

Taiwan Tourism Satellite Account

1. Introduction

In 2001, the ROC Tourism Bureau (TB) undertook the development of a framework of Taiwan Tourism Satellite Account, referred to as TTSA2001, the first version of Taiwan Tourism Satellite Accounts Framework. TTSA2001 has been established in accordance with the recommended methodological framework of the United Nations World Tourism Organization and other international organizations, which is known as TSA: RMF 2001.

Having reviewed Taiwan's tourism-related statistics and taken into consideration the data requirements to complete the ten tables suggested in TSA: RMF 2001, the TB has established a set of six tables in TTSA2001. The six tables are tourism expenditure table, tourism products supply table, tourism ratio of tourism products table, tourism ratio of tourism industries table, tourism gross domestic product table, and employment in tourism industries table. Based on the TTSA2001 framework, Taiwan TSAs were compiled for the years between 1999 and 2012.

In 2008, the Tourism Satellite Account: Recommended Methodological Framework, known as TSA: RMF 2008, was published. It served as an international standard by providing the common conceptual framework for constructing a TSA. The TB reviewed the concepts, definitions and tables recommended in TSA: RMF 2008, and upgraded the first TSA framework into the second version of Taiwan Tourism Satellite Account Framework, called TTSA2016.

In order to achieve a uniform basis for comparison with other countries, TTSA2016 follows the recommendation of TSA: RMF 2008, and defines the tourism as "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of activity remunerated from within the place visited."

When attempting to define "usual environment", many countries use "distance" as the criterion. Due to Taiwan's small size, a large proportion of tourism activities would be excluded if "distance" was used as the defining criterion. Therefore, whether an activity is outside of one's usual environment is determined in a subjective manner, i.e., the visitor decides if his or her activities are conducted outside the usual environment.

TTSA2016 considers three types of visitors in TTSA. These include inbound visitors, domestic visitors, and outbound visitors. The domestic visitors are further divided into same-day visitors and overnight visitors.

Tourism expenditure is one of the most important statistics in TSA. The TB adopted its definition given by TSA: RMF 2008, “tourism expenditure is the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditure by visitors themselves as well as expenses that are paid for reimbursed by others.”

According to the types of visitors defined in TTSA2016, three forms of tourism expenditure are compiled in TTSA, namely inbound tourism expenditure, domestic tourism expenditure, and internal tourism expenditure. Inbound tourism expenditure refers to tourism related expenditure made by inbound visitors within Taiwan and expenditure on international flights provided by Taiwan airlines. Domestic tourism expenditure includes (1) the tourism related expenditure made by Taiwan residents traveling within Taiwan, and (2) tourism products of Taiwan providers purchased by outbound visitors before and after their trips abroad. Internal tourism expenditure refers to tourism related expenditure of resident visitors and inbound visitors within Taiwan, and it is the sum of domestic tourism expenditure and inbound tourism expenditure.

Value added and employment opportunities are the key contributions that tourism makes to an economy. These aggregates represent a set of relevant indicators of the size of tourism in an economy from the supply side. Thus, we included table T7 and table T8 to estimate the contributions of Taiwan tourism activities.

2. Tourism Products and Tourism Industries in TTSA2016

We followed the recommendation of TSA: RMF 2008, and classified tourism products as tourism characteristic products and other tourism products in TTSA2016. We further adopted the ROC Standard Industrial Classification (the 10th revised edition), and categorized the tourism industries as tourism characteristic industries and other tourism industries. The lists of tourism products and tourism industries included in TTSA2016 are shown in Table 1.

Table 1 Tourism Products and Tourism Industries in TTSA2016

| Tourism products | Tourism industries/activities |
|---|--|
| Tourism characteristic products | Tourism characteristic industries |
| 1. Accommodation services | 1. Accommodation |
| 2. Food and beverage serving services | 2. Food and beverage serving (F & B serving) |
| 3. Passenger transport services | 3. Passenger transport |
| 3.1 Land passenger services | 3.1 Land transport |
| 3.2 Air passenger services | 3.2 Air transport |
| 3.3 Water passenger services | 3.3 water transport |
| 4. Motor vehicle rental services | 4. Motor vehicle rental |
| 5. Travel agencies and other reservation services | 5. Travel agencies and other reservation |
| 6. Art, recreation and leisure services | 6. Art, recreation and leisure industry |
| 7. Shopping services (incl. gasoline retail) | 7. Retail trade |
| Other tourism products | Other tourism industries |

3. Taiwan Tourism Satellite Account Tables

The main purpose of the TSA is to provide a system of statistics consistent with the national accounts, so that the economic importance of the tourism activities can be identified and recognized. Compilation of the TSA data can provide important tourism information, such as the supply of tourism products, the demand for tourism products, investment and employment in the tourism industries, tourism direct gross value added generated by tourism industries, etc. This information is crucial to government policy analysis, market research, tourism industries performance evaluation and tourism forecasts.

Although TSA: RMF 2008 recommended a total of 10 tables for a TSA, after reviewing data availability related to Taiwan tourism, we included 9 tables in TTSA2016, as shown in Figure 1. It is worth to mention that table T9 not only is showing the non-monetary information such as accommodation capacity and number of visitors, but also the direct gross value added created by each different type of visitors. The 9 tables are compiled in the sequence shown in Figure 2.

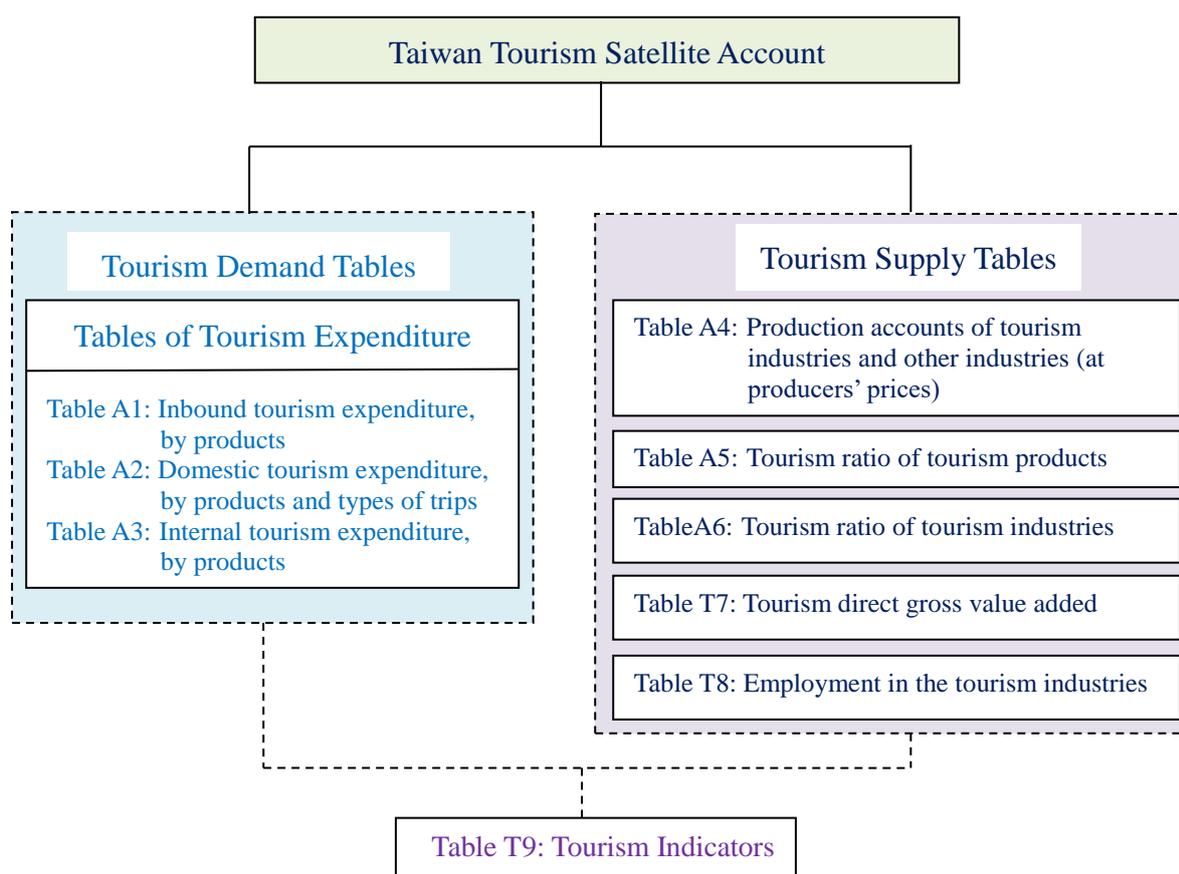


Figure 1 Tables in TTSA2016

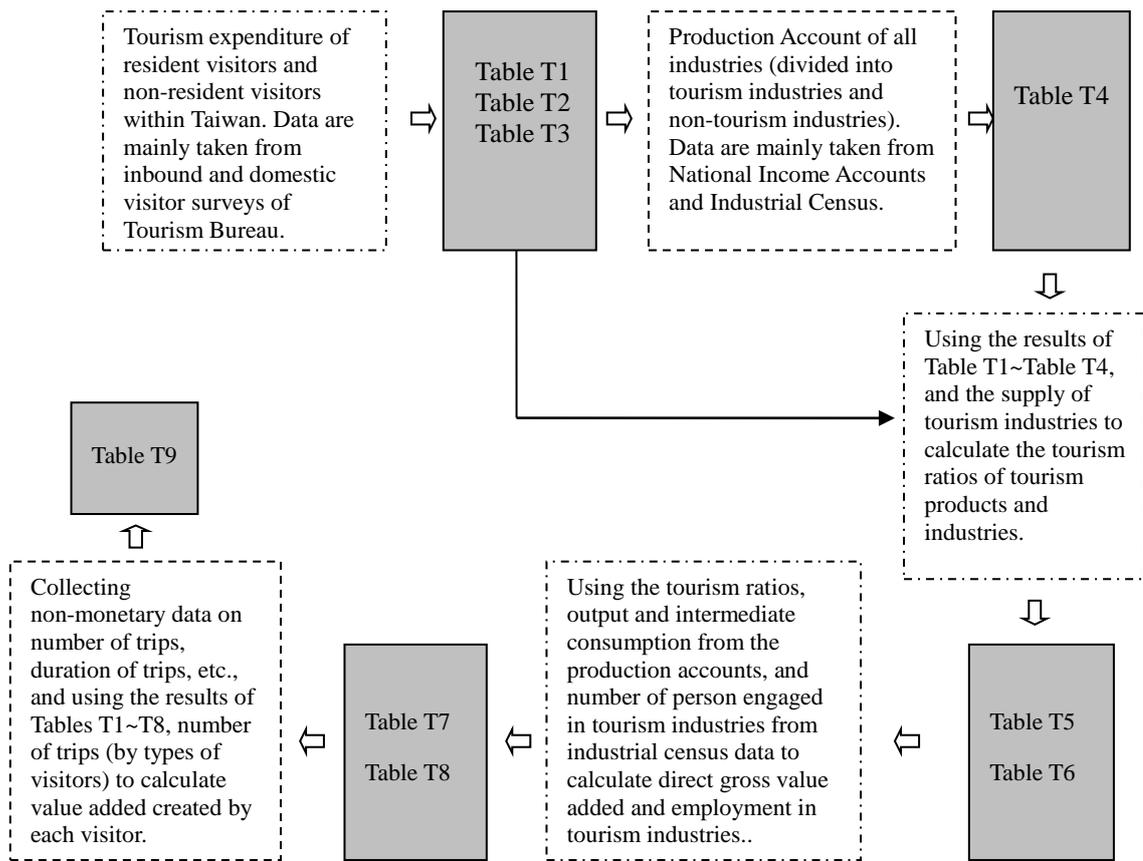


Figure 2 Compilation Sequence of TTSA