

12th

Global Forum on Tourism Statistics

May 14–17 / 2014 Prague

Representative Premises of Černínský Palác

Loretánské náměstí 5/101 Hradčany

PROGRAMME

Prague 2014

**VISIT
SHARE
DISCUSS**

14
MAY

Welcome programme

City of Prague invites participants of the **Global Forum on Tourism Statistics** to the Gala Reception in a unique venue – *The Residence of the Mayor of the City of Prague*

Included guided tours in Prague

Time: 7 p.m.

15
MAY

16
MAY

17
MAY

Forum

Černínský palác

Loretánské náměstí 5, Prague 1

*The seat of the Ministry of Foreign Affairs
(Czernin Palace, Loretánské square)*

[Programme next page](#)

Closing programme

CzechTourism offers two optional trips out of Prague to visit heritage sites and to enjoy Czech gastronomy.

08:00–09:30

REGISTRATION AT CZERNIN PALACE

09:30–10:00

OPENING AND WELCOME SESSION

Věra Jourová, *Minister for Regional Development of the Czech Republic*

Martin Tlapa, *Deputy Minister of Foreign Affairs of the Czech Republic*

Sophie Limpach, *Head of Unit, Short term statistics and tourism, EUROSTAT*

10:00–12:55

Session 1 – NEW TECHNOLOGIES AS DATA SOURCES AND COLLECTION METHODS: EVOLUTION OR REVOLUTION? Chairperson: **Christophe Demunter**, *EUROSTAT*

- Using Big Data for measuring / improving the efficiency of the tourism boards**
Jan Herget, *CzechTourism, Czech Republic*
- Innovation of tourism statistics by the use of new big data sources**
Nicolaes Heerschap, *Statistics Netherlands, Netherlands*
- Methodological and theoretical aspects of using passive mobile positioning data for tourism marketing**
Rein Ahas, *University of Tartu, Estonia*
- Digging for Data: Barriers to overcome before using Mobile Positioning Data for Tourism Statistics**
Ulf Sonntag, *Institute for Tourism Research in Northern Europe, Germany*
- Nový název “The Potential of VoIP Applications as a Source of Mobile Positioning Data for Providing Tourism Statistics”**
Erdem ACIR, *Ministry of Culture and Tourism, Turkey*
- Canadian Tourism Statistics: the EQ experience and future outlook**
Stéphane Tremblay, *Statistics Canada, Canada*

Summary and open discussion

12:55–14:10

LUNCH BREAK

14:10–14:25

KEYNOTE SPEECH

Martine Durand, *Chief Statistician and Director of Statistics Directorate, OECD*

14:25–17:00

Session 2 – BUSINESS REGISTERS: THE CORNERSTONE OF A HIGH QUALITY SYSTEM OF TOURISM STATISTICS?

Chairperson: **Zdeněk Tůma**, *KPMG*

- Tourism statistics and the business register in Italy: a comparative analysis and future outlooks for integration** **Francesca Petrei and Maria Teresa Santoro**, *ISTAT, Italy*
- New Zealand’s Integrated Data Infrastructure (IDI) – A hotbed for analysis of tourism industries**
Sarah Crichton, *Ministry of Business, Innovation and Employment, New Zealand*
- Estimating establishment-level tourism sales using the Regional Tourism Economic Survey and Geographical Information System**
Kozo Miyagawa, *Keio University, Japan*
- Tourism statistical project of the Ministry of Regional Development of the Czech Republic**
Margit Beníčková, *Ministry of Regional Development, Czech Republic*
- Estimating nights spent in Finnish accommodation establishments based on business registers**
Ossi Nurmi, *Statistics Finland, Finland*

Summary and open discussion

SOCIAL EVENING

17:15–17:45

TRANSFER BY FOOT TO TRAM STOP (Brusnice)

18:00

TOUR / TRANSFER BY HISTORICAL TRAM

19:00

CONFERENCE DINNER AT PRAGUE CROSSROADS

Prague Crossroads, Zlata, Prague 1
hosted by CzechTourism

08:00–09:30

REGISTRATION AT CZERNIN PALACE

09:30–12:05

Session 3 – MEASURING THE TOURISM ECONOMY AND LABOUR MARKET

Chairperson: **Alain Dupeyras**, *OECD*

- 1. Measurement of tourism labour in Austria: Data sources, methodology and challenges**
Peter Laimer, *Statistics Austria, Austria*
- 2. Identifying tourism characteristic occupations in Canada**
Terrence Martin, *Statistics Canada, Canada*
- 3. The Economic Impact of Cultural Tourism Measured through the Interconnection of the Tourism Satellite Account and Cultural Satellite Account**
Lucie Plzáková, *The Institute of Hospitality Management in Prague, Czech Republic*
- 4. Evaluating conformity with international standards for a country's Tourism Satellite Account: Some insights from Iceland**
Cristi Frent, *Icelandic Tourism Research Centre, Iceland*
- 5. The contribution of inbound tour operators to the tourism GDP of Italy – Analysing the production chain and the price components of inbound packages**
Mara Manente, *CISET – Ca' Foscari University Venice, Italy*

Summary and open discussion

12:05–13:20

LUNCH BREAK

13:20–15:50

Session 4 – QUALITY OF TOURISM: COMPETITIVENESS, SUSTAINABILITY AND SEASONALITY

Chairperson: **Oliver Herrmann**, *UNWTO*

- 1. Measuring competitiveness in tourism: the OECD perspective**, **Alain Dupeyras**, *OECD*
- 2. Tourism competitiveness of the Czech Republic regions and the possibility of the marketing measures performance evaluation using the BSC method**, **Monika Palatková**, *University of Business in Prague, Czech Republic*

- 3. Sustainable Tourism Indicator System for Andalusia**
Ana Moniche Bermejo, *Andalusia Tourism Government, Spain*
- 4. Tourism and sustainability: macro-accounting approach for measuring the links between tourism and environment**
Massimo Anzalone, *Ministry for Economy and Finance, Italy*
- 5. Suitability of French tourism supply to foreign demand: competitiveness of French tourism facilities considering the tourist's satisfaction**
Chloé Gonzalez, *Ministry for Craft Industries and Trades, Commerce and Tourism, France*
- 6. The seasonal adjustment of occupancy variables: The Italian experience**, **Lorenzo Cavallo and Maria Teresa Santoro**, *ISTAT, Italy*

Summary and open discussion

15:50–16:05

SUMMARY OF THE FORUM BY THE RAPPORTEURS

Tadayuki Hara

Associate Dean of Finance & Administration, University of Central Florida, USA

Teresa Skalska

Dean of Tourism and Recreation Faculty, Warsaw School of Tourism and Hospitality Management, Poland

16:05–16:45

CLOSING SESSION

Iva Ritchelova

President of Czech Statistical Office, Czech Republic

Sergio Arzeni, Director, Centre for

Entrepreneurship, SMEs and Local Development, OECD

Sophie Limpach, Head of Unit,

Short term statistics and tourism, EUROSTAT

Fumikado Yamamoto, Director, Office for Research

and Statistics, Japan Tourism Agency, Japan

SOCIAL EVENING

18:00–22:00

CLOSING RECEPTION AT CZERNIN PALACE

How to get there?

1

Welcome gala reception

The Residence of the Mayor of the City of Prague, Mariánské náměstí

Group transfer by bus:

The group transfer is organized from the conference venue (hotel–dinner–hotel).

PUBLIC TRANSPORT

By tram: Take the tram number 18 or 17 to the station Staroměstská.

By metro: Take the metro line A (green line) to the station Staroměstská.

There go along Kaprova Street and take the first street on the right (Valentinská Street), continue straight ahead to Mariánské náměstí where the Residence of the Mayor of Prague is located.

2

Forum (top picture)

Černínský palác, Loretánské náměstí 5, Prague 1 (Czernin Palace, Loretánské square)
The seat of the Ministry of Foreign Affairs

By tram: There is a tram stop Pohořelec located just 5 minutes by walk from the conference venue. Take the tram number 22 to get there from the city center.

By metro (and tram): Take the metro line A (green line) to the station Malostranská, there change to tram number 22 and go to Pohořelec station.





Global Forum on Tourism Statistics



Ministry of Foreign Affairs
of the Czech Republic



CzechTourism



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