




Tourism's role in employment and economic activity

Tourism Satellite Account for South Africa

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Tourism Statistics Provincial Workshop



IMPROVING LIVES THROUGH DATA ECOSYSTEMS



Tourism concepts and definitions

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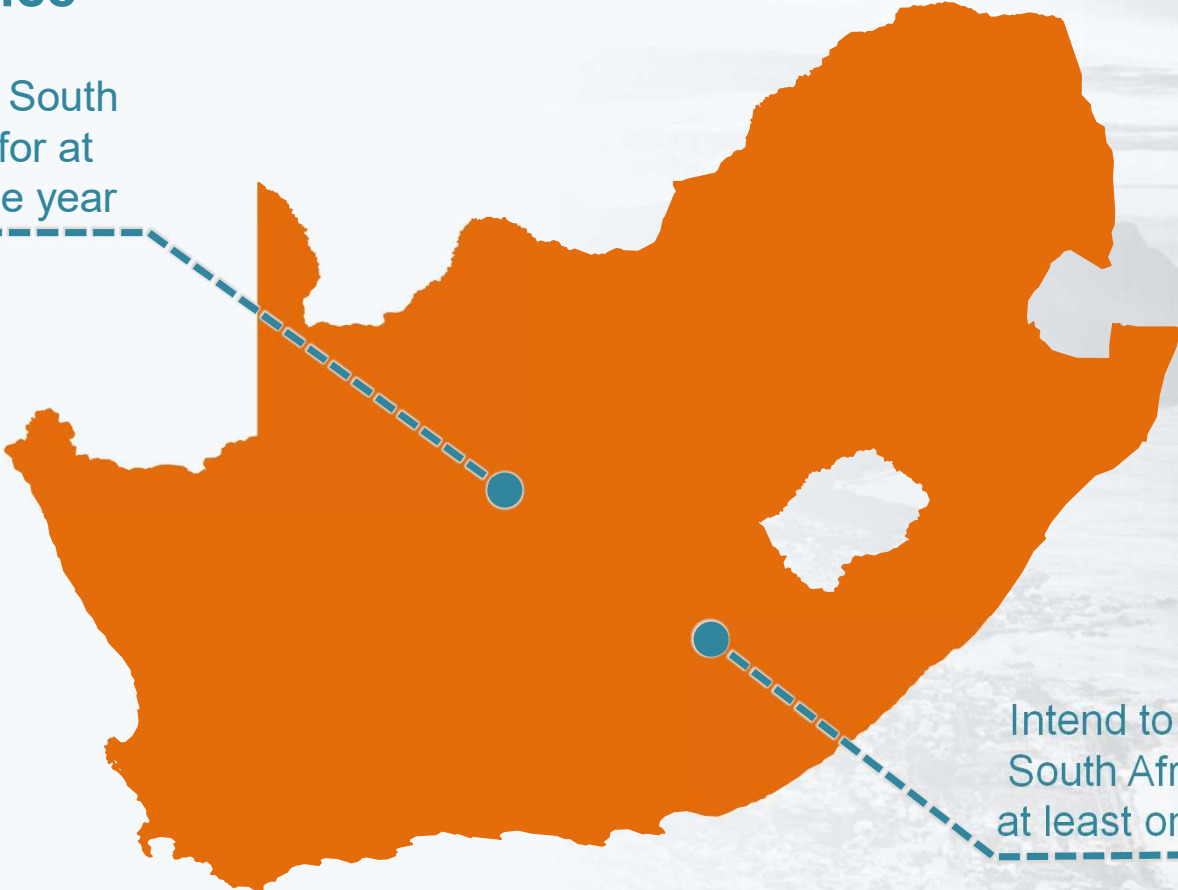
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Country of residence

Country of residence

Lived in South Africa for at least one year



Intend to live in South Africa for at least one year

Province of residence?

Province of residence

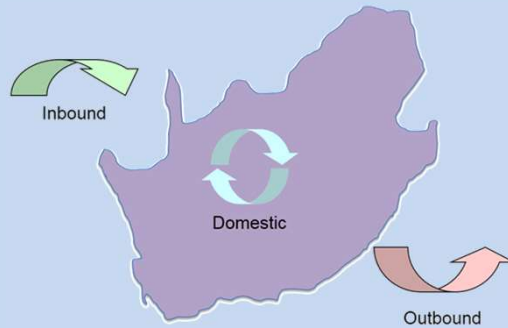
Country of residence
now becomes province
of residence?



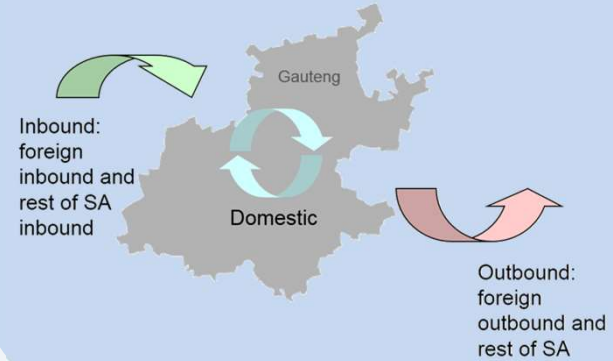
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Forms of tourism and the usual environment

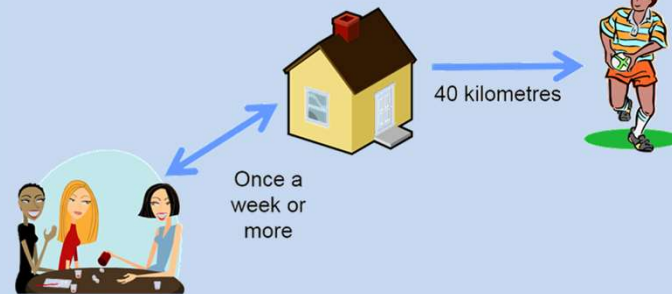
Forms of tourism at the national level



Forms of tourism at the provincial level



Usual environment





TSA: international standards

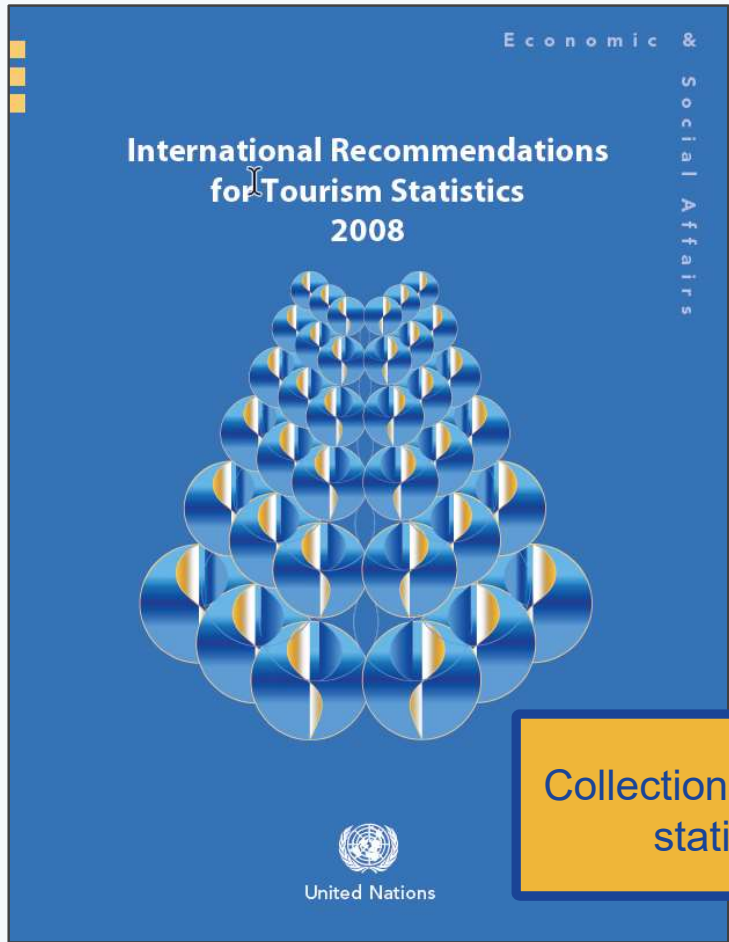
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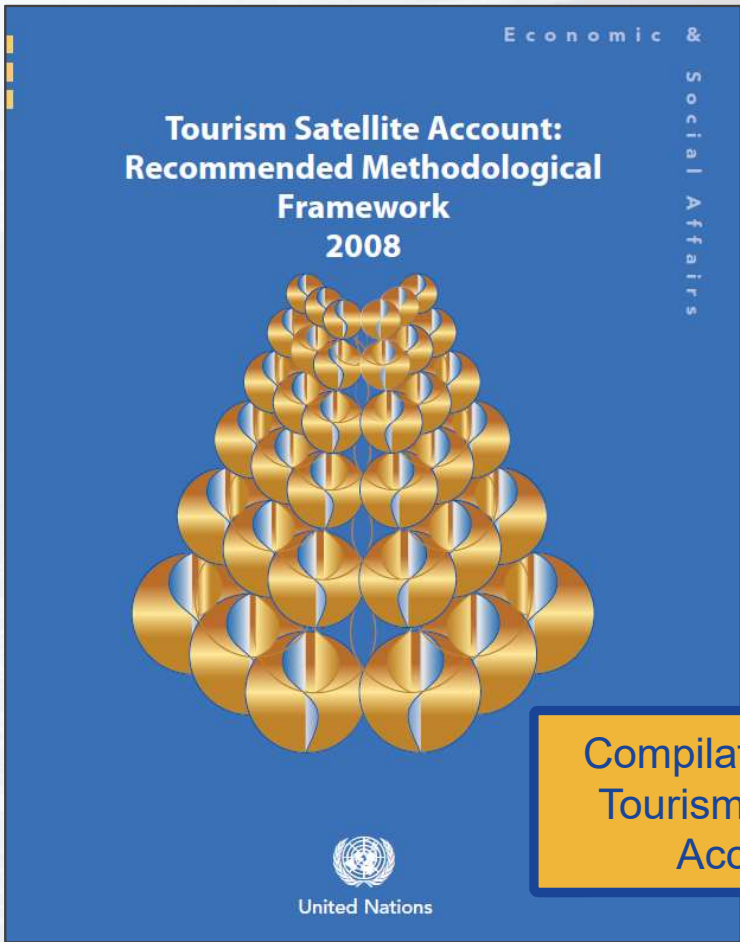
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Internationally agreed standards for tourism statistics and the TSA

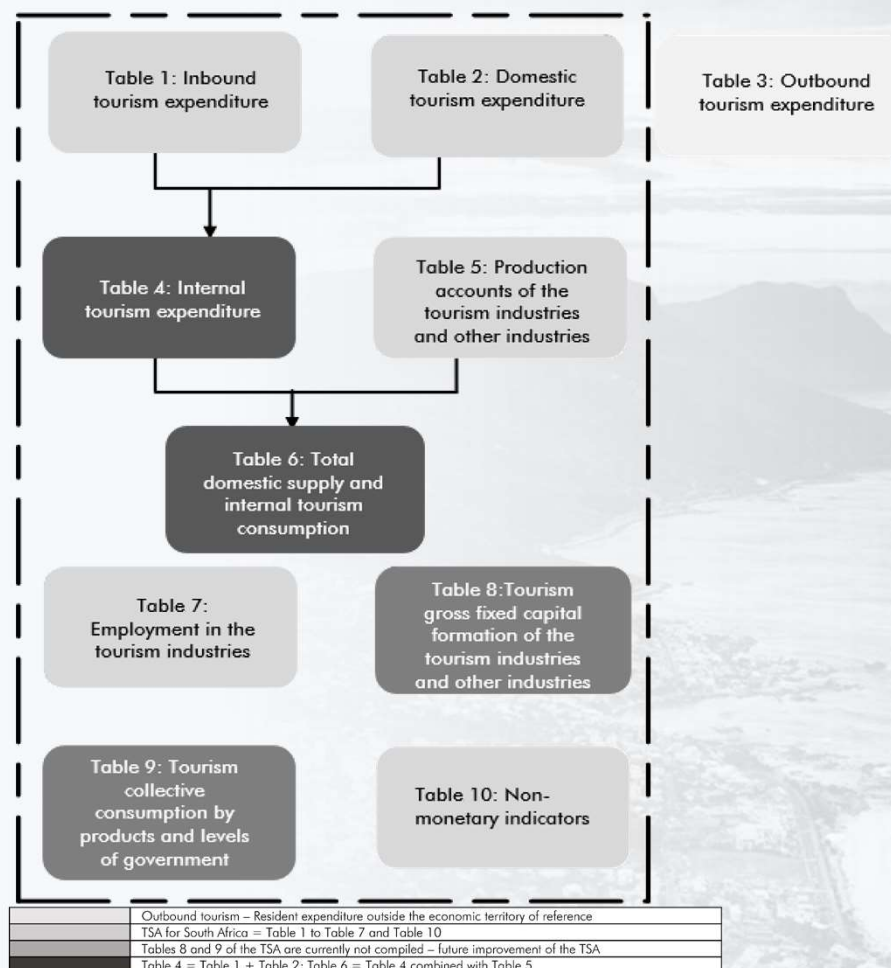


Collection of tourism statistics



Compilation of the Tourism Satellite Account

The 10 tables of the Tourism Satellite Account



Source: Tourism Satellite Account: Recommended Methodological Framework

Indicators drawn from the TSA

The Tourism Satellite Account (TSA) covers the following related to the tourism sector




Tourism industries and products

List of categories of tourism characteristic consumption products and tourism characteristic activities (tourism industries)

Products	Activities
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food- and beverage-serving services	2. Food- and beverage-serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental services	7. Transport equipment rental
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Other country-specific tourism characteristic activities

TSA data needs



An aerial photograph of a coastal town, likely Cape Town, South Africa, during sunset. The town is nestled at the base of a large, flat-topped mountain range. The ocean is visible to the right, with a sandy beach and turquoise water. The sky is filled with colorful clouds in shades of blue, orange, and yellow.

Production accounts of the tourism industries and other industries (at basic prices)

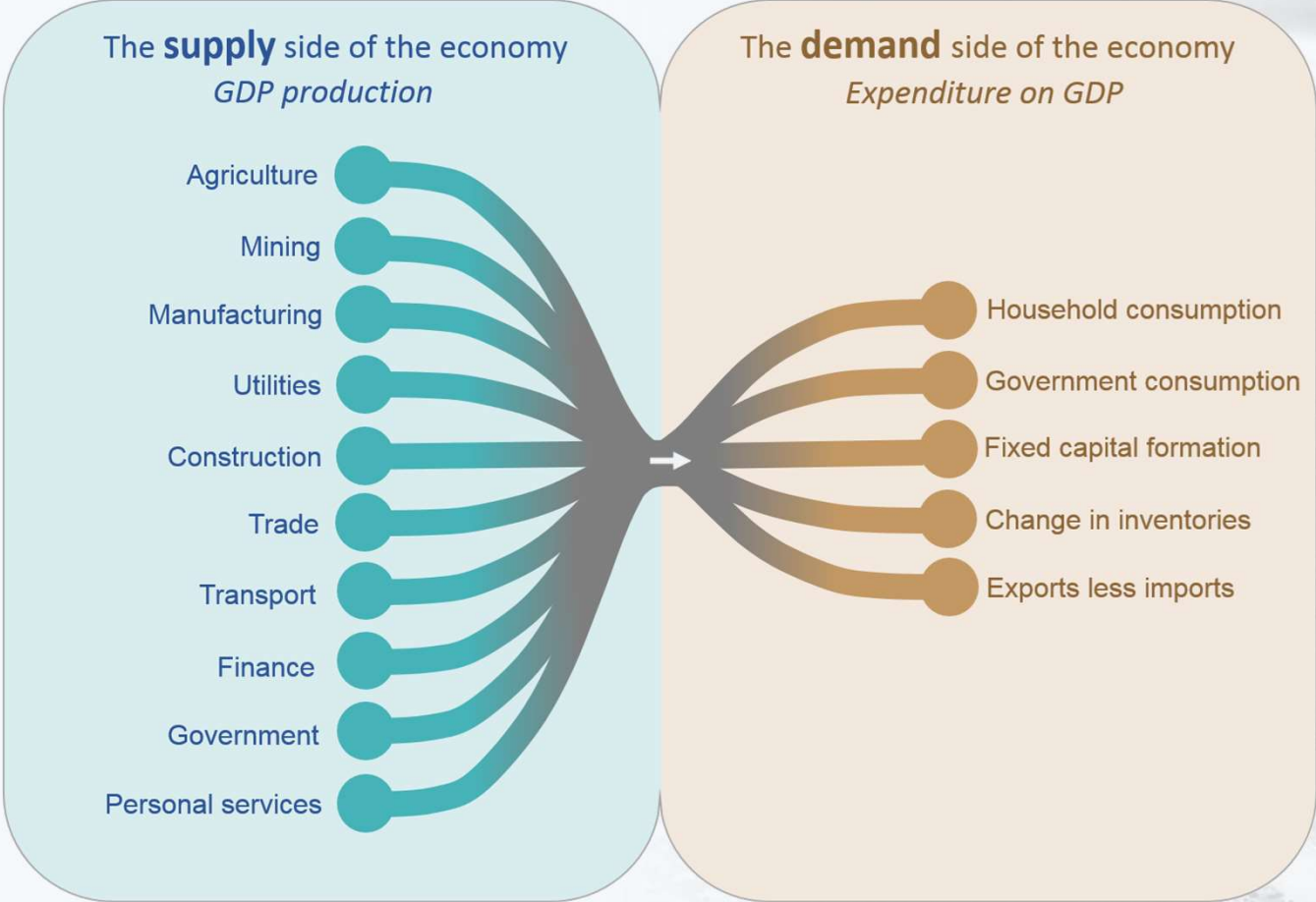
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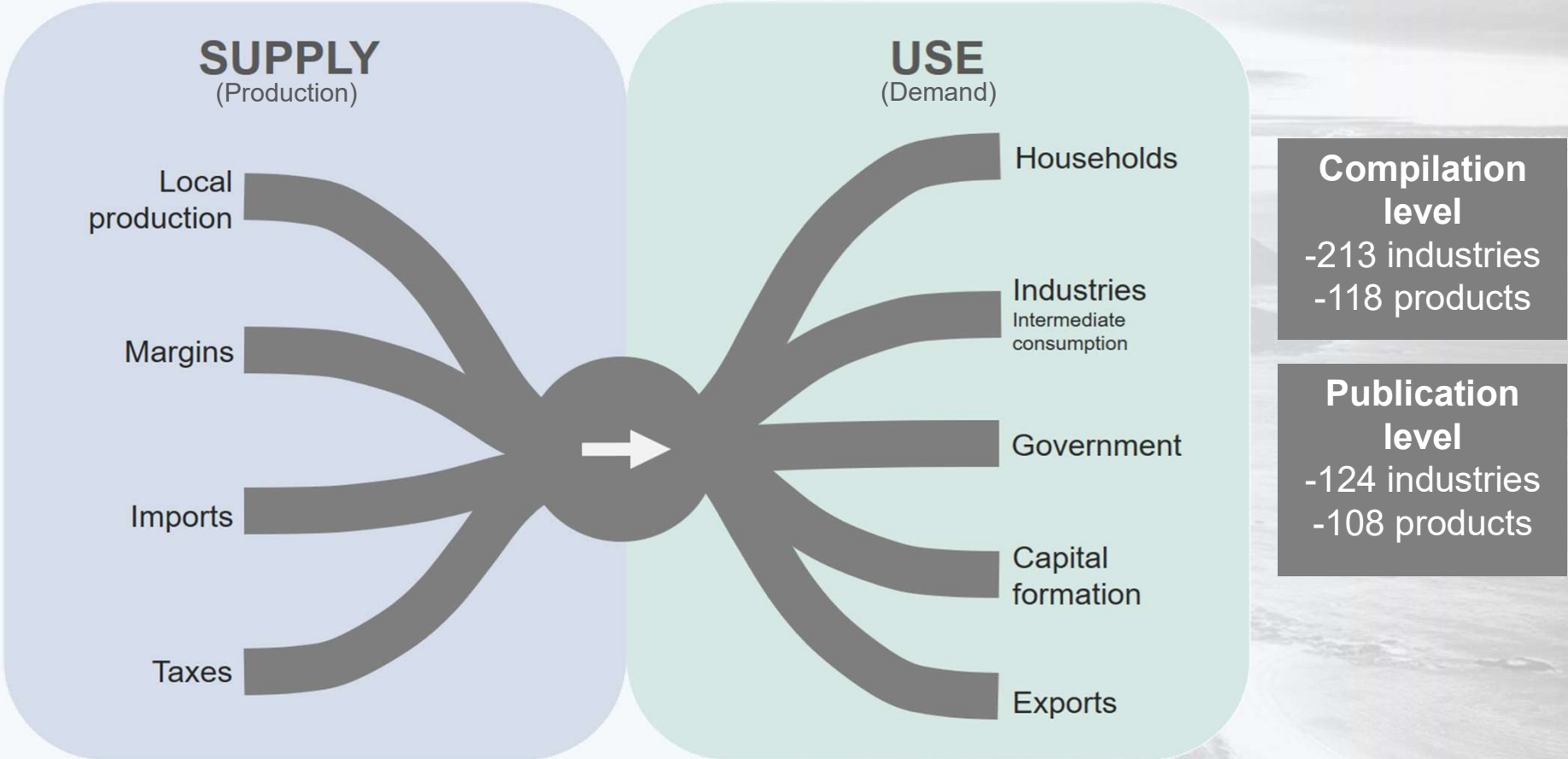
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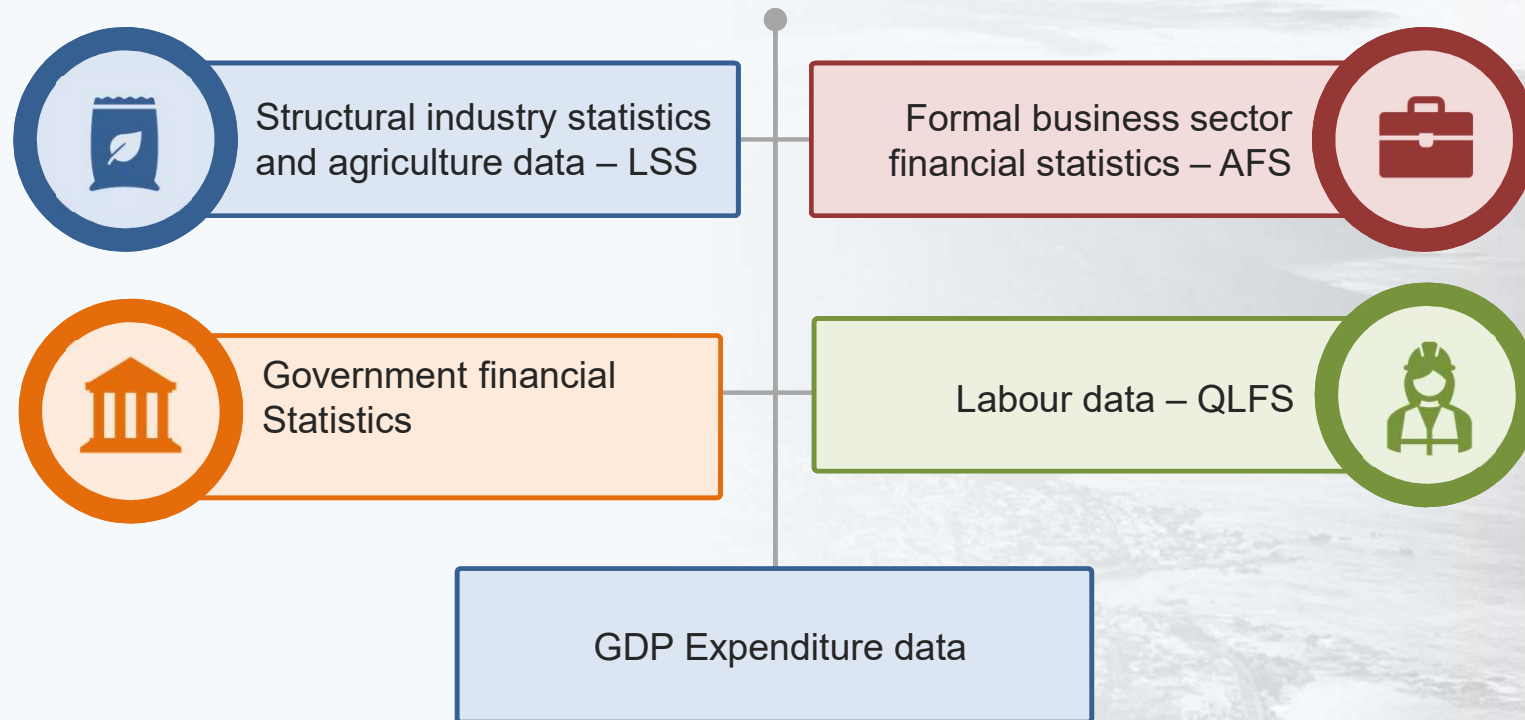
Stats SA produces data for both the supply and demand sides of the economy



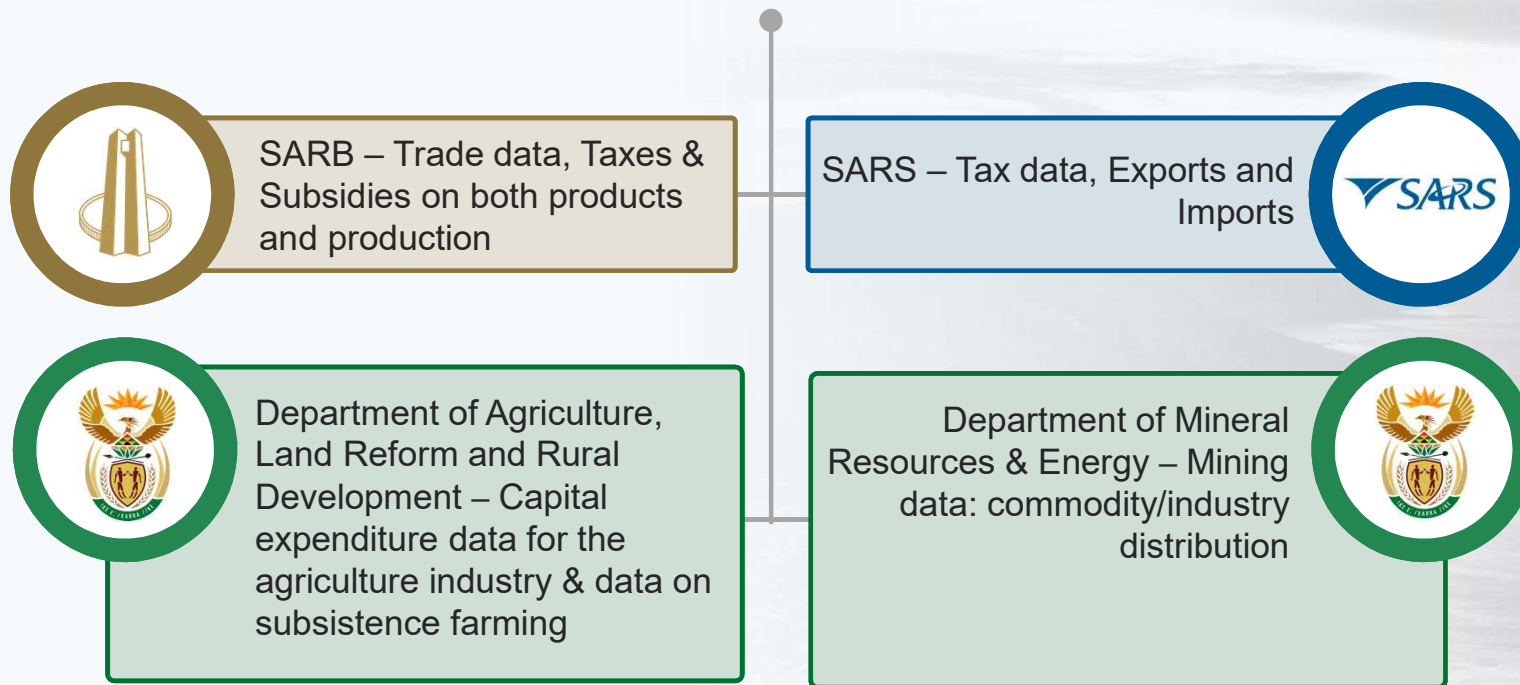
What are SUTs



SUT Data sources: Internal



SUT data sources: External



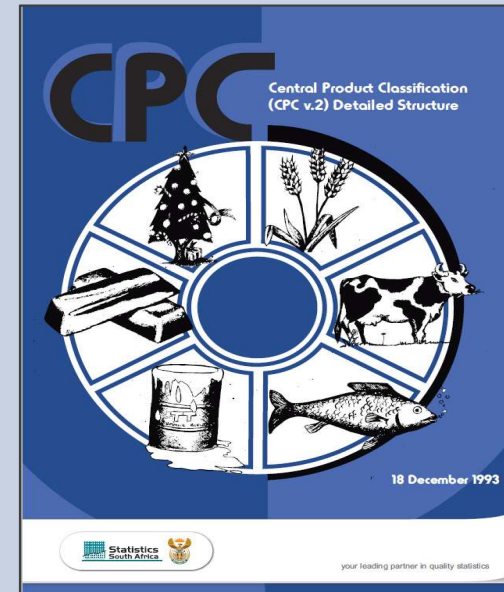
Classification of industries and products

Industries



Major division 1: Agriculture, hunting, forestry and fisheries
Division 13: Fishing, operation of fish hatcheries and fish farms
Major group 131: Ocean and coastal fishing

Products

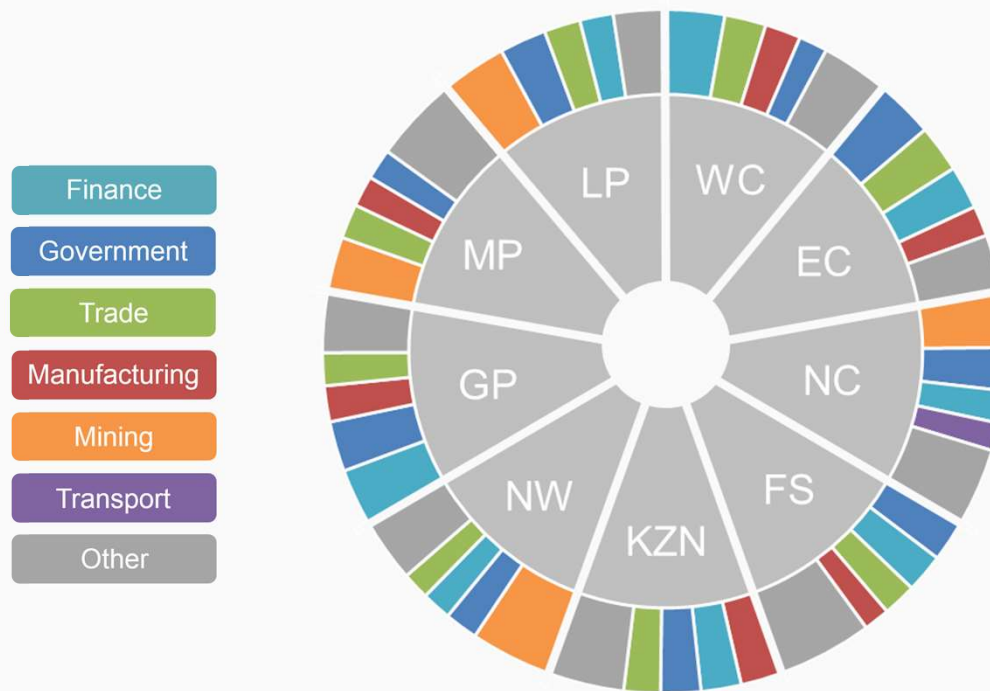


Section 0: Agriculture, forestry and fishery products
Division 04: Fish and other fishing products
Group 042: Fish live, fresh or chilled for human consumption
Class 0421: Fresh water fish, live, fresh or chilled
Sub-class 04211: Wild fresh water fish, live, fresh or chilled

Regional GDP

Which industries drive your provincial economy?

Top four largest industries in each province, 2019



*Mining is the dominant industry for the following provinces, North West, Limpopo, Mpumalanga and Northern Cape.
Finance is the dominant industry in Gauteng and Western Cape*

Detailed SUT structure

Supply table

Supply Table 2019 R'million			Total supply at purchasers' prices	Taxes on products	Subsidies on products	Trade margins	Transport margins	Total supply at basic prices	I1	I2	I3	I4	I5	I6
									1110-60	1210-20	12 Own	1310-20	1 Non-O	2100
									Agriculture	Forestry	Forestry-Own	Fishing	Non-observed	Coal
P1	011/4	Cereals, oilseeds	75 680	551	0	8 497	0	66 632	58 527	0	0	0	519	0
P2	012-3/5-9	Vegetables, fruits	117 264	796	0	15 707	4 010	96 751	82 560	0	0	0	3 972	0
P3	021-9	Live animals	101 213	208	0	1 103	2 767	97 136	82 209	0	0	0	11 523	0
P4	031-2	Forestry	21 122	64	0	677	403	19 978	694	15 004	3 589	0	0	0
P5	041-2/9	Fish	10 945	217	0	0	214	10 514	0	0	0	7 723	2 723	0
P6	110	Coal, lignite; peat	150 383	24	0	89	8 483	141 787	0	0	0	0	0	134 733
P7	120	Crude petroleum, gas	156 761	21	0	0	4	156 735	0	0	0	0	0	0
P8	130	Gold, uranium	0	0	0	0	0	0	0	0	0	0	0	0
P9	141-2	Metal ores	311 016	0	0	1 294	19 315	290 406	0	0	0	0	0	0
P10	150-4	Stone, sand, clay	33 049	99	0	1 933	330	30 686	0	0	0	0	0	0
P11	161-3	Other minerals	46 196	219	0	0	835	45 142	0	0	0	0	0	434
P12	171-4	Electricity, steam	295 472	12 992	0	28 214	0	254 266	0	0	0	0	0	0
P13	180	Natural water	65 421	3 687	0	3 219	0	58 515	1 103	0	0	0	0	0

Use table

Use Table 2019 R'million			Total supply at purchasers' prices	Taxes on products	Subsidies on products	I1	I2	I3	I4	I5	I6	I7	I8	I9
						1110-60	1210-20	12 Own	1310-20	1 Non-O	2100	2211-2	2300	2410
						Agriculture	Forestry	Forestry-Own	Fishing	Non-observed	Coal	Petroleum	Gold	Metal Ores
P1	011/4	Cereals, oilseeds	75 680			8 382	5	0	0	575	0	0	0	0
P2	012-3/5-9	Vegetables, fruits	117 264			3 657	0	0	0	89	0	0	0	0
P3	021-9	Live animals	101 213			30 568	0	0	0	2 086	0	0	0	0
P4	031-2	Forestry	21 122			0	2 923	0	0	0	0	0	0	0
P5	041-2/9	Fish	10 945			0	0	0	5 034	0	0	0	0	0
P6	110	Coal, lignite; peat	150 383			0	0	0	47	0	0	0	0	0
P7	120	Crude petroleum, gas	156 761			0	0	0	0	0	0	0	0	0
P8	130	Gold, uranium	0			0	0	0	0	0	0	0	0	0
P9	141-2	Metal ores	311 016			0	0	0	0	0	0	0	0	0
P10	150-4	Stone, sand, clay	33 049			0	0	0	0	0	135	0	118	2
P11	161-3	Other minerals	46 196			0	0	0	0	0	175	0	183	3
P12	171-4	Electricity, steam	295 472			10 467	0	0	92	729	3 045	2 154	6 836	630
P13	180	Natural water	65 421			1 039	0	0	13	73	220	351	886	31

TSA Table 5 – published

Products	Tourism-characteristic industries										Tourism related industries				Total output of domestic producers (at basic prices) (5.14) = (5.11) + (5.12) + (5.13)
	1.a. Accommodation services for visitors other than 1b (5.1a)	1.b. Accommodation services associated with all types of vacation home ownership (5.1b)	2. Food- and beverage-serving industry (5.2)	3. Railway passenger transport (5.3)	4. Road passenger transport (5.4)	5. Water passenger transport (5.5)	6. Air passenger transport (5.6)	7. Transport equipment rental (5.7)	8. Travel agencies and other reservation services industry (5.8)	9. Cultural industry (5.9)	10. Sports and recreational industry (5.10)	Total tourism characteristic industries (5.11)	11. Retail trade of tourism connected goods (5.12)	Other non tourism industries (5.13)	
A. Specific products	49 219		66 084	8 627	75 688	2 473	20 357	20 551	16 360	25 922	52 737	338 017	197 430	391 448	926 895
A.1 Characteristic products	49 219		66 084	8 627	75 688	2 473	20 357	20 551	16 360	25 922	52 737	338 017		218 010	556 027
1 - Accommodation services for visitors	26 464									671	495	27 630		5 357	32 987
1.1 - Hotels and other accommodation services for visitors other than 1.2	26 464	x								671	495	27 630		5 357	32 987
1.2 - Accommodation services associated with all forms of vacation home ownership													x	x	
1.3 - Other accommodation services on own account															
2 - Food- and beverage-serving services	7 092	x	66 084							14	143	73 333		64 249	137 582
3 - Passenger transport services		x		8 627	75 688	2 473	20 357	20 551				127 696		124 991	252 687
3.1 - Railway passenger transportation services		x		8 627								8 627			8 627
3.2 - Road passenger transportation services		x			75 688							75 688		124 991	200 679
3.3 - Water passenger transportation services		x				2 473						2 473			2 473
3.4 - Air passenger transportation services		x					20 357					20 357			20 357
3.5 - Transport equipment rental services		x						20 551				20 551			20 551
4 - Travel agencies and other reservation services		x							16 360			16 360			16 360
4.1 - Reservation services provided by travel agencies (1)		x													
4.2 - Reservation services provided by tour operators (2)		x													
4.3 - Other reservation services		x													
5 - Cultural services		x								25 237		25 237		12 811	38 048
6 - Sports and recreational services	15 662	x									52 099	67 761		10 602	78 364
A.2 Connected products		x											197 430	173 438	370 868
Retail sales of food, beverages and tobacco		x											111 132	86 297	197 428
Retail sales of textiles, clothing, footwear and leather goods		x											16 862	50 585	67 446
Retail sales of pharmaceutical and medical goods, cosmetic and toiletry articles		x											24 295	16 990	41 285
Retail sales of household furniture, appliances, articles and equipment		x											22 697	17 542	40 239
Retail sales of automotive fuel		x											22 445	2 025	24 469
B. Non-specific products	1 623	x			7 557	382		252		174	1 182	11 170	24 356	9 940 647	9 976 174
Total output (at basic prices)	50 842		66 084	8 627	83 245	2 855	20 357	20 803	16 360	26 095	53 919	349 187	221 786	10 332 095	10 903 069
Total intermediate consumption (at purchasers' prices)	21 785		49 906	2 987	46 946	1 389	14 522	12 721	11 122	18 220	28 316	207 913	94 951	5 570 623	5 873 493
Total gross value added of industries (at basic prices)	29 057		16 177	5 640	36 299	1 466	5 836	8 082	5 238	7 875	25 603	141 274	126 835	4 761 466	5 029 575
Compensation of employees	11 718		13 222	2 732	22 125	427	4 015	2 081	3 575	3 811	12 422	76 127	75 368	2 584 912	2 736 407
Other taxes less subsidies on production	2 646		301	32	737	69	720	67	147	-127	1 190	5 663	1 564	38 172	105 539
Gross mixed income															
Gross operating surplus	14 692		2 655	2 815	13 437	969	1 102	5 915	1 516	4 191	11 991	53 285	49 903	2 078 381	2 167 569

Individual figures may not add up to totals due to rounding.

x Not applicable

(1) Corresponds to the service charged by the travel agency

(2) Corresponds to the service charged by the tour operator

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Inbound, domestic and internal tourism demand

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TSA Table 1: Inbound tourism expenditure

Data sources:



South African Reserve Bank

Tourism Balance of Payments

- Total inbound tourism expenditure



Departure survey

- Guidance for the distribution of total inbound tourism expenditure into the tourism products



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Supply and Use tables

- Use table – exports – guidance for the distribution of total inbound tourism expenditure into the tourism products
- Number of inbound visitors and tourists

TSA Table 2: domestic tourism expenditure

Data sources:



Domestic Tourism Survey

- Guidance for distribution of total domestic tourism expenditure into the tourism products



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Domestic Tourism Survey

- Guidance for distribution of total domestic tourism expenditure into the tourism products
- Number of same day and overnight trips

Supply and Use tables

- Use table – Intermediate Consumption (business) household final consumption expenditure and Government final consumption expenditure – Total domestic tourism expenditure levels linked to the National Accounts and guidance for the distribution of tourism expenditure into the tourism products

SA Tourism And Stats SA Domestic Tourism Survey differences

Table 1: Primary differences between the SAT and Stats SA domestic tourism surveys

Characteristic	SAT	Stats SA	Comments	Current status
Sample	15 594 persons (about 1 300 monthly)	Approximately 32 000 households	The sample sizes of the two surveys are different	Continuous Data Collection (CDC) method; approximately 28 000 households and divided into four quarters
Scope	Persons 18 years and older	All persons in the household (all ages)	Both are household surveys, do not cover the same age groups, therefore cannot compare the two	No change
	Respondent that has undertaken trip/s	Respondent can answer for members of the household		
Measure	Analysis is based on all trips	Analysis is based on most recent person trips	Stats SA – The most recent person trips measures one trip per person which does not allow measuring performance of the year	Measures all trips and most recent trips on some variables
Recall period	Continuous collection and each respondent reports on travel of preceding month	One-year recall period from Jan to Dec	Stats SA recall period has been improved from Jan to Dec 2011	Three-month recall period
Content	Day and overnight trips; Living Standards Measure (LSM) and bed nights	Daytrips and overnight trips; LSM and bed nights	<ul style="list-style-type: none"> DTS 2012 content on overnight trips harmonised with SAT DTS and M&E requirements of Dept. of Tourism Technical team reviewed the questionnaire in 2019 	Inclusion of LSM and bed nights questions, measurement for M&E and national accounts
				In 2016 – a new module on international travel was introduced
Reporting	Annual report Quarterly report	Annual report Biannual report	In future, reporting will be done from one integrated DTS	

TSA Table 4: internal tourism expenditure

TSA Table 4 = TSA Table 1 + TSA Table 2



Provincial TSA?

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Provincial TSA – current scenario

- UNWTO does not have a specific conceptual framework or internationally agreed standard for sub-national or regional TSA
- Tourism is not uniform throughout a country (unevenly distributed)

Current limitations:

- Not all tourism variables are additive or easily transportable from the national level to a sub-national level
- Some activities can not be regionalised (i.e. central government services relating to tourism)
- Interregional transport of passengers and tour operators pose an extremely difficult sub-national measurement task
- Adaptation of the conceptual framework of the TSA including the definitions of concepts like **usual environment, residence, forms of tourism**
- Lack of a strong system of tourism statistics at the sub-national level
- No sub-national SU-tables or SARB TBoP 'travel' and 'international transportation'
- Quality of available sub-national tourism data in provinces??



Thank you



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