

**COMPTE SATELLITE DU TOURISME
ET L'IMPORTANCE DES DONNEES STATISTIQUES**

**THE TOURISM SATELLITE ACCOUNT
AND THE IMPORTANCE OF STATISTICAL DATA**

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Reçu le: 15/08/2021 **Accepté le :** 01/02/2023 **Publication en ligne le:** 01/06/2023

Résumé

Le compte satellite du tourisme (CST), adopté en 1999, vise à mesurer la contribution de la consommation touristique à une économie, en se concentrant sur un flux régulier de données financières qui fournissent des informations complètes sur la pertinence économique du tourisme et qui peuvent être comparées dans le temps aux niveaux régional, national et international. Le CST a été développé par de nombreux pays comme le Canada, la France et le Mexique et est en cours de refonte par d'autres pays. L'objectif du CST est d'intégrer les normes internationales recommandées par l'OMT, de fournir des mesures précises de la taille du secteur du tourisme sur la nature de la demande et de l'offre touristiques et sur contribution directe du tourisme au PIB et à l'emploi et d'établir des comparaisons et des interactions avec d'autres secteurs de l'économie. Le document analyse la méthodologie de mesure du tourisme par le biais de la CST, depuis les concepts de base, les approches et les défis de la mise en œuvre jusqu'aux résultats qui ont été obtenus par son application.

Mots clés : Compte satellite - comptes nationaux - statistiques du tourisme – Tourisme -TCS – MEDSTAT

Abstract

The Tourism Satellite Account (TSA), adopted in 1999, aims to measure the contribution of tourism consumption to an economy, focusing on a regular flow of financial data that provides comprehensive information on the economic relevance of tourism and that can be compared over time at regional, national and international levels. The CST has been developed by many countries such as Canada, France and Mexico and is being redesigned by other countries. The objective of the CST is to incorporate international standards recommended by the UNWTO, to provide accurate measures of the size of the tourism sector on the nature of tourism demand and supply and on tourism's direct contribution to GDP and employment, and to make comparisons and interactions with other sectors of the economy. The paper analyses the methodology for measuring tourism through the TSA, from the basic concepts, approaches and implementation challenges to the results that have been achieved through its application.

Keywords: Satellite account - national accounts - tourism statistics - tourism - STC - MEDSTAT

1- INTRODUCTION

Over the last decade, the tourism sector has become a lever of growth given its importance in the national economy, through its contribution to GDP, its creation of employment, its contribution to the balance of payments and its role on other macroeconomic variables.

Tourism is a social, cultural and economic phenomenon that involves the movement of people. The relationship of tourism with multiple economic activities has led to an interest in measuring its economic contribution and assessing its interdependence with other social and economic activities (United Nations, 2010, p. 1).

Given the interdependence, interaction and interweaving of this activity with other economic activities, it was difficult to calculate the true value added of tourism activity. The latter can be apprehended within the framework of a macroeconomic analysis grid which is synthesised by the tourism satellite account. The satellite account is an information system that allows a detailed description of a certain sector of the economy based on the use of the System of National Accounts (SNA), which is a system determined by a set of concepts, definitions, classifications, accounting relationships, structures and aggregates that allow us to calculate a satellite account.

The TSA identifies the tourism sector as a grouping of several industries related to accommodation, food services, transport, travel agencies and leisure. It measures the goods and services consumed by visitors in each of these sectors, according to international standards and methodologies proposed by the World Tourism Organization.

This article aims to explain the importance of this phenomenon in its multiple aspects and from its different angles and to clearly pose the question of the analysis of the tourism satellite account.

How to establish a tourism satellite account?

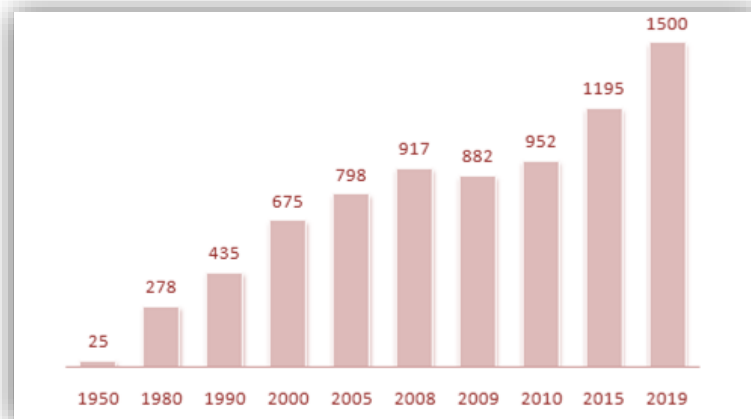
This question, in turn, raises many questions, namely:

1. Why is tourism so important to the economy?
2. What is the Tourism Satellite Account (TSA)?
3. Why is Algeria slow to launch its own satellite account?

First of all, and before answering the primary question, it is necessary to describe the importance of the tourism sector in an economy. The implementation of the TSA will be discussed in the second phase from its definition to the UNWTO recommendations. In this respect, it should be stressed that comprehensive and reliable statistics must be researched, collected and processed in order to create this account. The last phase focuses on the national context and consists in examining the steps of the implementation of the satellite account in Algeria.

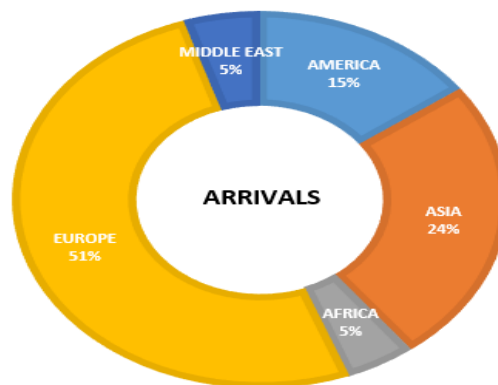
2- TOURISM IN THE WORLD

Tourism is an industry that has a positive impact on economic growth. It is ranked third in the world in terms of exports, behind chemicals and fuels, but ahead of the food industry and automobiles based on 2017 (World Tourism Organization, 2019, p. 8). For a number of developing countries, tourism is considered the main export item, creating jobs and contributing to gross domestic product. International tourism has been growing steadily for over sixty years. According to data from the World Tourism Organization, the number of international tourists was only about 25 million in 1950. This number increased to 675 million in 2000 and reached 1500 million arrivals in 2019 (World Tourism Organization, 2020, p. 2). In fact, the evolution has been remarkable, as 2019 was the tenth consecutive year of positive growth.

Figure N°01. The number of international tourists(millions)

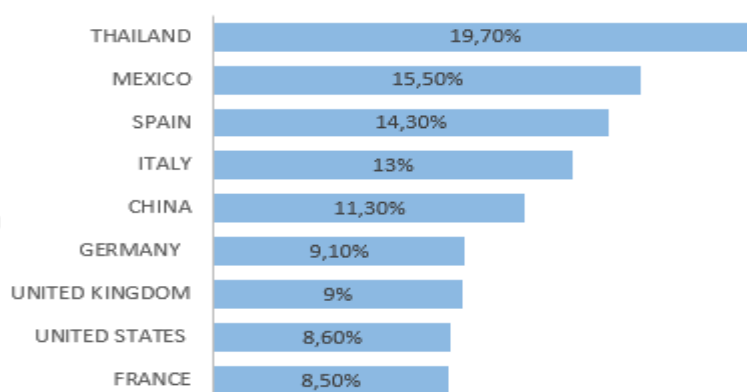
Source : World Tourism Organization, 2020.

It should be noted that this growth differs from one continent to another. Out of a total of 1.465 billion in 2019, Europe receives half of the world's international arrivals (745 millions) , followed by Asia-Pacific with 1 in 4 arrivals. While countries with a long tradition of tourism, such as America, experienced a low growth rate of around 15%. France remained the world's leading tourist destination with over 90 million visitors.

Figure N°02. International tourist arrivals by continent in 2019.

Source : World Tourism Organization

Tourism is an important and effective lever for economic growth. Its total contribution to GDP varies from country to country. According to the estimates of the World Tourism Organization (WTO), it represents on average almost 12% of the world's gross domestic product, 7% of investment and 11% of the workforce. The economic weight of tourism varies greatly according to the volume of flows received and the degree of diversification of the economic structures of States (Decroly, 2003, p. 239). The table opposite shows the contribution of the tourism sector to GDP in 2019.

Figure N°03. The contribution of the tourism sector to GDP (2019)

Source : World Economic Forum

3- THE IMPORTANCE OF STATISTICAL DATA FOR TOURISM

Tourism activity provides the opportunity to provide tourism statistics on a regular basis in order to obtain an accurate picture of the contribution of tourism to an economy, to identify achievements, to assess performance levels, to support investment decisions and to map out effective tourism policies and strategies. The sources are multiple and very heterogeneous, ranging from information obtained by travel agencies, airlines and hotels. The tourism sector is one of the main sectors that uses the most data. Each country transmits statistics annually to the World Tourism Organization, which collects them to analyse tourism in the world and publishes the results annually. The collection of statistical data poses the problem of the limited credibility of tourism statistics and the results disseminated are not always very relevant given the diversity of activities related to this sector that are not measured. Above all, there is a lack of valid information on the role that tourism plays in national economies around the world, and there is an urgent need for credible data on the importance and scale of this activity (World Tourism Organization, 2000, p. 4).

To this end, numerous efforts have been made by many international Organizations, namely UNWTO, Eurostat and OECD, and endorsed by the United Nations. The result of these efforts has been the introduction of a new accounting system for tourism, the Tourism Satellite Account. The latter attempts to analyse tourism as an economic phenomenon in the broadest context, and countries have since begun to adopt this account in order to extract the size and contribution of this sector to the national economy. It should be noted that the Tourism Satellite Account relies on the availability of sufficient and adequate data to produce credible statistics, which are in turn necessary to carry out the various analyses of tourism that are used to assess its different aspects, to support and improve policy and decision making.

4- THE TOURISM SATELLITE ACCOUNT

The satellite account, developed by the United Nations, is a concept for presenting statistical data to measure economic sectors that are not defined as industries in the national accounts. The idea originated in the 1980s, was formally implemented in the System of National Accounts (SNA) in 1993 and was more fully implemented in 2008 (Statistics Canada, 2020). Examples include social protection, culture, education, environment and tourism.

4-1 Definition of a Tourism Satellite Account (TSA)

The Tourism Satellite Account is a statistical tool developed in line with the System of National Accounts that allows the calculation of economic indicators for tourism and its comparability with the rest of the sectors. It is composed of a set of accounts and tables, which provide comprehensive information on the economic relevance of tourism in a country through macroeconomic indicators (OECD, 2010). In 1999, only seven countries had developed such programmes. Currently, over 70 countries have tourism satellite accounts. The Tourism Satellite Account (TSA) is an integrated, coherent and flexible macroeconomic scheme based on definitions, classifications and accounting rules derived from the system of national accounts and provides an official, objective and reliable measure of the economic contribution of tourism.

Canada was among the first countries to have a Tourism Satellite Account and published its first TSA results in July 1994. Other countries, such as the Dominican Republic, France, Mexico, Norway, New Zealand, Poland, Sweden and the United States, have released their TSAs or have implemented expanded pilot exercises.

4-2 Background

It is necessary to outline a brief history of the procedures that led to the establishment of an STC. Its history and development are linked to the development of the 2008 international recommendations on tourism statistics, so that the first recommendation was proposed in 2000. But before these recommendations, many years of effort by a large number of institutions, countries and individuals to give tourism activity its rightful place as an economic phenomenon in the set of macroeconomic statistics (World Tourism Organization,, 2016, pp. 44-91).

Table 01. History of the different actions of the establishment of the CST

Years	Actions
1991	International Conference on Travel and Tourism Statistics, Ottawa.
1992	Data collection and analysis according to the Economic Accounts for Tourism.
1993	UNWTO and OECD began to develop the conceptual framework for a Tourism Satellite Account (TSA).
1994	Canada's first national tourism satellite account is announced. The United Nations and UNWTO published the Recommendations on Tourism Statistics.
1995	The collection of statistical information in the field of tourism. This Directive aims to harmonise and improve statistics in order to create an integrated system of information on tourism supply and demand.
1999	Enzo Paci World Conference on Measuring the Economic Impact of Tourism, in Nice. Creation of the Inter-Secretariat Working Group formed by UNWTO, OECD and Eurostat.
2000	The first recommendation on the implementation of the conceptual framework of the Tourism Satellite Account.

SOURCE: Prepared by the authors

4-3 Objective

The TSA is an accounting measurement tool that aims to :

- To design economic policies aimed at tourism development.
- To examine the economic dimension of tourism from both the demand and supply side.
- To provide information that highlights the role of tourism as a generator of employment.
- To organise statistical data and provide analytical information on tourism.
- To identify relevant indicators on tourism activities.

4-4 Description of the Tourism Satellite Account

The TSA provides a set of key information and indicators that allow a better understanding of the economic contribution of tourism presented in ten tables derived from the process of reconciling economic information related to tourism within the framework of the supply and use tables of the System of National Accounts (SNA).

Tables 1 to 3: provide details on tourism demand, the most important element of visitor consumption: visitor expenditure. They share the classifications and breakdown of the different visitors, as well as the valuation principles. Tables 1 to 3 describe the most important element of visitor consumption: visitor final consumption expenditure in cash. Table 1 focuses on inbound tourism, Table 2 on inbound tourism and Table 3 on outbound tourism

Table 4: adds up all final visitor cash consumption expenditures associated with inbound and outbound tourism consumption

Table 5: presents the production accounts of tourism and non-tourism industries (i.e. tourism-related and non-tourism-specific industries) in the reference country in a form suitable for comparison with domestic tourism consumption

Table 6: presents an overall comparison between domestic tourism consumption and domestic supply, from which the value added of tourism and the GDP from visitor consumption can be calculated

Table 7: measures the employment that is limited to employment in the tourism industries and the indicators used to express this size will be the number of jobs and the number of persons employed in at least one job.

Table 8: presents the gross fixed capital formation of tourism (GFCF) which plays a very important role in the analysis of tourism dynamics. GFCF is an important (but not unique) component of the growth of the capital stock over time and thus of productive capacity. It is also a component of tourism demand, as it is associated with the possibility to offer goods and services to visitors in the future.

Table 9: Collective tourism consumption. This is the provision of non-market services in an economy. These services are provided by public administration and non-profit institutions in the service of households or the community at large in a non-market mode, i.e. they are delivered free of charge or at prices that are not related to the costs incurred to produce them.

Table 10: presents some quantitative indicators, not expressed in monetary terms, which are fundamental to the interpretation of the monetary information used.

The data presented in the tables allow for an assessment of the overall economic dimension of the tourism industry. To a large extent, the obstacles to the use of TSAs are due to the difficulties countries have in filling in these tables. The compilation of a comprehensive TSA is clearly a heavy burden for many countries.

5- CANADIAN EXPERIENCE

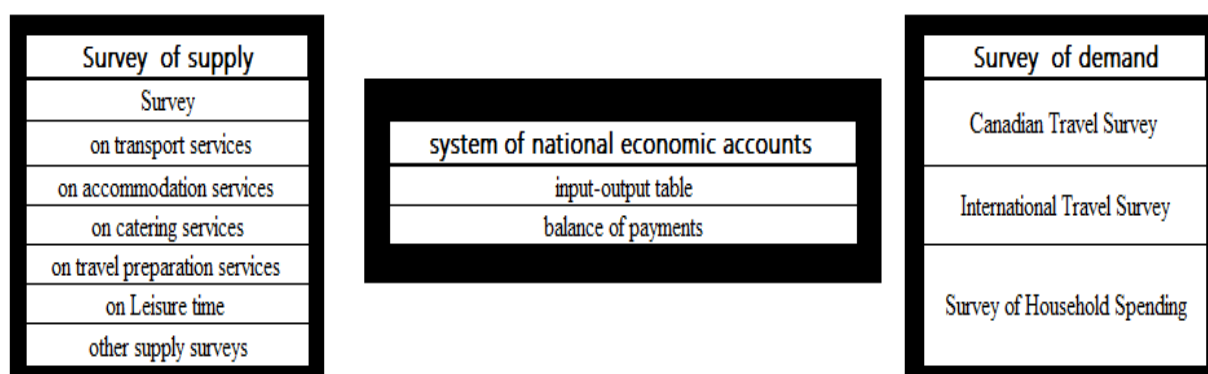
Tourism is a very important sector in the Canadian economy, and the statistics show this contribution. It accounts for 2.1% of Canadian GDP and 3.1% of exports and is a source of employment, accounting for 3.9% of total direct employment. Tourism-related spending amounts to over CAD 100 billion annually. Travel accounted for 26.6% of total services exports in 2018 (OECD, 2020). In 1994, Statistics Canada published for the first time the CST results for the whole Canadian economy, which provide official measures of tourism's contribution to the overall economy and employment. But interest in implementing the system dates back to 1986 by a group that included representatives of federal, provincial and territorial governments, as well as industry groups with an interest in tourism.

Statistics Canada's mandate and objective is to collect and publish statistical information on the nature and activity of Canadian households, businesses, institutions and governments for research, policy development, program administration, decision making and information purposes. The agency works collaboratively with various parties within the national statistical system to improve the coverage, relevance and use of the system and to provide related

professional expertise and coordination. Statistics Canada is the independent, professionally credible and permanent home of the Satellite Account (Meis S. M., 1999).

In its basic form, the Canadian Tourism Satellite Account (CTSA) is seen as a multi-level information system that collects, organizes and links statistical data describing key aspects of tourism. This new system offers the possibility to measure the economic activity generated by tourism, and is based on two sets of data that refer to different variables on the one hand on tourism demand and on the other hand on tourism supply. The diagram below describes the data flow related to the CTSA.

Figure N°04. Data Sources Of the Canadian Tourism Satellite Account



Source : Guide to the Canadian Tourism Satellite Account

In the case of demand, it is a question of identifying, from an economic point of view, the different types of tourists, national or international, by means of surveys measuring the expenditure of these tourists which are used to estimate this tourist demand. One of these surveys, the Household Expenditure Survey, is used to calculate the domestic tourism demand of the territories. Total tourism demand includes domestic tourism demand, international tourism demand and interprovincial tourism demand.

In the case of supply, the various surveys associated with tourism are studied, such as the surveys on transport, accommodation and food service industries, etc. Input-output tables are constructed from all of these surveys and a large number of other industry and household surveys, as well as from tax, customs, and administrative data, and produce detailed supply estimates for the economy as a whole (Statistics Canada, 2007).

6- TOURISM SATELLITE ACCOUNT PROJECT IN ALGERIA

Algeria is the largest country on the African continent. It has a rich and varied history thanks to its strategic and geographical position around the Mediterranean basin, which has been the cradle of several civilisations, namely Byzantine, Carthaginian, Greek, Roman and Islamic (Kherrou, 2020, p. 290). Thus, its wealth of natural and cultural resources provides it with ample opportunities to develop a tourist activity, particularly thanks to the potentialities it has within its coastline, which extends over 1,622 km.

6-1 The importance of tourism in the Algerian economy

Algeria, which has tourist deposits and great potential for achieving the objectives of sustainable development, implemented a master plan for tourism development (SDAT) in 2008 for the year 2030. This dynamic presents the

will of the State which aims to improve the living environment, preserve the environment, enhance the natural and cultural capital and develop the tourist heritage through investments which respect the principles of sustainability. After the fall in oil prices in 2014, tourism has returned to the economic scene. Tourism is no longer a choice, it is an imperative. Tourism is no longer a choice, it is an imperative. It is an alternative resource to hydrocarbons as an exhaustible resource.

Tourism can represent an alternative source of income. Indeed, it has experienced an upward development dynamic, insofar as 2,112 investment projects with an estimated capacity of 277,199 beds and 101,944 jobs have been approved, of which 803 projects with a capacity of 103,011 beds and 43,960 jobs are in the process of being carried out, in addition to the land plots allocated by the public authorities, which are estimated at 225 tourist expansion zones (ZET) with a total capacity of 56,472 hectares destined for tourist projects (Hamdad, 2018, p. 17)

6-2 Coopération statistique euro-méditerranéenne MEDSTAT

In the field of statistics, Algeria has been involved in MEDSTAT projects since 1996, financed by the European Union and the Mediterranean partners, which provide expertise and technical support, helping to make available statistical information useful for monitoring progress in Euro-Mediterranean cooperation.

Table N° 2: MEDSTAT projects

The project	The period	The beneficiary countries (The Mediterranean area)
MEDSTAT I	1996-2003	Algeria, Egypt, Israel, Lebanon, Jordan, Morocco, Palestine, Syria, Tunisia, Turkey
MEDSTAT II	2006-2009	Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Syria, Tunisia and Turkey.
MEDSTAT III	2010-2013	Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria, Tunisia
MEDSTAT IV	2016-2019	Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Tunisia

Source : https://ec.europa.eu/info/index_fr

The main objectives of the projects are to promote decision-making by improving the availability and accessibility of statistical data. These objectives can be broken down into four main areas (Eurostat, 2012):

- Strengthen the capacities of Mediterranean countries to collect accurate, timely and relevant statistics.
- To improve the coherence of statistical data in the partner countries.
- Harmonise methodologies with European and international norms and standards.
- Contribute to the production of better quality data in the thematic areas.

And despite all its progress in any analysis, the only fragmentary statistics on accommodation (number of overnight stays, occupancy rate), catering (number of covers served) and air and sea transport are very insufficient to measure tourism as an economic activity.

6-3 Strengthening tourism statistical capacities

Due to the economic and social importance of tourism for Algeria, which constitutes an alternative resource to hydrocarbons as an exhaustible resource, and in order to evaluate the repercussion of this industry on the rest of the national economy, the Ministry of Tourism and Handicrafts has expressed its interest in broadening the capacity of

analysis of the statistical indicators used until now. To this end, a working group has been set up with experts from various national and international institutions for statistical capacity building. This programme is a key part of the UNWTO programme:

- To guide the country in the development of its tourism statistical system
- To understand and quantify the impact of tourism on the economy
- To implement the Tourism Satellite Account project

This programme was spread over three years from 2017 to 2019 and aimed at training experts in statistical methodology, which remains a necessary factor in the information system of all countries and allows the implementation of plans and strategies required to regulate policies.

The first workshop of the World Tourism Organization (UNWTO) Statistical Capacity Building Programme was organised on 13, 14 and 15 February 2017 at the Palais de Nations, jointly with the World Tourism Organization (UNWTO), bringing together the countries of the Maghreb and West Africa, namely Benin, Cape Verde, Côte d'Ivoire, Guinea, Mali, Mauritania, Morocco, Niger, Republic of Congo, Sao Tome and Principe, Senegal, Sudan, Togo and Tunisia (Ministère Du Tourisme Et de L'Artisanat, October 2018). This first meeting was an opportunity for UNWTO experts and participating delegations to discuss a very important topic, namely tourism statistics and how to design the tourism satellite account as a concept for assessing tourism in the national economy.

The programme revolved around the following main axes

- 1- General information on tourism and main definitions
- 2- The different forms of tourism with a special focus on inbound tourism: concepts and measures; tourism expenditure and balance of payments
- 3- Characteristic activities of tourism (beyond accommodation)
- 4- The UNWTO Compendium and Yearbook of Tourism Statistics questionnaires and how to answer them

The second workshop of the capacity building programme in tourism statistics took place in Algiers from 27 to 29 September 2018 and comes after the one organised in February 2017, in the framework of the technical assistance provided by UNWTO to its Member States, in order to develop efficient statistical systems. The final list of participants included the following countries: Benin, Burkina Faso, Cape Verde, Côte d'Ivoire, Guinea, Mali, Niger, Sao Tome and Principe, Sudan, Togo and Algeria.

The participants of this meeting discussed during the three days several topics, including (World Tourism Organization, 2018):

- National accounting and the STC.
- Demand in tourism.
- The supply of tourism goods and services and the supply of tourism-related activities

Reconciling supply and demand.

- The way forward: beyond the STC and conclusions.

The conclusions of this workshop can be summarised as the encouragement of

- 1- The creation of a tourism satellite account which allows the monitoring of the objectives of Sustainable Development for tourism;
- 2- The setting up of an institutional platform to develop the tourism satellite account;
- 3- The measurement of employment (employment will be a privileged theme for the next seminar);

- 4- Measuring land-based tourism in collaboration with neighbouring countries;
- 5- Land tourism: measuring progress for next year;
- 6- Collaboration with the national bank to improve the travel account in the balance of payments;
- 7- Massive participation of national accounting experts for next year.

A third similar workshop was planned for 2019, followed by a colloquium in Algiers, to crown these workshops in order to present and evaluate the results obtained. But this workshop did not take place. It should be noted that one of the major problems of the sector is the absence of a reliable information system, making the implementation of national tourism policies and strategies inefficient. The statistics produced today on the sector lack completeness and reliability. The real weight of tourism in the economy in terms of contribution to the gross domestic product, gross value added and job creation is underestimated.

7- CONCLUSION

Tourism is an amalgam of various branches of activity such as transport, accommodation, catering, leisure and travel agencies. Due to the heterogeneity of tourism production, however, it is difficult to grasp the multiple economic effects of tourism and to take them into account in economic statistics. The role of the line ministry is to provide reliable and accurate data in order to make development decisions and formulate effective tourism policies and strategies for the sector. The Tourism Satellite Account (TSA) is a new statistical tool designed to assess in detail the economic contribution of tourism-related transactions and the interactions of the sector with other sectors.

The TSS has become the main economic measurement tool for tourism. Developed by the World Tourism Organization (UNWTO), the United Nations Statistics Division and a number of other global partners, the CST allows for a detailed analysis of all aspects of the demand for goods and services associated with visitor activity, examining their relationship with the supply of these goods and services and describing how this supply interacts with other economic activities. The results are obtained through the development of summaries and analyses from different statistical sources. Only four African countries have succeeded in developing the CTS, including South Africa and the Republic of Congo.

One of the measurement difficulties encountered in developing and producing an STC is the lack of information on statistics that need to be

- 1- Revalued and adapted to the standards recommended by the UNWTO;
- 2- Produced on the basis of reliable sources;
- 3- Comparable over time with other economic sectors and activities;
- 4- Consistent and presented in a macroeconomic framework according to international standards.

In conclusion, obtaining reliable and meaningful statistics is difficult in many fields, and even more so in tourism given the diversity of tourism-related activities. The implementation of the STC is an extremely heavy and difficult task, which requires the effort and commitment of a large number of stakeholders.

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