

THE REGIONAL TOURISM SATELLITE ACCOUNT IN THE REPUBLIC OF KARELIA

Vasilyeva Anastasia

Post-Graduate Student. Institute of Economics Karelian Research Centre of Russian Academy of Sciences

vasnask@gmail.com

ABSTRACT

TSA is a method for estimation of a role of tourism in economy based on collection and processing of a large number of the statistic data. The base of the method is the principle of detailed collecting of information and detailed analysis of all the aspects concerning the goods' demand and services' demand that can be linked with tourism. TSA can be created on national or regional levels and reflect aggregates which connect with developing tourism process on two this levels. The main aim of the paper is a researching of application of the Tourism Satellite Account at the regional level for the Republic of Karelia and show practical using of the method.

KEYWORDS

Tourism Satellite Account, Regional Tourism Satellite Account, Tourism Database, System of National Accounts, Economic Impacts.

1. INTRODUCTION

It is extremely important to have the most complete data about various aggregates and developing process for successful work in any sphere, tourism is no exception. Tourism attracts investors which need databases on tourism for making thoughtful management decisions to minimize risks. To providing services in tourism management government also needs a feedback. Experts from Commission of the European Communities, Organization for Economic Co-operation and Development, World Tourism Organization and United Nations Statistics Development suppose that Tourism Satellite Account (TSA) can be an effective tool for creating (forming) international statistics of tourism, used for a tourism process management. The main aim of the paper is a researching of application of the Tourism Satellite Account at the regional level for the Republic of Karelia and show practical using of the main aggregates which are included for decision making presses.

2. LITERATURE REVIEW

The main principles of the TSA method are described in the «Tourism Satellite Account: Recommended Methodological Framework». This document was presented by the United Nations Statistics Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organization for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO) in 2008 as an improved previous version.

The Regional Tourism Satellite Account is studied in the detail by Professor Frechling in the paper «Measurement and analysis of tourism economic contributions for sub-national regions through the

Tourism Satellite Account Central Paper, Session 3: Measurement and analysis of tourism economic contributions Knowledge as value advantage of tourism destination Malaga”. The practical application of the R-TSA method is presented in the paper “The Experimental Tourism Satellite Account for the United Kingdom” [3].

3. METHODOLOGY

TSA is a method for estimation of a role of tourism in economy based on collection and processing of a large number of the statistic data. The base of the method is the principle of detailed collecting of information and detailed analysis of all the aspects concerning the goods’ demand and services’ demand that can be linked with tourism. TSA can be described as collection of information order in 10 tables, the first six of which are core tables[1]. All of tables contain a wide range of issues connecting with tourism economy. Currently, many countries apply this method on different levels. TSA can be created on national or regional levels and reflect aggregates which connect with developing tourism process on two this levels. There are examples of applying this method on national, regional or on both levels concurrently. (eg In the United Kingdom TSA is developed for Northern Ireland and for the all territory [3]). This experience demonstrates the common barriers for all the regions to R-TSA development: institutional, statistical and conceptual barriers. Relevance of these problems is confirmed by Calvin Jones in the paper ‘Tourism’s economic contribution at sub-national level. The regional TSA: complements and extensions’ [4]. Another important aspect is the quality of data which should be reliable, comparable and adequate for effective application. More than that for making decision users need to choose the most significant aggregates of the proposed by TSA project, that can be challenge, because some experts consider TSA like measurement mania [5].

4. MAIN RESULTS

The Republic of Karelia is situated in the north-west of Russia and is included in The Northern Economic Region of the Russian Federation. The area of Karelia is 180.5 thousand square kilometers (1.06% of the total territory of Russia[6]. Karelia has a good tourism potential. Successful development of the different types of tourism is possible on the territory of Republic because of the wide range of resources (unique architectural, cultural and natural resources). Interesting tourism itineraries are developed in the region and have been attracting the sizeable tourism flow for many years. Furthermore, new programs, meet the tourists’ demand, are constantly created.

Tourism is not the main source of the regional budget replenishment. Despite this, the government recognizes the importance and potential of this sphere for region’s development. For effective development tourism needs a policy support. The pattern of strategic planning and state regulation is presented in the Tourism Development Strategy in the Republic of Karelia. To perform activities according this Strategy the government should possess accomplished database on tourism. Regional TSA can be a central component of the integrated system of tourism database.

5. CONCLUSIONS

In the paper author explores the current regional system of collecting, processing and presentation of statistic data. After this, the author estimates the possibility of applying this method on Karelia region and makes some conclusions:

1. At the present time the TSA method applying in full capacity is impossible in Karelia;
2. The Regional Statistics System needs improvement;
3. Using potential alternative data sources helps to create TSA at the regional level;
4. R-TSA can be demanded of different types of users for making a wide range of solutions.

Based on these points, author concludes that, developing economy and Russia's accession to the WTO form the urgent need of approaching to international statistics standards. The Russian Federation Statistical System cannot provide all figures for constructing TSA at the national level. Statistical Departments of different regions of Russia are on various quality levels. The experimental regional TSA for the Republic of Karelia can help to receive useful experience used for future attempts of applying this method in other regions of Russia, and subsequently at national level. Prof. Frechtling shows in his central paper political and economic R-TSA development reality [7], noting that national TSA brand is more popular than regional TSA brand, that can be additional barrier. More than that R-TSA is more difficult integrated into the System of National Accounts than national TSA. In spite of this, the regional TSA is a perfect tool for creation database for all type users for making management or investment decisions with minimizing risks. Also this information can be used for planning and tourism strategy development based on high quality data, this idea is confirmed in the paper by Jones, C, Munday, M and Roberts, A [8]. An aforethought movement to international statistic standards and using reliable data will increase the efficiency of the governmental activities (including in tourism development strategy).

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