# 15<sup>th</sup> Global Forum on Tourism Statistics
## 28-30 November 2018, Cusco, Peru

# CALL FOR PAPERS

The Ministry of Foreign Trade and Tourism of Peru (MINCETUR), the National Institute of Statistics and Information of Peru (INEI), the Organisation for Economic Co-operation and Development (OECD) and the Statistical Office of the European Union (EUROSTAT) are pleased to invite you to the 15<sup>th</sup> Global Forum on Tourism Statistics, to be held from **28 to 30 November 2018** in **Cusco, Peru**.

Since 1994, the Global Forum on Tourism Statistics has provided a unique platform for the regular exchange of views and experiences on the production, dissemination and developments in tourism statistics. The objective of the Global Forum is to support progress on tourism statistics and its harmonisation, as well as exchange knowledge on the latest trends in measurement, sources and methods, in collaboration with governmental agencies, the private sector, researchers and academics from OECD and EU member and non-member countries, as well as OECD, Eurostat and other international organisations.

The 15<sup>th</sup> Global Forum will focus on the following five themes (see pages 2-4 for further details):

|      |                                                             |
|------|-------------------------------------------------------------|
| I.   | *Regional and sub-national tourism statistics*              |
| II.  | *Macro-economic measurement dimension of tourism*           |
| III. | *Sustainable Development Goals and sustainability of tourism* |
| IV.  | *Innovative sources and methods*                            |
| V.   | *Measuring the activities and the impact of the sharing economy* |

The 15th Global Forum will include five plenary sessions where a maximum of 25 papers will be presented. The **deadline to submit abstracts is 10 June 2018** (maximum 400 words). The organising committee (OECD, EUROSTAT and the Peruvian organisers) will review the proposals in June 2018. The provisional programme of the Forum will be available in July 2018, after the authors of the selected abstracts have been invited to submit their full papers. The deadline for submission of full papers is 19 October 2018. All documentation (abstracts, papers and presentations) should be submitted in English. See page 5 for further guidelines.

*More information will soon be available via the Forum website (under construction - address to be communicated). Registration for the Forum will be free of charge, but participants (including speakers) have to cover their travel and accommodation expenses.*

# CORE THEMES

The 15th Global Forum on Tourism Statistics will focus on the five main 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 improvements in tourism-related statistics and information, for example in terms of ease of use, comparability and availability.

## THEME 1    REGIONAL AND SUB-NATIONAL TOURISM STATISTICS

The economy-wide effects of tourism are significant and differ from national to sub-national levels. The tourism destination level is often difficult to capture in terms of statistical measurement, as it does not necessarily match with the administrative sources from which the data are usually available or because the limitations of surveys hamper a satisfactory geographical granularity. Public and private sector actors need localised information, but face a number of challenges when it comes to producing robust and timely data of good quality at the sub-national level. Issues include the extent to which it is possible to disaggregate data, comparability with national data, and statistical validity.

The challenges to developing high quality information at sub-national level are numerous: governance, engagement, funding, human capital, among others. Several countries have made efforts to develop regional tourism satellite accounts (RTSA), but implementation is still limited with many practical constraints. Work undertaken at sub-national and regional level on tourism statistics covers a wide range of issues: inbound tourism visitor surveys and revenues, business barometers and surveys (accommodation stock, occupancy rates), visits to attractions and events, regional/local tourism indicators, economic impact studies, investment related studies, regional tourism satellite accounts, employment, etc.   See also: OECD "*An OECD Review of Statistical Initiatives Measuring Tourism at Subnational Level*".

This session will host papers concerning the measurement of regional and sub-national tourism statistics. The aim is to discuss current and potential work related to disaggregation, data collection, best practices and quality of results.

*Keywords: RTSA, TSA, disaggregation, quantitative and qualitative information, regional and sub-national level.*

## THEME 2    MACRO-ECONOMIC MEASUREMENT OF TOURISM

Tourism plays a key role in global economic activity, but the need to better measure the economic impact of tourism remains. As a networked industry, tourism greatly benefits from greater global interconnectedness to facilitate trade in tourism services, while integrating different economic sectors and a vast majority of small enterprises, as well as multinational companies. Tourism Global Value Chains (GVCs) cover inbound and outbound activities including distribution (travel agencies, tour operators), transportation, accommodation, culture and leisure.

Despite significant work on tourism economics, notably with the Tourism Satellite Account (direct economic impact of tourism), statistical measures that quantify the direct and indirect roles of tourism, as well as its impacts on sustainability, are not yet available in many countries. This leads to tourism trade flows not being well captured by current tourism statistics; the standard tourism statistics may be providing a misleading perspective of the importance of tourism. OECD work on linking Trade in Value Added (TiVA) analysis with tourism seeks to better capture the true value of tourism in national economies, as well as the impacts on employment and job creation.

This session will host papers related to the Tourism Satellite Account (TSA), highlighting progress on better measurement of economic impacts of tourism. Papers for this session may propose, in innovative ways, possible interpretations of economic data in the tourism global value chains, especially considering the characteristics of micro, small and medium enterprises. Papers may also address tourism indicators which can be used to complement existing statistics and better measure tourism, and the value added created by tourism, in a globalised economy.

*Keywords: value added, employment, TSA, tourism trade, MSMEs, SMEs, global value chains, TiVA.*

## THEME 3    SUSTAINABLE DEVELOPMENT GOALS AND SUSTAINABILITY OF TOURISM

Following on from the UN International Year for Sustainable Tourism in 2017, sustainable tourism remains high on the international agenda. The sector has an important role to play in driving the transition to a green economy, and contributing to more sustainable and inclusive growth. However, this role remains complex, as tourism can bring a range of positive and negative impacts on the natural, socio-cultural and economic environment of destinations.

International initiatives have been launched to better measure the contribution of tourism to sustainable development, including economic, environmental and social aspects. With the support of the United Nations Statistics Division (UNSD), the UNWTO (UN World Tourism Organization) has launched the initiative Towards a Statistical Framework for Measuring Sustainable Tourism (MST). More analysis is needed to develop a standards-based methodology that can support sustainable tourism measurement, taking into account the Sustainable Development Goals. There is also a need for more good practice examples of concrete initiatives measuring sustainable tourism at national, regional and destination level.

This session will host papers concerning the measurement and the analysis of sustainable tourism and its pillars: the economic, socio-cultural and environmental components. The aim is to discuss the information needs to support sustainable tourism development, possible ways of using the available data to allow for a more effective production of information, indicators and approaches, as well as to share best practices for sustainability measurement in tourism.

*Keywords: sustainability, responsibility, the economic, socio-cultural and environmental pillars of sustainability, TSA, Statistical Framework for Measuring Sustainable Tourism.*


## THEME 4    INNOVATIVE SOURCES AND METHODS

In recent years, the production of data and its statistical methods have evolved with increasing digitalisation. Data is everywhere and tourism statistics should closely monitor these developments to maintain their relevance. New sources and methods open perspectives for more data, better timeliness and better cost-efficiency. For example, the use of information from bank operations can provide transactions data (income, number of transactions, buying rates, etc.) and consumer profiles (country of origin, gender, age, purchasing power, preferences, interests, etc.) can become an innovative source for tourism statistics. See also: EUROSTAT *"Tourism Statistics: Early Adopters of Big Data?"*

Many public and private sector entities are taking innovative steps to embrace the 'data revolution', by experimenting with new sources and methods, and innovative ways to link them. This session will consider the different limitations and advantages of using big data for tourism statistics, as well as the development of innovative production and dissemination methods. Contributions may refer to the integration of big data (payment card data, booking and ticketing data, web searches, mobile phone data, social media, etc.) or innovative data collection methods (smart apps, etc) in the production of tourism statistics, its cost-effectiveness, its potential to increase the quality of existing statistics or to create indicators previously not available.

Papers can contribute to assess the opportunities and risks that the use of new sources can create in terms of new or geographical granularity, synergies with other sources, cost efficiency, users' privacy and data protection, quality control and independence, selectivity bias, need for new skills, the paradigm shift from data collection to data connection, etc.

*Keywords: big data, administrative data, trusted smart statistics, mobile network operator data, public transport data, payment card data, social media, privacy, data protection, innovation.*

## THEME 5 MEASURING THE ACTIVITIES AND THE IMPACT OF THE COLLABORATIVE ECONOMY

The collaborative economy has grown rapidly as digital distribution platforms have made these activities more visible, accessible and widely used. Initiatives to analyse the impacts and characteristics of these fast-evolving developments continue to expand, but the scale and impact of collaborative economy activities are currently not well captured by the existing tourism statistics.

Much of the information available comes from the collaborative economy platforms themselves. Data by these platforms could be better exploited for the regional and national assessments of performance and trends in tourism. A number of new studies are helping to build the evidence base, including from government, industry and academia. Some countries have also started work to measure the impact of the collaborative economy in tourism using the Tourism Satellite Account. The lack of robust, credible data on the collaborative economy is an important constraint on better understanding the impact of this new economy and on forward-looking policy making (e.g. economic growth, regulation, taxation). See also: OECD "*Tourism Trends and Policies 2016*" (Chapter 3 Policies for the Tourism Sharing Economy), UNWTO "*New Platform Tourism Services (or the so-called Sharing Economy): Understand, Rethink and Adapt*".

This session will discuss current and potential new methods to delineate this phenomenon and to measure the impact of the collaborative economy on the tourism sector, as well as recommendations to better produce statistical output, including the use of baseline information of sharing economy platforms and its comparison with macro-economic indicators (e.g. GDP, number of transactions, employment).

*Keywords: collaborative economy, sharing economy, accommodation, transport, restaurants, digital platforms.*

# GUIDELINES FOR AUTHORS

The papers should elaborate on (one of) the five identified themes and shall contain significant and original research results and/or experience using statistical information in tourism. Papers reporting and evaluating new methods, systems and models – especially where they employ realistic case analysis – and those concerning the application of statistics for the tourism industry will be particularly welcome. The suggested length for the papers is 5- 10 pages.

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

**Submission Procedure for abstracts**

Abstract submissions shall include:
- the author(s) contact details – name, organisation, e-mail, phone;
- the title of the proposed paper; and
- the abstract (max. 400 words, in English) including a short explanation on methodology and user value.

Abstracts shall be submitted to the following email address:

**15th-tourism-stats-forum@mincetur.gob.pe**

# KEY DATES

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|---|---|
| **10 June 2018** | Deadline for the submission of the abstracts |
| **End June 2018** | Notification to authors indicating whether their abstract has been selected and invitation to selected authors to submit a full paper. |
| **Mid July 2018** | Dissemination of the provisional programme |
| **19 October 2018** | Deadline for submission of the full papers |
| **28-30 November 2018** | 15th Global Forum on Tourism Statistics, Cusco, Peru |

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