

Compilation of Tourism Satellite Accounts: Bangladesh Experience

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Regional Workshop on Tourism Satellite Accounts
Nov 30-Dec 04, 2015, Almaty, Kazakhstan

Presentation Outline

- ❑ Background
- ❑ Methodology
- ❑ Key Findings of TSA (Pilot) for 2011-12
- ❑ TSA Tables for Bangladesh

Background

- ❑ Attractive natural beauty and rich cultural heritage made Bangladesh enormously potential for tourism
- ❑ Country of six seasons; Summer, Monsoon, Autumn, Late autumn, Winter and Spring
- ❑ Blessed with one of the biggest sea beach- Coxes bazar and mangrove forest- Sundarban
- ❑ Huge population as potential market for domestic as well as outbound tourism.
- ❑ Significant number of NRB ensured potential market for inbound tourism
- ❑ Attempt has been made to address its tourism for the first time through “TSA of Bangladesh (Pilot) 2011-12” compiled in 2013-14.

Tourism Satellite Accounts (TSA)

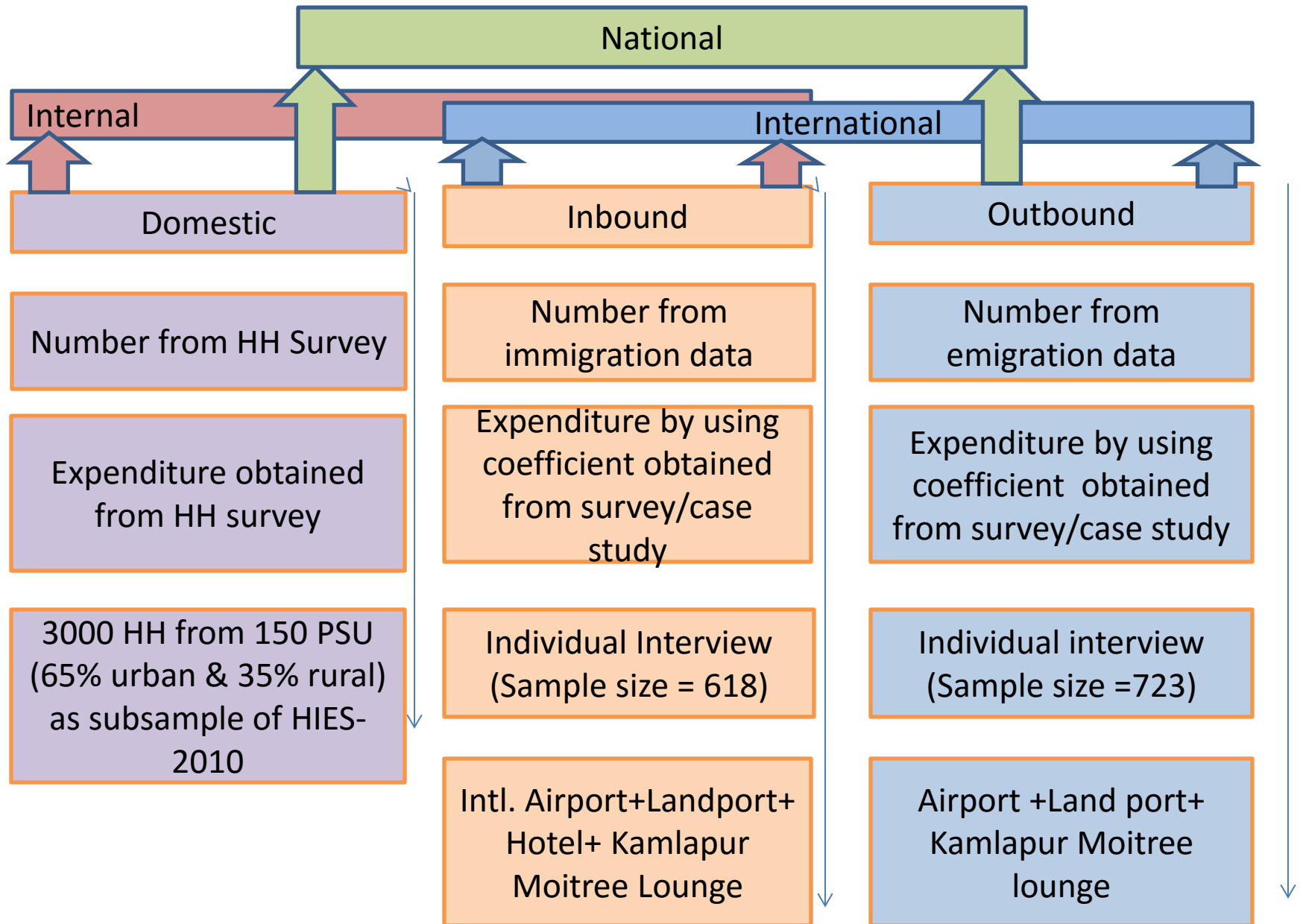
What is TSA?

TSA is an accounting framework to measure goods & services associated with tourism following international standards, concepts classification and definitions.

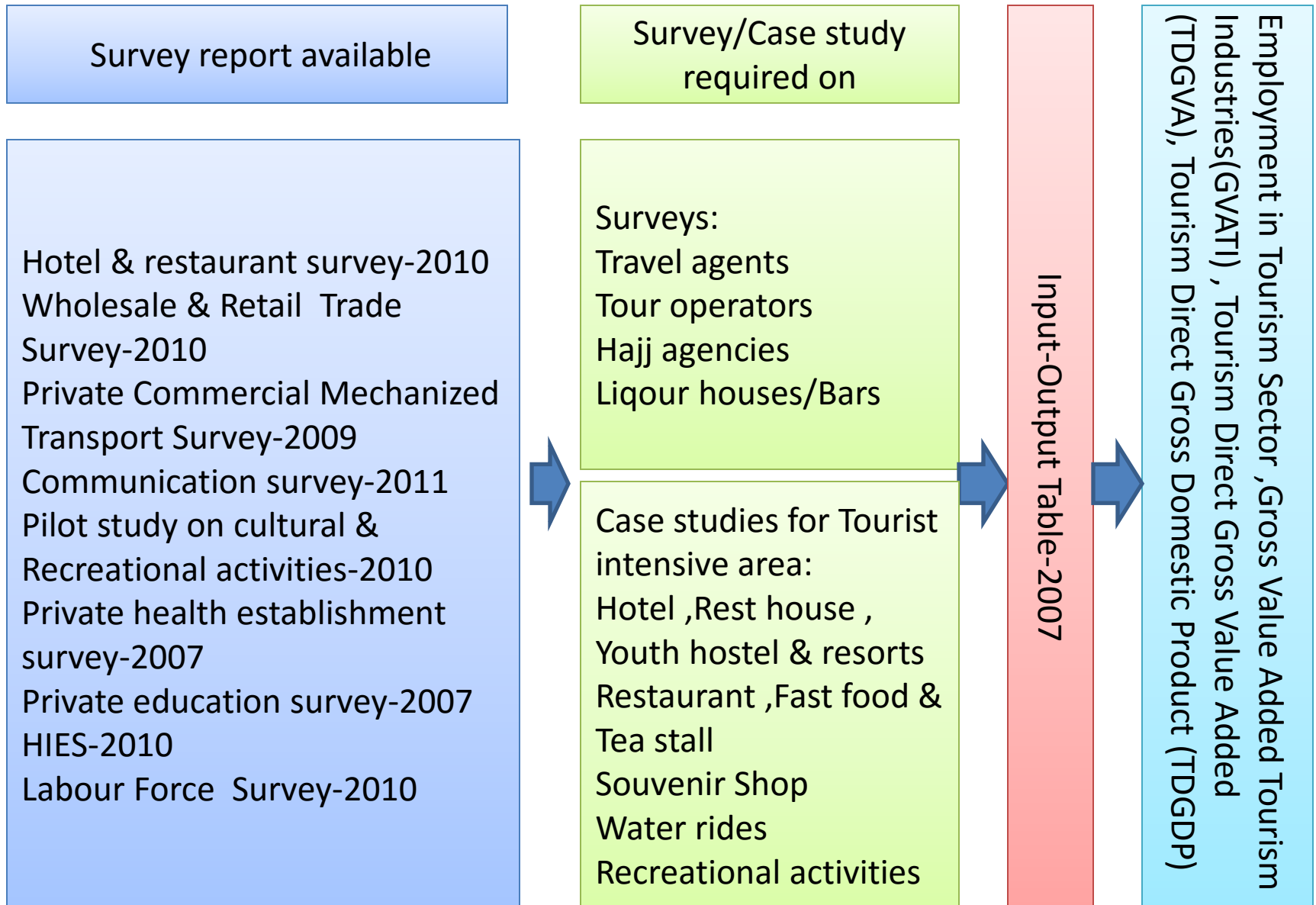
Why TSA?

- ❑ Activities like Tourism, health, education and environment is difficult to be captured in national accounts by supply side estimation following ISIC.
- ❑ Tourism is a demand based concept defined not by its output but by its use.
- ❑ Recognition as one of the most growing employment generating area, tourism is thus need to be identified explicitly with its contribution to the economy by TSA.

Conceptual frame work-Demand/Expenditure side



Conceptual framework-Supply/production side



Forms of tourism

Domestic tourism: comprises the activities of a resident visitor within the country of reference either as part of a domestic trip or part of an outbound trip.

Inbound tourism: comprises the activities of a non-resident visitor within the country of reference on inbound trips.

Outbound tourism: comprises the activities of a resident visitor outside the country of reference either as part of an outbound trip or as part of a domestic trip.

Internal tourism: comprises domestic and inbound tourism, that is, the activities of resident and non-resident visitors within the country of reference as part of domestic or international trips.

National tourism: comprises domestic and outbound tourism, that is, the activities of resident visitors, within and outside the country of reference either as part of domestic or outbound trips.

Key economic indicators in Tourism

Gross Value Added Tourism Industries (GVATI):

Sum of total GVA of all establishments belonging to tourism industries regardless of whether all their output provided to visitor or not.








Tourism Direct Gross Value Added (TDGVA):

Sum of total GVA generated from tourism industries and other industries that serves directly to visitors only.

Tourism Direct Gross Domestic Product (TDGDP):

Net Taxes on products and import duties included in the value of internal tourism expenditure at purchasers' price.

Tourism Indicators in Matrix form

	GVATI	TDGVA	TDGDP
GVA (at basic price) generated by supply to visitors by the Tourism Industries (TI)			
GVA (at basic price) generated by supply to non-visitors by TI			
GVA (at basic price) generated by supply to Visitors by Other Industries (OI)			
GVA (at basic price) generated by supply to non-visitors by OI			
Net Taxes on products and import duties included in the value of internal tourism expenditure at purchasers' price.			

Key Findings

Indicators	2011-12
Households having tourists	
Urban	25.50%
Rural	13.48%
National	16.58%
Main purpose of tourist	
Business	17.15%
Leisure	16.38%
Health treatment/ checkup	13.78%
Average expenditure per trip per tourist (Taka)	9,652
ESTIMATED NUMBERS OF TOURISTS	
Foreign inbound tourists	5,73,103
Non-Resident Bangladeshi (NRB) inbound tourist	3,19,032
Total inbound tourist	8,92,135
Domestic tourists	42,31,477
Outbound tourists	14,58,953

Key Findings contd.

Indicators	2011-12
Average expenditure per trip per tourist (Taka)	
Foreign inbound tourists	
Land port	25,131
Airport	121,754
Land port + Airport	91,210
Non-Resident Bangladeshi (NRI) inbound tourist	
Land port	40,379
Airport	98,251
Land port + Airport	78,912
Total inbound tourist	86,812
Domestic tourists	9,652
Outbound tourists (pre-trip)	
Land port	16,621
Airport	130,745
Land port + Airport	45,693

Key Findings contd.

Indicators	2011-12	
Value Added of tourism and it's Share to Gross Output (%)	Million Tk.	Share (%)
1. Accommodation services/Hotels	16,296	62.31
2. Food and beverage serving services/Restaurants	17,917	25.02
3. Railway passenger transport services	1,932	67.15
4. Road passenger transport services	101,389	20.98
5. Water passenger transport services	6,456	27.07
6. Air passenger transport services	2,792	61.15
7. Travel agencies and Tour operator	11,367	91.00
8. Entertainment	5,950	18.82
Total	164,099	25.00

Key Findings contd.

Indicators	2011-12
Tourism Direct Gross Value Added (TDGVA), (Million Taka)	164,099
Gross Domestic Product (Million Taka), (Base: 2005-06)	10,502,044
TDGVA contribution to GDP (%)	1.56
Total Gross Value Added (Million Taka), (Base: 2005-06)	9,986,356
TDGVA contribution to Total GVA	1.64
Gross Value Added of Tourism Industries (GVATI), (Million Taka)	656,483
GVATI contribution to GDP (%)	6.25
GVATI contribution to Total GVA	6.57
Total number of employment due to tourism	815,384
Share of tourism in total employment (%)	1.41

TSA Tables for Bangladesh

Table-1: Inbound Tourism consumption by products

Table-2: Domestic Tourism consumption by products and purpose of visit

Table-3: Outbound Tourism consumption by products

Table-4: Total Tourism consumption by products and forms of tourism

Table-5: Production account of the Tourism Industries

Table-6: Tourism Value Added

Table-7: Tourism Employment

Comments

Compilation of Pilot TSA for 2011-12 is just a take off for a long journey of compiling full set of TSA. As a maiden initiative, definitely we have shortcomings in terms of expertise. We need your valuable suggestions and comments to ratify it and would like to landing at ultimate destination of compiling full set of TSA soon.

Thanks

Q & A