

TOURISM PARTNERSHIP INITIATIVE FOR WSSD

Name of the Partnership/Initiative

Tourism Satellite Account system for African countries

Expected date of initiation:

April 2003

Expected date of completion:

Ongoing initiative with short-term goals, which will have specific starting and completion dates.

Implementation period expected to be from 2003 – 2012.

Partners Involved:

Governments: All SADC countries and African member countries of the World Tourism Organization (WTO)

Intergovernmental organizations: RETOSA – (Regional Tourism Organization for Southern Africa), SADC – Southern African Development Community, the TCU (SADC Tourism, WTO, WTTC)

Major groups – Likely partners: Department of Environmental Affairs & Tourism of South Africa (DEAT); Statistics South Africa (StatSA), South African Reserve Bank (SARB); RETOSA; South African Tourism (SA Tourism)

Potential Partners: AFDB – African Development Bank; World Bank; UNDP and G8 countries committed to NEPAD

Leading Partner:

Statistics South Africa (StatSA) and the South African Department of Environment and Tourism (DEAT)

Name of the contact person/focal point:

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Main objectives of the Partnership/Initiative

Please provide a brief description:

The benefits of a Tourism Satellite Account (TSA) are numerous and enable a country to measure the following:

- The proportion of a country's GDP i.e. the total output of all goods and services the country produces annually that are attributable to tourism activity
- The size of the tourism industry relative to other sectors of a country's economy
- The number of jobs generated by tourism activity
- The value of public and private investment related to tourism
- The effect of international tourism on a country's balance of payments

- The value of government income generated by tourism in the country

The importance of a TSA for African countries is that it will provide the vital information required to assist African countries in policy formulation, decision-making and strategic planning to boost tourism growth on the continent. The information produced from a TSA would also ensure that tourism development on the continent takes place in a sustainable manner.

Project origins:

The Tourism Satellite Account (TSA) system, which is a statistical tool that measures the total economic impact of tourism, was developed by the World Tourism Organization (WTO) in 1995 with the objective of defining a new statistical instrument to assist government officials, business executives and stakeholders within the tourism industry to make informed decision.

Please also provide a brief description of the relationship of the Partnership/Initiative with the objectives of Agenda 21 as well as relevant goals and objectives of the United Nation Millennium Declaration:

I. Social & Economic Dimensions:

The information obtained from a TSA would inform policies and strategies geared towards social and economic development of the continent

II. Conservation & Management of Resources for development

TSA would also provide government with relevant information that would be vital for the conservation of nature and thus lead to sustainable use of nature- based resources.

III. Strengthening the role of major groups

Partnerships between government, civil society and the private sector require significant resources both of a financial and technical nature. Tourism is market driven, government led and community based. TSA should therefore be an initiative supported by the private and public sectors but should be government led. The role of statistical agencies and central banks of African countries are very crucial in the TSA process. These institutions would ensure the availability of information required for the proper formulation of a TSA.

IV Means of implementation

- Financial resources would be accessed through organizations such as UNDP (United nations Development Program), ADB (African Development Bank), World Bank and G8 countries
- Developing knowledge and capacity of officials in Africa, assistance from countries that have already formulated TSA's i.e. Canada, France, Australia, New Zealand, United States and Chile would be sought.

- The formulation of TSA would also lead to the development of tourism infrastructure and would also create more investment opportunities.

Expected results:

- Financial investment in establishing appropriate infrastructure for the collection of tourism statistics.
- The knowledge base of officials in African countries would be greatly enhanced in as far as the application of TSA is concerned.
- The measurement of the economic impact of tourism through the provision of accurate information of African countries
- Development of policies and strategies in African countries to boost tourism growth will be informed by accurate information.

Specific targets of the Partnership/Initiative and timeframe for their achievement:

Targets:

1. Obtain agreement from potential funders to support the development of TSA in Africa.

Timeframe: December 2003

2. Conduct an audit of tourism information available in Africa for the preparation of TSA.

Timeframe: 2004

3. Agree on a phased approach to produce TSA in Africa.

Phase 1: To obtain information that is consumption based for African countries e.g data on domestic and foreign arrivals.

Timeframe: 2007

Phase 2: To obtain data of a supply nature that focus on capital investment in tourism of African countries.

Timeframe: 2009

Phase 3: All African countries should be in a position to compile TSA by 2012.

Coordination and Implementation mechanism:

We propose that the WTO Commission for Africa be the lead organization in coordinating this initiative.

Regional institutions in Africa should be responsible for monitoring the outputs of these projects.

At a national level all countries must show commitment and dedication in support of these programs.

WTO need to set up a dedicated unit within the WTO Commission for Africa to drive this process.

Arrangements for funding

WTO, UNDP and World Bank are potential funders. We are also exploring other means of assessing financial assistance from other institutions, donor funding from the G8 countries as well as from other donor agencies.

Arrangements for capacity building and technology transfer.

Capacity building & Informational Support:

The forthcoming training program by WTO entitled “First International workshop on tourism statistics and the preparation of the Tourism Satellite Account in September” is of utmost importance in that it will ensure capacity building in African countries.

We would also propose that WTO and other countries that have already implemented TSA system should conduct workshops with officials from African countries around the systems involved in the preparation and implementation of TSA.

Links of Partnership/Initiative with on-going sustainable development activities at the international and/or regional level (if any)

Through the WTO partnerships between countries have been developed in the formulation of TSAs. However most partnerships have not included African countries. There is therefore a need for strategic partnerships to be created with developed nations and African countries to implement the TSA.

Monitoring Arrangements

We propose that the WTO commission for Africa should be set up units in all African countries that would report to the regional structures on a quarterly basis. WTO Commission for Africa would monitor the performance of the units within Africa and report to WTO.

Other relevant information:

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