

Regione Toscana



IRPET Istituto Regionale
Programmazione
Economica
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Tourism Satellite Account and Economic Analysis, a Regional Perspective

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TSA for Tuscany

As a member of the national Italian group which is in charge of defining a consistent and robust methodology and estimating Regional TSA, my short presentation will be mainly focused on describing the case of Tuscany.

The aim is to show the feasibility and the utility of TSA at regional level, especially in a region like Tuscany, as a significant analytical tool.

I would like to say “thank you” to Renato Paniccià for coordinating our team in Irpet

[thank you very much in advance for your comments](#)

What we have done

Our target during the first step of construction of regional TSA for Tuscany (2012 benchmark year) was to estimate some main variables regarding touristic flows and expenditures, needed to fill in tables n. 10 (flows of tourists) and n. 1, 2 and 4 (touristic internal consumption) of TSA. Namely:

- A) Number of nights spent in Tuscany by:
- **Foreigners** (incoming tourism).
 - Italians not coming from Tuscany - “**Italians**” hereafter - (incoming tourism)
 - Tuscan people - “**Tuscans**” hereafter - (domestic tourism)
- by type of accommodation (hotel, B&B, rented houses, private houses free of charge, etc. etc.)
- B) Number of same day visitors (divided in Foreigners, Italians, Tuscans)
- C) Tourist Expenditure by product (consumption)

Method and sources

in order to estimate these variables fundamental pillars are used:

1. International tourism – Bank of Italy survey (foreign tourists flows, same day visitors and consumption)
2. Occupancy of tourist accommodation establishment – ISTAT (Census on tourists flows in official accommodation in Italy).
3. Trips and holidays in Italy and abroad – ISTAT (same day and overnights flows of Italians and Tuscans)
4. Household consumption expenditure– ISTAT
5. Asia Frame – ISTAT, administrative archive on italian/tuscan firms (used to estimate some product consumption from the supply side)
6. Prodcom (regional) – ISTAT, Annual survey on industrial production
7. SUT developed by *Irpet*, consistent with Regional Accounts and national SUT, by *Istat*

+ ***other data sources***

1. Econometric model by *Irpet* for estimating overnights tourists in private houses.
2. *Isnart* survey on behavior of tourist in Italy and Tuscany stratified by tourist nationality and type of destination, useful to have detailed information about the recipe of expenditures of tourists and same-day visitors.
3. Several other surveys on transport services in Tuscany.

First estimates for Tuscany: tables 1, 2, 4

2012

83,1 millions
tourists



7 millions
same day visitors



8 billion of euro
Touristic Internal Consumption



11,9% of total internal consumption of Tuscany
7,1% of the tourism internal consumption of Italy

PRODUCTS	Table 1: (euro) Inbound tourism consumption by products and categories of visitors		Table 2: (euro) Domestic tourism consumption by products	Table 4: (euro) column 4.2	Total tourism internal consumption (euro)
	Foreigners in Tuscany	Italians (not Tuscans) in Tuscany	Tuscans in domestic tourism	Other components of visitors consumption in kind	
A. Consumption products	3,253,210,859	2,273,771,995	1,363,423,620	938,944,628	8,062,922,322
A.1. Tourism characteristic products	2,970,675,427	2,031,080,407	1,117,857,890	938,944,628	7,292,129,572
1. Accommodation services for visitors	1,426,203,826	908,947,955	332,163,898	884,871,505	3,552,187,183
1.a. Accommodation services for visitors other than 1.b	1,426,203,826	908,947,955	332,163,898	7,854,890	2,675,170,568
1.b. Accommodation services associated with all types of vacation home ownership	X	X	X	877,016,615	877,016,615
2. Food- and beverage-serving services	825,015,616	603,697,160	316,082,358	X	1,744,795,134
3. Railway passenger transport services	49,332,981	77,997,542	87,294,696	49,315,617	263,940,835
4. Road passenger transport services	22,577,706	12,557,761	30,181,828	301,354	65,618,648
5. Water passenger transport services	44,285,500	14,065,592	117,416,360	1,209,960	176,977,412
6. Air passenger transport services	24,685,141	2,200,555	11,110,743	2,797,624	40,794,064
7. Transport equipment rental services	32,546,084	9,858,426	2,349,816	448,569	45,202,895
8. Travel agencies and other reservation services**	n.d.	n.d.	n.d.	X	233,571,221
9. Cultural services	87,590,845	51,682,851	22,114,909	X	161,388,605
10. Sports and recreational services	169,747,994	161,692,522	115,368,150	X	446,808,666
11. Region-specific tourism characteristic goods	288,689,733	188,380,044	83,775,133	X	560,844,911
Of which: Fashion(clothes & shoes)	111,925,920	87,056,886	18,092,631	X	217,075,437
handicraft typical products	35,498,673	22,364,626	14,609,120	X	72,472,419
wine and food gourmet products	59,781,292	37,163,618	23,777,341	X	120,722,252
12. Country-specific tourism characteristic services	0	0	0	X	0
A.2. Other consumption products	282,535,432	242,691,588	245,565,730	X	770,792,750

90% is the
share of
Tourism
characteristic
products

7% the share of
Region-specific
tourism
characteristic
goods

Some Features

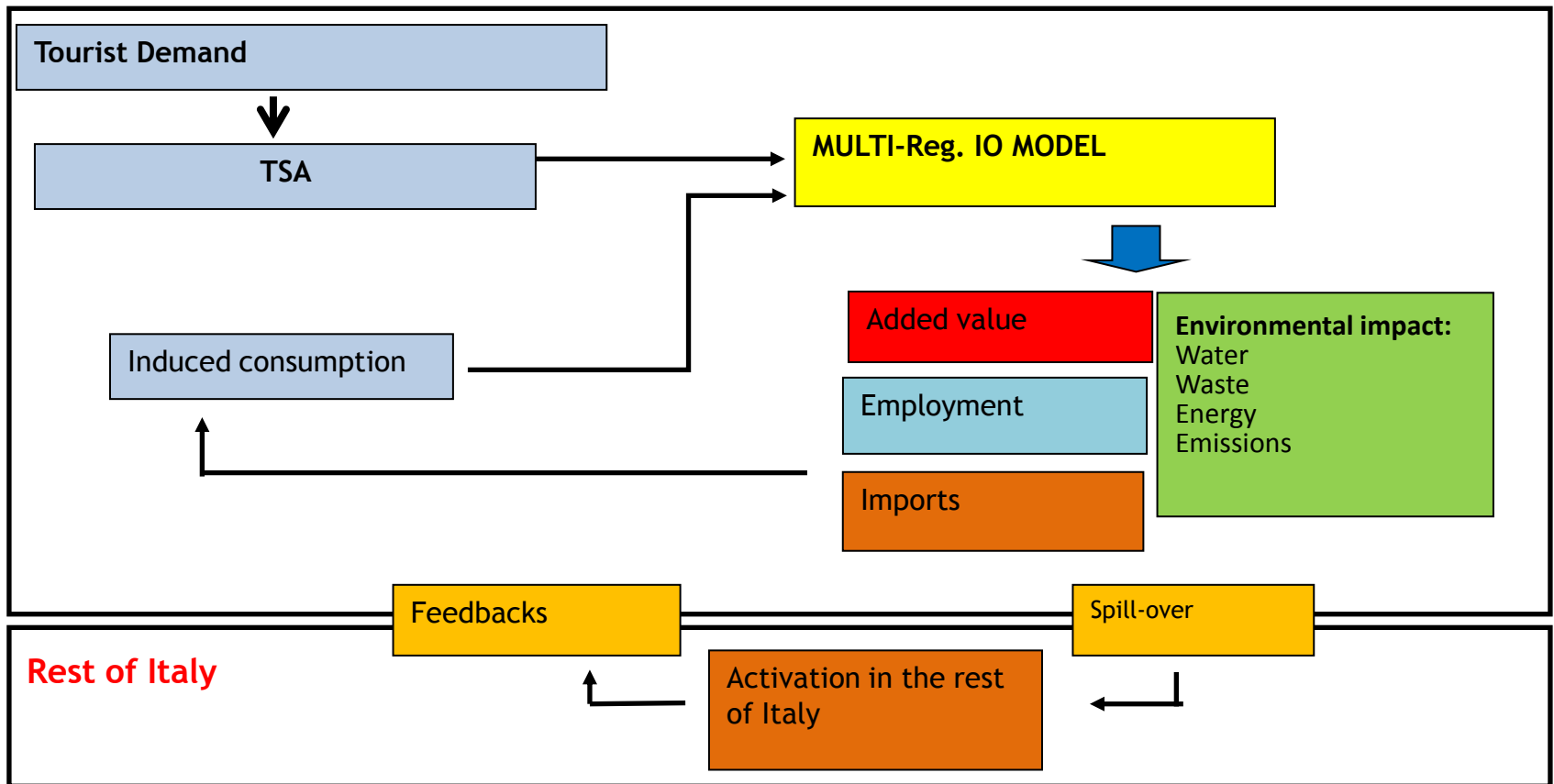
1. Where needed, our estimates are subject to constraint provided by regional Supply and Use Tables produced by Irpet, which in turns are consistent with ISTAT Regional Accounts.
2. First cross-check made by comparing internal relations between principal magnitudes in regional and national TSA by ISTAT gives us encouraging results.

Next steps

- Tables 5 and 6. In Table 5 supply side estimation of touristic product by industry will be done using Prodcum and SUT.
- In Table 6 the overall supply valued at purchase prices, and the total tourism consumption interact within the same structure. Through the interaction between supply and demand we determine the touristic coefficient of product, a key element for the estimation of tourism shares of aggregate production, costs, Value Added and VAT.

TSA within a IO model

Regional TSA for Tuscany will be used as a module in Irpet multiregional I_O Models providing the necessary tool to transform tourism demand as driver of impact



Final remarks

- After six month from the beginning of the project we are confident of being able to complete the regional TSA for Tuscany and we hope that it will be a prototype for implementing other regional TSA.
- Indeed, TSA at regional level is an essential instrument to assess not only structure and main feature of tourist demand and supply but also an important instrument for determining the role played by tourism within the regional economy in terms of:
 1. Estimate the share of GDP and Labor Input activated by different tourist's demand and environmental impacts.
 2. Evaluate ex ante the economic effect of public policies.
 3. Evaluate ex post the impact of "Events".

Thank you very much for your attention