



ევროკავშირი
საქართველოსთვის
The European Union for Georgia



Twinning Project

Contract: GE 16 ENI ST 06 18

Strengthening the Capacity of the Georgian Statistical System

Component 4: “Strengthening Social Statistics”

Sub-component 4.3: “Tourism Satellite Accounts (TSA)”

MISSION REPORT

Activity: 4.3.C (RS): “Continued and finalizing of methodological documentation”

Mission carried out by
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November 19th – November 27th 2020

Version: Final



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1. General comments

The following mission report has been prepared within the EU Twinning Project "Strengthening the Capacity of Georgian Statistical System". This third mission within the sub-component 4.3: "Tourism Satellite Accounts (TSA)" was mainly devoted to the final proposals of the changes and the improvements of the questionnaires and initial estimations of tourism demand of the TSA (i.e. expenditures and consumption within the TSA tables 1 to 4).

Due to safety and health COVID-19 restrictions, Activity 4.3.C was conducted by a "Remote Session" concept, which substituted for the personal expert mission in Georgia. The Remote Session consisted of three online meetings (by Zoom) + one De-briefing session for the Geostat management:

1. Meeting: Thursday 19th of November 12 am – 3 pm (Georgian time)
2. Meeting: Monday 23rd of November, 12 am – 3 pm (Georgian time)
3. Meeting: Thursday 26th of November, 12 am – 3 pm (Georgian time)
4. De-briefing: Friday 27th of November, 14 pm – 15 pm (Georgian time)

The purpose of the mission was to present, discuss and work on the below mentioned subjects:

- Proposals of the changes in the questionnaires (based on the Gap analysis of current Tourism Statistics in Georgia undertaken during the activity 4.3.A and 4.3.B)
- Preparation of templates for the TSA tables T1 to T4
- Discussion on the methodology for the TSA tables 1 to 4
- Estimates of tourism expenditure/consumption for the TSA tables 1 to 4
- Proposal of the content of the methodological and metadata document

The consultants would like to express their gratitude to all persons who helped with organization of remote session and they thank for the kind support and valuable information, which they received during the meetings.

The views and observations stated in this report are those of the consultants and do not necessarily correspond to the views of the European Union, Geostat, Statistics Denmark, Czech Statistical Office or other statistical institutions involved in the implementation of the project.

2. Assessment and results

The mission was mainly focused on the TSA compilation process, the discussion on the improvements of data sources and questionnaires and the methodological aspects of the TSA in accordance with international standards. All provided recommendations and best practices were in line with the EU regulations and the international standards.

The main discussed areas were as follows:

- Review of tasks agreed during Activity 4.3.B – September 2020
- Final minor suggestions of changes in the existing surveys/questionnaires
- Preparation of templates for the TSA tables T1 to T4 in Georgian language
- Further recommendations for improvements of TSA demand side tables
- Preparation of the first estimates of tourism expenditure/consumption for the TSA tables 1 to 4
- Detecting weak points in estimation process and finding ways for improvement
- Metadata/Methodological documents – Discussion on the first concept
- Changes in the work plan on the sub-component 4.3

Following outcomes have been achieved:

- *Final minor changes have been incorporated into new survey questionnaires*

Based on the discussion during previous meetings, final improvements into the questionnaires of inbound, outbound and domestic surveys have been proposed. It concerned the structure of expenditure items, which need to be surveyed in order to have substantial data for compilation of tourism demand of the TSA. Local transport has been treated too since it is an important area not only for tourism statistics but also for the Balance of Payments statistics.

Structure of the expenditure items was agreed as follows:

- | | |
|---|--------------------------|
| 1. Accommodation | 8. Shopping |
| 2. International transport | 9. Durable goods |
| 3. Local transport | 10. Valuables |
| 4. Fuel | 11. Commercial purchases |
| 5. Cultural activities | 12. Real estate |
| 6. Sporting and recreational activities | 13. Other |
| 7. Health care | TOTAL |

For proper allocation of expenditures into domestic consumption, which is directly linked with the tourism GDP concept, and outbound consumption, which is outside this concept and does not contribute to the tourism GDP, expenditures before and during the trip need to be collected separately within the outbound and inbound tourism surveys.

- *Templates for the TSA tables T1 to T4 in Georgian language*

Since the TSA data will serve to Georgian data users, the outputs (tables) of the TSA need to be in Georgian language. The first step in this regard has been made by translating international templates of the TSA tables from English into Georgian language. During this task, proper and understandable terms of the TSA variables concerning the demand side were proposed.

Picture 1 – Example of the template in Georgian language (TSA Table 1)

ცხრილი 1

უცხოელ ვიზიტორთა დანახარჯები პროდუქტებისა და ვიზიტორების კლასების მიხედვით

პროდუქტი	უცხოელ ვიზიტორთა დანახარჯები		
	ტურისტები (ვიზიტორები დამისთვით) (1.1)	ეკსკურსანტები (ვიზიტორები დამისთვების გარეშე) (1.2)	ვიზიტორები (1.3) = (1.1) + (1.2)
A. საომომხმარებლო პროდუქტები (*)			
A.1 ტურიზმთან ასოცირებული პროდუქტები			
1 – განთავსების საშუალებით მომსახურება ვიზიტორებისათვის			
1.a – განთავსების საშუალებით მომსახურება ვიზიტორებისათვის გარდა 1.b-ში განსაზღვრულისა		X	
1.b – ყველა ტიპის დასასვენებელი სახლის ფლობისთან დაკავშირებული განთავსების საშუალებით მომსახურება		X	
2 – საცემის და სასმელის მომსახურების სერვისები		X	
3 – მგზავრთა სარკინიგზო გადაყვანის მომსახურება			
4 – მგზავრთა სატელოფონო გადაყვანის მომსახურება			
5 – მგზავრთა წყლის სატრანსპორტო საშუალებებით გადაყვანის მომსახურება			
6 – მგზავრთა საჰაერო გადაყვანის მომსახურება			
7 – სატრანსპორტო საშუალებების გაქირავების მომსახურება			
8 – ტურისტული სააგენტოები და დაყვანის სხვა მომსახურება			
9 – კულტურული მომსახურება			
10 – სპორტული და გამაჯანსაღებელი მომსახურება			
11 – ქვეყნისთვის დამახასიათებელი ტურიზმთან ასოცირებული სკოლური			
12 – ქვეყნისთვის დამახასიათებელი ტურიზმთან ასოცირებული მომსახურება			
A.2 სხვა საომომხმარებლო პროდუქტები (ა)			
B.1 ფასეულობები			
ჯამი			

X არ გამოიყენება

(*) A. საომომხმარებლო პროდუქტების წიშველომან მოცემულია ტურისტული სააგენტოებისთვის, ტურიზმის რეზერვაციის მომსახურებაში გადახდილი წილიანი მ

- ***Estimates of tourism expenditure/consumption for the TSA tables 1 to 4***

Substantial time has been devoted to estimation of inbound and domestic tourism expenditures (outbound expenditures are going to be treated later). Geostat colleagues collated the TSA variables by using results of the tourism surveys for the reference year 2019. Few variables were not able to be designed since underlying data are not available for now. They will be at the disposal when updated questionnaires with proposed changes will be deployed.

- ***Recommendations for improvements of TSA demand side table***

The TSA concept and variables differ from those used in underlying sources of tourism statistics. Therefore, special focus has been turned to unbundling package trips, transit visitors and estimation of consumption made by visitors under 15 years of age.

- ***Metadata/Methodological document***

One of the priorities is to have a metadata document, which would together with data/tables, give full picture on the Georgian TSA. Therefore, the structure of such document has been proposed during this meeting too. The proposal consists of following chapters:

- Concept of the TSA
- Main objectives of the TSA
- Structure of the TSA
- Data sources and quality of TS in Georgia
- Description of the procedure / compilation process
- Recommendation for future steps / Schedule (step-by-step approach)
- Sustainability of compilation (threats / opportunities)
- Conclusions
- Annexes – Definitions, Explanation of terms, Templates

Picture 2 – Proposal of the Metadata / Methodological document on TSA



„Metadata / Methodological document on TSA“

System of methodology for the TSA system in Georgia



- Concept of the TSA
- Main objectives of the TSA
- Structure of the TSA
- Data sources and quality of TS in Georgia
- Description of the procedure / compilation process
- Recommendation for future steps / Schedule (step-by-step approach)
- Sustainability of compilation (threats / opportunities)
- Conclusions

Annexes – Definitions, Explanation of terms, Templates

3. Conclusions and follow up

During this mission final changes and improvements have been proposed to domestic, inbound and outbound tourism surveys and questionnaires.

After that, Geostat representatives together with the experts focused on estimation of tourism demand of the TSA by filling in the TSA tables 1 and 2 and methodological and metadata documentation.

- Following tasks have been proposed as to be done after the Activity 4.3.C:
 - Ongoing work on compilation and completion the TSA tables T1 to T4
 - Consideration of Balance of Payments data (export/import of services)
 - Verification source for the expenditures constructed in the TSA Tables 1 and 3
 - Metadata/Methodological documents – Concept of the first draft
 - Start to draft chapters of such document



Experts conclude that the mission, which was held by remote session, was very fruitful, are satisfied by the progress in this sub-component and believed that the outcome and expectations will be fulfilled. Involvement of an expert from Georgian National Tourism Administration is considered as very valuable and helpful.

Schedule and plans

- Work plan for the sub-component 4.3 has been outlined and next mission date has been proposed (21 January – 29 January 2021)
- Activity 4.3.D substitutes planned „Study visit“ in the Czech Republic

Plan of Sub-component 4.3 as of November 27th, 2020

Project Quarter	Q3			Q4			Q5			Q6			Q7			Q8			Q9			Q10	
Project Month	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	
Calendar Month	2019M10	2019M11	2019M12	2020M01	2020M02	2020M03	2020M04	2020M05	2020M06	2020M07	2020M08	2020M09	2020M10	2020M11	2020M12	2021M01	2021M02	2021M03	2021M04	2021M05	2021M06	2021M07	
Kick off & Closure																						Closing Ceremony	
Steering Committee Meetings	SC2			SC3			SC4			SC5			SC6			SC7			SC8			SC9	
Project Activities	COVID RESTRICTIONS → →																						
3: Development of Business Statistics																							
3.1 Short term business statistics indicators developed	3.1.A			3.1.B					3.1.D (RS)				3.1.C (RS)		3.1.D (RS2)	3.1.SV	3.1.E		3.1.F		3.1.G		
3.2 Statistical business register (SBR) improved											3.2.C (RS)				3.2.D (RS)	3.2.SV		3.2.E					
4: Strengthening Social Statistics																							
4.1 Improved Labour Force Methodologies and indicators											4.1.C (RS)		4.1.C (RS2)			4.1.B (RS)			4.1.D				
4.2 Household Income and Expenditure survey methodology and data collection tools improved	4.2.A								4.2.B (RS)				4.2.C (RS)			4.2.SV		4.2.D					
4.3 Tourism Satellite Accounts (TSA) developed	4.3.A										4.3.B (RS)		4.3.C (RS)			4.3.D (RS)		4.3.SV					

Actions needed for moving forward:

Action	Deadline	Responsible person
Continuation of work on compilation and completion the TSA tables T1 to T4	January 2020	GEOSTAT
Metadata/Methodological documents – Start to prepare first draft chapters	January 2020	GEOSTAT



Annex 1. Terms of Reference

EU Twinning Project GE 16 ENI ST 06 18

November 19th – 27th 2020

Component 4: Strengthening Social Statistics

Sub-component 4.3: Tourism Satellite Accounts (TSA)

Mandatory results and benchmarks for sub-component 4.3

- Strengthening Social Statistics

Indicators of Achievement (baseline and targets):

- Availability of Satellite Accounts tables
 - **Baseline:** 2019 – The Tourism Satellite Accounts (TSA) are not produced
 - **Target:** March 2021 – the first 4 TSA tables compiled as test calculations

Activity 4.3.C (RS): Continued and finalizing of methodological documentation

1. Purpose of the activity

To present, discuss and work on the below mentioned subjects:

- Review of tasks agreed during Activity 4.3.B
- Preparation of templates for the TSA tables T1 to T4
- Discussion on the methodology for the TSA tables 1 to 4
- Preparation of the first estimates of tourism expenditure/consumption for the TSA tables 1 to 4
- Detecting weak points in estimation process and finding ways for improvement

2. Expected output of the activity

- Preparation of templates for TSA tables 1 to 4 in Georgian language
- First data estimates of tourism expenditure/consumption for the TSA tables 1 to 4
- Further recommendations for improvements of TSA demand side tables
- Metadata/Methodological documents – first draft concept
- Identification of other prioritized subject matters
- Work plan on sub-component 4.3 updated
- Mission report written
- ToR for next mission (draft)



Annex 2. Persons met

Geostat

Ms. Lia Dzebisauri, Deputy Executive Director
Mr. David Kupatadze, Head of Business Statistics Department,
Mr. Badri Kvachadze, Head of Tourism Statistics Division,
Mr. Irakli Jimshitashvili, Chief Specialist of Tourism Statistics Division,
Mr. Mamuka Tsiskarauli, Senior Specialist of Tourism Statistics Division,
Ms. Ekaterine Nozadze, Senior Specialist of Tourism Statistics Division,
Mr. Pavle Maghradze, Specialist of Tourism Statistics Division,
Mr. Beka Shukakidze, Specialist of Tourism Statistics Division,
Ms. Gvantsa Gogoladze, Contracted Specialist at Tourism Statistics Division

Georgian National Tourism Administration

Mr. Giorgi Bregadze, Head of the Research and Planning Department

RTA Twinning Team

Mr. Steen Bielefeldt Pedersen, Resident Twinning Advisor