



March 2010

## 10<sup>TH</sup> INTERNATIONAL FORUM ON TOURISM STATISTICS

### CALL FOR PAPERS

Turismo de Portugal I.P., Statistics Portugal, the Organisation for Economic Co-operation and Development (OECD), and the Statistical Office of the European Union (EUROSTAT) are pleased to inform you that the **10<sup>th</sup> International Forum on Tourism Statistics** will be held on 22-23 November 2010 in Lisbon, Portugal.

Information on the Forum will be available at <http://10thtourismstatisticsforum.ine.pt> and we encourage you to visit it regularly.

The *International Forum on Tourism Statistics* has been providing, since 1994, a unique platform for the regular exchange of views and experiences on developments in tourism statistics. The aim is to discuss major technical issues concerning the establishment of harmonised tourism statistics in an environment that strengthens co-operation among governments, the private sector, researchers, academics, OECD and EU member and non-member countries and international organisations. Information on the previous Forum (2008) may be found on [www.forumstat.tourisme.gouv.fr](http://www.forumstat.tourisme.gouv.fr).

The 10<sup>th</sup> Forum will focus on the following themes: *i)* statistical coverage of new trends in tourism; *ii)* sustainable and competitive tourism; *iii)* macroeconomic statistics on tourism; *iv)* how new technologies can inspire new data collection methodologies; and *v)* measurement issues in tourism statistics and how to deal with them. Detailed information is available in Annex 1.

**This letter is a call for papers** as the success of the Forum will largely depend on your contributions. Authors are requested to strictly follow the guidelines presented in Annex 2. The deadline to submit abstracts is **31 May 2010**. The organising committee (OECD, EUROSTAT and the Portuguese authorities) will review the proposals by end of June 2010. The programme will be made available during summer, after the authors of the selected abstracts have been invited to submit their full papers. The deadline for submission of papers is **8 October 2010**.

All the documentation (abstracts, papers and slideshows) will be in English.

During the Forum, there will be simultaneous interpretation in English, French and Portuguese.

The papers will be disseminated only through the Internet site of the Forum.

There is no participation fee. Travel and accommodation will be at the participant's expense. Registration requests to the Forum will be done through the website <http://10thtourismstatisticsforum.ine.pt>.

For logistics and practical information about Portugal, you may contact:

- **Portugal's Contact Centre for Visitors**, +351 211205050, [info@visitportugal.com](mailto:info@visitportugal.com)

For information concerning the programme of the Forum, please contact:

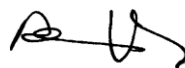
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For more information, see [www.oecd.org/cfe/tourism](http://www.oecd.org/cfe/tourism)
- **Mr. Christophe DEMUNTER**, Head of the Tourism Statistics section, Eurostat, tel: +352 4301 36565, [christophe.demunter@ec.europa.eu](mailto:christophe.demunter@ec.europa.eu)  
For more information, see <http://ec.europa.eu/eurostat/tourism>

Thank you for your co-operation and we look forward to seeing you in November.

Yours sincerely,



Luis PATRÃO  
President, Turismo de Portugal I.P.



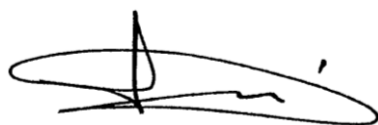
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Walter RADERMACHER  
Director-General Eurostat



Sergio ARZENI  
Director, Centre for Entrepreneurship, SMEs  
and Local Development, OECD

## **Annex 1: Core themes of discussion for the call for papers**

The 10th International Forum on Tourism Statistics will focus on the five themes listed below. It will examine current and future developments relating to these themes and their relevance to government and business decision-making. The aim is to ensure that the conclusions drawn from the discussions lead to new improvements in tourism-related statistics and information, for example in terms of ease of use, comparability and availability.

### **Theme 1: Statistical coverage of new trends in tourism**

Globalisation and the digital revolution have had an impact on the tourism sector and on the way people travel around the world. This session will highlight a number of recent changes noted in tourism demand, and discuss how statisticians can provide data to monitor such changes in behaviour. For example, more and more holidays are spent in types of accommodation not covered by the traditional supply side statistics. To give users and policymakers the full picture, we need to develop reliable methods of estimating residential tourism, the use of second homes, and stays where accommodation is provided for free by friends or relatives.

The session will also look at how tourism statistics can best be disseminated and organised to meet users' needs, for example by setting up new models of governance (e.g. tourism intelligence units) at regional, national or international level.

*Keywords: demographic changes, emerging or changing markets, private accommodation, tourist behaviour, forecasts, prediction models, governance for tourism statistics.*

### **Theme 2: Sustainable and competitive tourism**

The EU 'Agenda for a sustainable and competitive European tourism' (2007) and the OECD Riva del Garda Action Statement for Enhancing Competitiveness and Sustainability in Tourism (2008) outlined steps to promote sustainability and competitiveness in tourism and further contribute to growth and job creation. The growing concern for sustainability brings with it new user needs for accurate and relevant data to monitor change in the tourism sector. Sustainability refers not only to protection of the environment and of a region's cultural heritage, but also to social and economic issues and to the competitiveness of the industry itself.

This session will look for good practice in measuring competitiveness and sustainability in tourism, whether at 'local destination' level or for more aggregate geographical units, based on existing data or using estimation methods or models that could be implemented in other countries.

To monitor the competitiveness of tourism and to support the evaluation of tourism policies and programmes, indicators and benchmarking models are needed to monitor performance at the micro-, meso- and macro- levels and at country level. Given its importance to both business and society, sustainability of employment should be considered a key issue.

*Keywords: sustainability, ecological footprint, emissions, cultural heritage, employment in tourism, evaluation and competitiveness, business performance, seasonality; productivity (human resources).*

### **Theme 3: Macroeconomic statistics on tourism**

Since the adoption of the UN-UNWTO-OECD-EUROSTAT Recommended Methodological Framework for Tourism Satellite Accounts (TSA), countries around the world have been investing in introducing the TSA methodology. Knowledge of the value and the structure of the tourism industry and its economic relevance in monetary and employment terms is still in great demand among policymakers and researchers. This session will explore recent changes in the use of TSA and discuss how to meet users' needs, with a strong focus on how TSA can change and enrich the analytical options of decisionmakers in the tourism sector and tourism administrations — i.e. from a user point of view rather than a producer point of view.

While the spotlight, until now, has mainly been on leading indicators such as share in GDP or number of persons employed in tourism, the session will also touch on more advanced topics such as measuring investment and gross fixed capital formation in characteristic activities and on concepts, sources and methods of measuring collective consumption in tourism.

Obviously, macroeconomic analysis should not be limited to TSA. This session also covers alternative measures and intermediate, simplified variations to TSA for countries that do not compile full TSA at regular intervals.

*Keywords: tourism satellite accounts, structure of the tourism industry, now casting, advanced use of tourism statistics, advanced decision making models based on TSA, economic impact of tourism, indicators beyond TSA, local and regional data.*

### **Theme 4: How new technologies can inspire new data collection methodologies**

In an age where user needs are growing, where respondents are increasingly concerned about administrative burdens and where the statistical system faces budget cuts, statisticians need to develop new approaches to compiling tourism statistics. Innovative methods made possible by the recent technological and digital revolution have opened up interesting prospects.

Data-linking methods can make it feasible to incorporate administrative sources of data in the system. New technologies — such as GPS-based devices, the databases of mobile service providers, payment card systems and motorway toll systems — can provide very detailed and complete information that is relevant to tourism statistics, either to supplement other data or on its own. This session will discuss the technical and legal problems that such methodologies may pose, but also the effect they could have on reducing administrative burdens, improving timeliness and accuracy and opening up new analytical possibilities.

For businesses, better use of Information and Communication Technologies (ICTs) and new technologies can improve internal reporting and statistical information systems. Webforms and automated data collection can reduce the demands made on the tourist industry to supply information and at the same time provide better data.

*Keywords: new technologies, internet, automated data collection, ICTs, GPS, roaming, administrative sources, burden reduction, efficiency of data collection.*

## **Theme 5: Measurement issues in tourism statistics and how to deal with them**

Besides looking at the use of advanced models to monitor the economic performance of the tourism sector and exploring new ways of collecting data, statisticians' top priority must be to maintain the quality of tourism statistics as currently compiled.

To ensure they are relevant to users, tourism statistics need to be comparable, i.e. produced using harmonised concepts and definitions. Threats to the comparability, completeness or accuracy of the statistics need to be analysed and solutions devised in order to guarantee high-quality statistics.

Long-standing problems include recall bias in tourism statistics, or data on tourist expenditure, and same-day visits. But probable underreporting in accommodation statistics and the reconciliation of supply and demand side statistics are also crucial issues, given the widespread use of these indicators.

*Keywords: methodology, quality, completeness, accuracy, comparability, harmonisation, same-day-visits; tourist expenditure, recall effect, integration and complementarity of supply and demand side statistics.*

## **Annex 2: Guidelines for authors**

The papers for the Forum should elaborate on the core themes mentioned in Annex 1 and can focus on research or on experience/application, or both.

The papers shall contain significant and original research results and/or experiences in utilising statistical information in tourism. Papers reporting and evaluating new methods, systems and models – especially where they employ realistic case analysis – and papers about the application of statistics for the tourism industry will be particularly welcome.

The papers will be evaluated according to standard criteria including: originality, innovation, relevance, technical depth, clarity and potential practical impact and usage, anticipated value of the reported results to users.

Suggested length for the papers: up to 5 000 words.

### **Paper Submission Procedures**

All documentation submitted by authors should be drafted in English.

Abstracts should include:

- Author(s) contact details (organisation, job title, address, phone, fax, email)
- Paper title
- Session where the paper will be presented
- Paper abstract (300 words maximum) and if possible some keywords
- Methodology
- User value / application context
- Bibliography

### **Important dates**

- **31 May 2010:** Deadline for the submission of the abstracts to the organising Committee.
- **By 25 June 2010:** The organising committee will inform the authors whether the abstract has been selected and invite the selected authors to submit a full paper.  
Dissemination of the provisional programme.
- **8 October 2010:** Deadline for submission of the full papers.
- **5 November 2010:** Deadline for participant registration.
- **22-23 November 2010:** 10<sup>th</sup> International Forum on Tourism Statistics.