



MONTENEGRO
STATISTICAL OFFICE
RELEASE
No. 82
Podgorica, 27 July 2011

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Tourism Satellite Account (TSA) for 2009 *Pilot survey*

This release publishes experimental data obtained through the pilot project “Developing Tourism Satellite Account – TSA” implemented by Statistical Office of Montenegro in cooperation with the following institutions: Central Bank of Montenegro, Ministry of Tourism and Sustainable Development, National Tourist Organisation, Faculty for Tourism Bar, and Institute for Strategic Studies and Prognoses. The project was financially supported through the Instrument for Pre-Accession Assistance - IPA funds for Montenegro, with expert assistance of Ms Lee Bregar, PhD, Economic Faculty Ljubljana, Slovenia.

Experimental results show that direct GDP in tourism for 2009 is EUR 298 015 680, and thus its share in GDP of Montenegro in 2009 is 10.0%.

Main aggregates of pilot TSA, Montenegro 2009

	2009 (in thous. EUR)
Inbound tourism consumption	504 299
Domestic tourism consumption	64 689
Internal tourism consumption	568 988
GVA of tourism industries	247 565
Tourism direct GVA	253 598
Tourism direct GDP	298 016
GVA of Montenegro (current prices)	2 472 547
GDP of Montenegro (current prices)	2 980 967

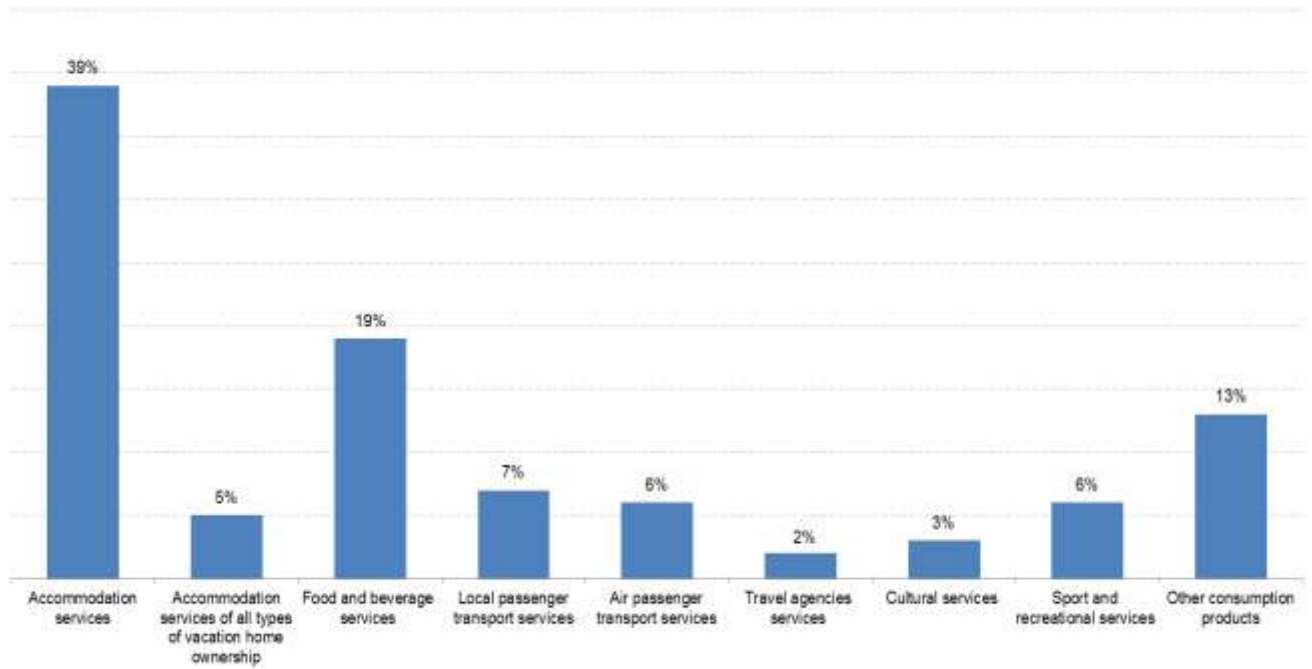
**Internal tourism consumption by products and type of tourism,
Montenegro, 2009
TSA Table 4 (experimental)**

in thous. EUR

	Inbound tourism expenditure	Domestic tourism expenditure	Internal tourism expenditure	Other components of tourism consumption	Internal tourism consumption
¹ PRODUCTS	1.3	2.9	4.1=1.3 +2.9	4.2	4.3=4.1+4.2
A. Consumption products					
A.1. Tourism characteristic products					
1-Accommodation services					
1a- Accommodation services	204 861	16 102			220 963
1b- Accommodation services off all types of vacation home ownership				28 016	28 016
2- Food and beverage services	105 109	5 379			110 488
3-Local passenger transport services	35 127	4 013			39 140
6- Air passenger transport services	29 724	2 784			32 508
8-Travel agencies services	9 889	2 335			12 224
9-Cultural services	16 019	669			16 687
10-Sport and recreational services	30 883	1 286			32 169
A.2. Other consumption products	67 084	9 709			76 793
TOTAL	498 696	42 277		28 016	568 988

¹ Codes 1,3; 2,9; 4,1; 4,2; 4,3 are codes for source table on tourism costs by the TSA methodology

Structure of internal tourism consumption by products, Montenegro, 2009
(Experimental data)



METHODOLOGICAL NOTES, CONCEPT AND DEFINITIONS

Tourism Satellite Account – TSA as a constituent part of National Accounts (NA) represents a number of concepts, classifications, definitions, tables and aggregates. TSA enables measuring the economic effects of tourism on the basis of comparison with demand generated by tourism for products and services and their supplies. Purpose of TSA is to analyse in details all aspects of demands for products and services related to activities of visitors; to observe operative linkage with supplies of these products and services in economy; and to describe relation of supply with other economic aspects.

TsAs are international statistical standards prepared by World Tourism Organisation (WTO) in cooperation with OECD (Organisation for Economic Co-operation and Development), Eurostat (Statistical Office of the European Union), and UNSD (United Nation Statistics Division). In 2008, a new, updated version of these standards (Recommended Methodological Framework, TSA RMF 2008) was published and it served as the basis for developing pilot TSA in Montenegro.

By producing TSA, we receive the following:

- Detailed data on tourism consumption by: type of visitors, products and services, and type of trip;
- Detailed data on tourism activities and products;
- Non-monetary indicators for independent use and comparison with monetary indicators.

TSA covers 10 tables, of which tables 1 to 3 cover categories of tourism costs, while table 4 comprises an estimate of total internal tourism consumption. Table 5 is a table of supply, and table 6 aligns internal tourism consumption with domestic supply, and this table represents the core of TSA.

TsAs enable the calculation of main aggregates:

- Internal tourism costs and internal tourism consumption
- Gross value added of tourism industries
- Direct tourism gross value added
- Direct tourism gross domestic product

Within internal tourism expenditures and internal tourism consumption, tourism expenditures of inbound and outbound tourists, i.e. consumption are presented as the widest coverage of costs and other types of consumption by foreign and domestic tourists.

Gross value added of tourism industries (GVATI) is a sum of value added (in basic prices) of all economic entities in tourism industry regardless of degree to which production, i.e. value added of that activity is generated by tourism consumption.

Direct tourism gross value added (DTGVA) covers a part of value added of tourism and other industries generated by tourism demand and it is a measure of direct contribution of tourism to the economy. This aggregate does not cover effects of other components of internal tourism demand (for ex. influence of gross investments or collective consumption).

Direct tourism gross domestic product (DTGDP) is equal to the sum of value added of tourism and other activities generated by internal tourism demand and net tax on products (difference between tax and subsidy) included in value of tourism costs by purchase prices.

Tourism GDP only measures direct effects of tourism consumption, and these are only internal, not entire tourism demands. **It does not consider indirect and induced tourism effects.**

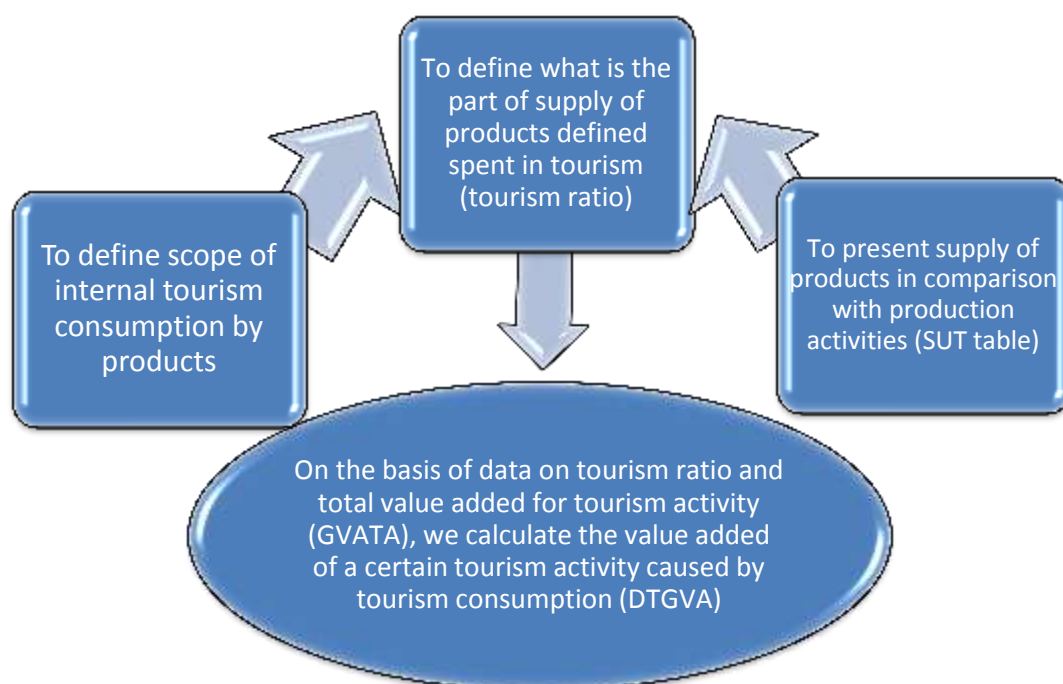
DATA SOURCE

For the compilation of pilot Tourism Satellite Account in Montenegro 2009, there were used Official NA data of Statistical Office of Montenegro and balance payment of Central Bank of Montenegro as the basis and reference framework. Other data sources used were the following:

- Monthly Report on Arrivals and Overnights of Tourists in Accommodation Facilities (TU-11 form) - regular survey of Statistical Office of Montenegro
- Results of survey Interviewing Tourists in Montenegro 2009 (National Tourist Organisation, Ministry of Tourism and Sustainable Development of Montenegro, and GTZ - German Organisation for Technical Cooperation)
- Household Budget Survey (HBS) – regular survey of Statistical Office of Montenegro
- Other (data from airport Podgorica and airport Tivat, etc.)
- Trips of household members - pilot survey of Statistical Office of Montenegro

In addition to above mentioned data sources, pilot TSA development for Montenegro used a number of other data from statistical databases and publications produced by international institutions and individual countries, and both data and expert estimates exclusively collected for the purpose of TSA from state bodies, institutions and enterprises from Montenegro. These data checked the quality of input data for producing TSA and data validity, and completed main data sources according to TSA demands.

Procedure to develop TSA – main idea



- **Further reference:**

- TSA RMF 2008.
<http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/documents/BGTSA.pdf>
- Methodological work on Tourism Satellite Accounts in the European Union . Volume 1 – Volume 4:
<http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/methodology>
- Ocena ekonomskega pomena turizma v Sloveniji in ekstrapolacija za leto 2006 po metodologiji satelitski računi za turizem.
<http://www.mg.gov.si/fileadmin/mg.gov.si/pageuploads/razpisi/JN/DT/Brosura-TSA.pdf>
- Statistics portal WTO:
<http://www.unwto.org/statistics/index.htm>

Further reading:

- Recommended Methodological framework: 2000 (TSA RMF 2000).
- Recommended Methodological framework: 2008 (TSA RMF 2008).
- European Implementation Manual on TSA : Eurostat 2001 (TSA-EIM 2001).
- Measuring the role of tourism in OECD economies - OECD Manual on TSA and employment.

Published and printed by Statistical Office of Montenegro (MONSTAT)
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