specific activities:
 - General classification: correspondence tables.
 - Criteria for identifying tourism characteristic and tourism connected activities.
 - Main and secondary activities: how to identify them.
 - Levels of information, work and presentation used in the tourism satellite account.
- c) Problems identified and solutions found concerning the use of tourism information.
- d) Sources of information:
 - available,
 - to be put in place.

Issue 2. Measurement of tourism expenditure associated with different forms of tourism

- a) Concepts and definitions.
- b) Available sources of information.
- c) Limitations identified and solutions found in relation to the tourism satellite account.
- d) Projects to be implemented.

Issue 3. Measurement of flows of international visitors.

- a) Tools for collecting data: statistical and administrative.
- b) Definitions of reference variables and their availability (over time and by means of transport).
- c) Limitations identified and solutions found in relation to their use for tourism purposes.

ANNEX 2

AGENDA

Tuesday, 2 October

- 9.00 a.m. – 9.15 a.m. *Opening*
- 9.15 a.m. – 10.00 a.m. Introduction to the First Workshop: Presentation by WTO
- Issue 1: Classification of tourism specific products and services**
- 10.00 a.m. – 11.00 a.m. Presentation by Spain
- 11.00 a.m. – 11.30 a.m. Break
- 11.30 a.m. – 2 p.m. Presentations by:
1. Chile
 2. Ecuador
 3. Paraguay
 4. Mexico
 5. Cuba
 6. Dominican Republic
- 2 p.m. – 3.30 p.m. Lunch
- 3.30 p.m. – 4.15 p.m. ECLAC's perspective
- 4.15 p.m. – 5.30 p.m. Discussion of Issue 1 and Recommendations, coordinated by ECLAC

Wednesday, 3 October

Issue 2: Measurement of tourism expenditure associated with different forms of tourism

- 9.00 a.m. – 10.30 a.m. Presentation by Spain
- 10.30 a.m. – 11.30 a.m. Presentation by:
1. Bolivia
 2. Brazil
- 11.30 a.m. – 12.00 p.m. Break
- 12.00 p.m. – 2 p.m. Presentations by:
1. Chile
 2. Costa Rica
 3. Cuba
 4. El Salvador
 5. Guatemala
 6. Mexico
 7. Nicaragua
 8. Honduras
- 2 p.m. – 3.30 p.m. Lunch
- 3.30 p.m. – 4.15 p.m. WTO's perspective
- 4.15 p.m. – 5.30 p.m. Discussion of Issue 2 and Recommendations, coordinated by WTO

Thursday, 4 October

Issue 3: Measurement of flows of international visitors

9.00 a.m. – 10.30 a.m.	Presentation by Spain
10.30 a.m. – 11.30 a.m.	Presentations by: 1. Argentina 2. Colombia
11.30 a.m. – 12.00 p.m.	Break
12.00 p.m. – 2 p.m.	Presentations by: 1. Panama 2. Paraguay 3. Peru 4. Dominican Republic
2 p.m. – 3.30 p.m.	Lunch
3.30 p.m. – 4.15 p.m.	IET's perspective
4.15 p.m. – 5.30 p.m.	Discussion of Issue 3 and Recommendations, coordinated by IET of Spain

Note: Each country is allotted half an hour for its presentations, except in the case of the presentations of Issue 2 on 3 October conducted from 12.00 p.m. to 2 p.m., where each country is allotted 20 minutes.

ANNEX 3

NUMBER OF PARTICIPANTS, BY COUNTRY AND INSTITUTION

	COUNTRIES OF THE REGION													Total	ORGANIZING INSTITUTIONS			Total	Observers	Total						
	A	B	Br	Ch	Co	CR	Cu	DR	Ec	ES	G	H	Mx		N	Pa	Py				Pe	U	S	WTO	ECLAC	
NTO	1	1	1	5	1	1	1	2	1	1	1	1	1	1	2	1	1	1	21	2						
NSO	1	1		2	1	1		1		1		1		1	1				9	3						
CB						2		1		1		1		1					6							
Others	3	1																	4							
TOTAL	5	2	2	7	2	2	2	3	1	1	1	1	1	2	1	3	2	2	1	40	5	4	5	14	2	56

NTO National Tourism Organization A Argentina S Spain (Institute of Tourism Studies and National Statistical Office)

NSO National Statistical Office B Bolivia WTO World Tourism Organization

CB Central Bank Br Brazil ECLAC Economic Commission for Latin America and the Caribbean

Others Business Organizations and Associations in the area of tourism. Ch Chile Co Colombia CR Costa Rica Cu Cuba DR Dominican Republic Ec Ecuador ES El Salvador G Guatemala H Honduras Mx Mexico Pa Panama Py Paraguay Pe Peru U Uruguay

ANNEX 4

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ANNEX 5

LIST OF REFERENCE DOCUMENTS FOR PRESENTATIONS MADE BY THE COUNTRIES

Issue 1: The classification of tourism specific products and services.

1. National Statistical Office of Spain, “La Cuenta Satélite del Turismo en España. Clasificaciones”. October 2001.
2. National Institute of Statistics of Chile, “Servicios Relacionados con el Turismo”. October 2001.
3. Ministry of Tourism of Ecuador, “La clasificación provisional de productos y actividades en la Cuenta Satélite del Turismo de Ecuador”. October 2001.
4. Central Bank of Paraguay, “Paraguay, Sector Hoteles y Restaurantes (Turismo)”. October 2001
5. National Institute of Statistics, Geography and Information of México, “Clasificación de Actividades y Productos del Turismo de México”. October 2001.
6. National Statistical Office of Cuba, “Actividades Específicas y Productos Característicos del Turismo en Cuba”. October 2001.
7. Central Bank of the Dominican Republic, “La experiencia de la República Dominicana en la Implementación de la Cuenta Satélite de Turismo y Clasificación de Actividades y Productos Específicos”. May 2000.

Issue 2. Measurement of tourism expenditure associated with different forms of tourism

8. National Statistical Office of Spain, “La Medición del Gasto Turístico”. October 2001.
9. Institute of Tourism Studies, Ministry of Trade and Tourism of Spain, “Instrumentos para la medición del gasto turístico en España, desde la óptica de la demanda: La nueva encuesta de gasto turístico (EGATUR), la encuesta de movimientos turísticos de los españoles (FAMILITUR)”. October 2001.
10. National Statistical Office of Bolivia. “Estadísticas de Turismo. Encuesta de Gasto del Turismo Internacional”. October 2001.
11. National Tourism Service of Chile (SERNATUR). “La medición del consumo turístico en la cuenta satélite de turismo de Chile”. October 2001.

12. Central Bank of Costa Rica. "Avances en la elaboración de la Cuenta Satélite del Turismo". Octubre. 2001.
13. National Statistical Office of Cuba (ONE). "El gasto turístico asociado al consumo turístico receptor y emisor". October 2001
14. Central Reserve Bank of El Salvador. "Cuantificación de Viajes Internacionales en la Balanza de Pagos". October 2001.
15. Tourism Institute of Guatemala (INGUAT). "Cuenta Satélite de Turismo de Guatemala. Metodología para la obtención de datos sobre el flujo turístico y el gasto turístico en Guatemala". October 2001.
16. National Institute of Statistics, Geography and Information of Mexico, Ministry of Tourism, "Cuenta Satélite del Turismo". October 2001.
17. Central Bank of Nicaragua. "Proyecto de Encuesta al turismo interno, receptor y emisor de Nicaragua". October 2001.

Issue 3. Measurement of flows of international visitors.

18. Institute of Tourism Studies. Ministry of Trade and Tourism of Spain, "Estadística de Movimientos Turísticos en Fronteras (FRONTUR). Referencias metodológicas". November 2000.
19. National Institute of Statistics and Censuses (INDEC) and the Department of Tourism (SECTUR) of Argentina. "Encuesta de Turismo Internacional. Año 2001". October 2001.
20. Department of Tourism. Ministry of Economic Development of Colombia. "Medición de los flujos de los visitantes Internacionales". October 2001.
21. Tourism Institute of Panama. "Medición de los flujos de los visitantes Internacionales". October 2001.
22. Ministry of Industry, Tourism, Integration and International Trade Negotiations (MITINCI) of Peru. "Estadísticas de turismo". October 2001.
23. Central Bank of the Dominican Republic. "Flujos de pasajeros internacionales. Metodología flujo turístico y características". September 2001.
24. Ministry of Tourism of Uruguay. "Medición de los flujos de los visitantes Internacionales". October 2001.

Notes:

1. At the conclusion of the Workshop, ECLAC distributed a CD-ROM with the reference documents submitted in the three working sessions to the participants.
2. Also distributed during the sessions were the following documents:
 - the index of “Basic References on Tourism Statistics” (CD-ROM produced by the WTO)
 - copies of information sheets relating to the TSA (produced for the Vancouver Conference of May 2001);
 - an ECLAC document entitled “The International Family of Economic and Social Classifications”.

