



## 9TH INTERNATIONAL FORUM ON TOURISM STATISTICS

[<http://www.forumstat.tourisme.gouv.fr>]

**19-21 NOVEMBER 2008**

**OECD, 2 RUE ANDRÉ PASCAL, 75116 PARIS**



The French Ministry in charge of Tourism, the National Statistical Institute (INSEE), the Organisation for Economic Co-operation and Development (OECD), and the Statistical Office of the European Communities (EUROSTAT) are pleased to invite you to participate in the **9<sup>th</sup> International Forum on Tourism Statistics**, to be held on **19-21 November 2008** in **Paris, France**. The meeting will be held at the OECD Headquarters. Information on the Forum is available at [www.tourisme.gouv.fr](http://www.tourisme.gouv.fr) and we encourage you to visit it regularly.

The 9<sup>th</sup> Forum will focus on five major themes. The purpose of the Forum is to examine current and future developments relating to these themes and their relevance for decision-making by government and enterprises. The aim is to ensure that the conclusions drawn from discussions lead to improvements to tourism-related statistics and information in terms of, for example, ease of use, comparability and availability.

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# DRAFT PROGRAMME

**DAY 1 – Wednesday, 19 November 2008**

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**08H30 – 09H30    Registration**

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**09h30 – 10h20    Opening and welcome**

**Michel Champon**

*Director, Direction du Tourisme, France*

**Sergio Arzeni**

*Director, Centre for Entrepreneurship, SMEs and Local Development, OECD*

**Michel Glaude**

*Director, Directorate 'Social statistics and information society', EUROSTAT*

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**10h20 – 13h00    Session 1**

**Chairman :** **Franco Ianniello**, *European Commission, DG ENTR*

**Moderator :** **Riaan Gobler**, *Statistics, South Africa*

## **CHANGES IN TOURISM BEHAVIOUR AND DEMAND**

**Staying at home : an investigation of Irish domestic tourism and implications for official statistics**

*Steve MacFeely (Tourism and Travel CSO, Ireland)*

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**→ COFFEE BREAK**

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## Session 1 - continuation

### **Business trends of low cost carriers since 2000**

*Martinez Diz and Maria Elena Sedano Santamaria (Instituto de Estudios Turísticos, Spain)*

### **Generations come closer and closer**

*Laurence Dauphin (Insee, France)*

### **Italian households on travel : who are they? Where, when and how do they travel ?**

*Barbara Baiocchi and Barbara Dattilo (Istituto Nazionale di Statistica, Italy)*

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## OPEN DISCUSSION

**→ LUNCH BREAK**

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## 14h30 – 17h30    **Session 2**

**Chairman :** Alain Dupeyras, *OECD*

**Moderator :** Raj Nath Pandey, *Ministry of Tourism, India*

## **THE BEHAVIOUR AND PERFORMANCE OF ENTERPRISES IN THE TOURISM SECTOR**

### **How to define business models for SMEs - the case of hotels**

*Mara Manente (Ciset, Italy)*

### **Employment in tourism industries in Argentina**

*Miguel Oliva (Secretaria de Turismo de la Nacion, Argentina)*

### **Growth accounting for tourism industries**

*Egon Smeral (Austrian Institute of Economic Research, Austria)*

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**→ COFFEE BREAK**

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## **Session 2 - continuation**

### **Performance of sectors of the tourism economy**

*Xavier Niel (Insee, France)*

### **Implementing the stock exchange methods and techniques on the French tour operator brochures to forecast the markets**

*Joël Thibault and David Faveur (Perinfo-Gestour, France)*

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## **OPEN DISCUSSION**

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**End of first day**

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## DAY 2 – Thursday, 20 November 2008

### 09H00 – 09H20 **Opening**

**IMF/UN WTO Collaboration in improving the quality of tourism data**  
*Thomas F. Alexander, IMF*

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### 09h20 – 12h30 **Session 3**

**Chairman :** **Christophe Demunter**, *European Commission, Eurostat*

**Moderator:** **Pavel Vančura**, *Czech Republic, Statistical Office*

#### **A. GENERAL ISSUES OF TOURISM STATISTICS METHODOLOGY**

**Memory effect in the Spanish domestic and outbound tourism survey (Familitur)**

*Teresa Guardia and Isabel Perez Varela (Instituto de Estudios Turísticos, Spain)*

**The challenging process of measuring tourism segments in Malta: an integration of official tourism statistics with visitor and trade research**

*Tania Sultana and Claire Briffa Said (Malta Tourism Authority, Malta)*

**Generalized weight share method applied to tourism survey : an alternative to border surveys ?**

*Anne Coutière and Jean-Claude Deville (Observatoire du Tourisme de Bretagne, Insee, France)*

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#### **OPEN DISCUSSION**

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**→ COFFEE BREAK**

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## Session 3 - continuation

### B. SELECTED MEASUREMENT ISSUES: SAME-DAY VISITS

#### **Estimating the domestic same-day visits in Italy through different sources**

*Mascia Di Torrice, Tania Cappadozzi and Patrizia Perini (Istituto Nazionale di Statistica, Italy)*

#### **Methodological issues concerning the compilation of same day trips in Austria**

*Peter Laimer and Johanna Ostertag (Statistics Austria)*

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### OPEN DISCUSSION

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**→ LUNCH BREAK**

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## Session 3 – continuation

### C. SELECTED MEASUREMENT ISSUES : TOURIST EXPENDITURE

#### **Inbound tourism survey – Czech experience on collecting and adjusting of data and final results**

*Zdenek Lejsek (Czech Statistical Office, Czech Republic)*

#### **An examination of outbound tourism from Ireland**

*Steve MacFeely and Sheona Gilsonan (Tourism and Travel CSO, Ireland)*

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### OPEN DISCUSSION

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**15h00 – 18h00    Session 4**

**Chairman :**    **Michel Barge**, *Direction du Tourisme, France*

**Moderator :**    **Charles Morissette**, *StatCan, Canada*

**NEW APPROACHES TO DATA COLLECTION**

**Estimating foreign visitors flows from motorways toll management system**

*Michel Houée (Odit France, France)*

**Quantifying the presence of tourists from their digital footprints**

*Fabien Girardin (MIT, USA)*

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**→ COFFEE BREAK**

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**Session 4 - continuation**

**Experience of national statistic institute collecting data using XML files**

*Fernando Cortina, Rafaela Mayo and Maria Velasco (Instituto Nacional de Estadística, Spain)*

**Automatic data collection in accommodation statistics**

*Ville Vertanen (Statistics Finland, Finland)*

**How to utilise accommodation statistics and daily expenditure figures for speedy tourism spending estimates, seasonality analysis and input for balance of payments**

*Christian Brandt (Visit Denmark, Denmark)*

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**OPEN DISCUSSION**

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**End of second day**

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## DAY 3 – Friday, 21 November 2008

09h00 – 13h00 **Session 5**

**Chairman :** Antonio Massieu, *UN WTO*

**Moderator :** Peter Laimer, *Statistik Österreich, Austria*

### **ADVANCED USAGE OF TOURISM STATISTICS**

#### **A. MARITIME DIMENSION**

**Tourism development in North Sea region – analysing official tourism statistics in the context of the Interreg IIIB project 'ToLearn'**

*Ulf Sonntag (Institut für Tourismus und Baderforschung in Nordeuropa, Germany)*

**The significance of coastal tourism in maritime economies : the cases of France and the EU**

*Régis Kalaydjian (IFREMER, France)*

#### **B. ENVIRONMENTAL DIMENSION**

**Using national tourism demand side surveys to assess greenhouse gas emissions from long distance passenger transport**

*Ghislain Dubois (TEC, France)*

**Measuring the environmental impact of tourism in Canada : an approach linking the Tourism Satellite Account (TSA) and the System of Environmental and Economic Accounts (SEEA)**

*Charles Morissette (StatCan, Canada)*

#### **C. EXOGENEOUS EVENTS AFFECTING TOURISM**

**Environmental impact of growing tourist rate in the national parks of Croatia**

*J. Perko and M. Iđaković (Croatia)*

**The measurement of the economic impact and damage to Oaxaca City tourism economy, after the socio-political movement in 2006**

**The measurement of the economic impact and damage to Acapulco tourism economy, after the highway maintenance disaster in 2006-2007**

*Ricardo Rivera Rosas (Universidad Anáhuac México Sur/Facultad de Negocios Mexico, Mexico)*

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**→ COFFEE BREAK**

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**Session 5 - continuation**

**D. TOURISM SATELLITE ACCOUNTS**

**The different versions of the Portuguese TSA**

*Isabel Quintela and Vanda Dores (Instituto Nacional de Estatística, Portugal)*

**Tourism Satellite Account as a tool for economic policy : towards a short-term TSA**

*Agustín Cañada (Instituto Nacional de Estadística, Spain)*

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**OPEN DISCUSSION**

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**13h00 – 13h50    Closing Session**

**INTERVENTION OF MODERATORS**

**CLOSING REMARKS**

- **OECD**
  - **Eurostat**
  - **French authorities**
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**END OF FORUM**

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