TRAINING IN TOURISM STATISTICS METHODOLOGIES AS INCLUDED IN THE "INTERNATIONAL RECOMMENDATIONS FOR TOURISM STATISTICS" (IRTS) 2008 OF THE WORLD TOURISM ORGANIZATION

TERMS OF REFERENCE

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1. FRAMEWORK

Over the last twenty years, tourism has stood out as the economic activity with the greatest impact on various aspects of Cape Verdean society, especially in terms of wealth generation, job creation, and access to basic resources and services. This sector is recognised for its capacity for innovation and dynamism, evolving rapidly and requiring the Cape Verdean Government to provide assertive and up-to-date legal and political responses to keep pace with constant changes.

In fact, tourism is currently the main source of economic growth in the country, estimated to represent between 20-25% of GDP, and has been the country's main financial driver since 2013. However, challenges remain, particularly in terms of decentralising the flow across the islands and diversifying markets and operators. To achieve this goal, the country has an ambitious programme, the Tourism Operational Plan (POT), which aims to improve and diversify the country's tourist destination by focusing on differentiated and high-quality tourist products, with an emphasis on sustainability.

The perspectives for the coming years is for steady growth in tourism flow and an increasing influence on the country's economy. This new paradigm requires a new approach to sector governance, particularly the production of credible and timely statistical information, which is crucial for decision-making and an increasingly pressing need for the country's public policymakers. Sector and supply chain planning and resource allocation depend on the quality of the statistical information produced by competent entities.

At the international level, the World Tourism Organization (WTO) has played a fundamental role in coordinating all agencies involved in supporting the compilation of tourism statistics. The development of a Tourism Statistics System is closely linked to the implementation of the international recommendations for tourism statistics (IRTS, 2008) approved by the United Nations Statistical Commission (UNCS) for use in the compilation of Tourism Satellite Accounts (TSA). The IRTS 2008 were prepared by WTO in close cooperation with the UNCS, the International Labour Organization (ILO) and other members of the Inter-Agency Coordination Group on Tourism Statistics. The IRTS incorporate recommendations

and conclusions of the WTO Tourism Statistics and Satellite Account Committee, input received from national statistical offices, national tourism administrations and international organizations during a global consultation.

The IRTS 2008 provide the comprehensive methodological framework for collecting and compiling tourism statistics in all countries, regardless of the level of development of their statistical systems. Its main target audience are the institutes responsible for the national production of statistics, such as the National Institute of Statistics (INE) in Cabo Verde, and also the national tourism administrations, such as the Cabo Verde Tourism Institute (ITCV), usually involved in the compilation of tourism statistics.

The IRTS should be used as a reference for coordinating, reconciling, and interpreting tourism information. Furthermore, general guidance is provided regarding data sources and data compilation methods.

In this context, the 2008 IRTS should be seen as a tool to help countries identify data gaps and guide them in reviewing existing data sources, as well as developing new ones. The measurement of key variables in tourism statistics (such as travel, visitors, expenditure, tourism supply, employment, etc.) must take into account the complexity of tourism due to its cross-cutting nature. It must also be sensitive to the specificities of each different form of tourism.

The Resilient Tourism and Blue Economy Development Project, which is financed by the World Bank, was developed in close coordination with the POT and is aligned with other strategic documents of the country, such as Vision Ambition 2030, and the National Investment Plan for the Blue Economy.

The project aims to increase diversity and resilience in tourism offerings and the participation of Small and Medium-sized Enterprises (SMEs) in tourism-related value chains, promoting sustainable tourism and the conservation of natural resources, with benefits for local communities. Through a series of integrated and intersectoral interventions, the project will seek to catalyze tourism flows to more islands and market segments beyond the current core offering, focusing on all-inclusive tourism. It will also enable greater participation of local communities in

tourism-related value chains and support the SME sector and women-led businesses to provide sustainable, demand-driven tourism services. The project has three essential components:

- **Component 1: Development of integrated and resilient tourism and blue economy** infrastructures, the main focus of which is investment in a set of blue economy and tourism infrastructures in selected destinations with high potential;
- **Component 2: Improving inclusive and sustainable tourism management in a blue economy** provides direct support to local SMEs to increase participation in tourism and blue economy value chains, while supporting an improved enabling environment and policies to stimulate additional private sector investment in these segments;
- **Component 3: Project Implementation Support:** provides support to the Special Projects Management Unit (UGPE) for project management and implementation.

A specific subcomponent relating to tourism statistics is planned within component 2 of the project, which aims to develop technical assistance and training to improve the quality and analysis of tourism statistics, as well as governance on the sharing and dissemination of information in the sector.

2. JUSTIFICATION

In Cabo Verde, the INE (National Statistics Institute) is the central executive body responsible for producing and disseminating official statistics within the National Statistical System. Its purpose is to design, collect, process, collate, analyze, disseminate, and coordinate official statistical data of interest to the country. The INE is responsible for producing and disseminating official statistics of national interest. The ITCV (Cabo Verde Tourism Institute) is the Central Tourism Authority, responsible for creating and maintaining a tourism information system that covers all tourism ventures and companies in the country.

Since 2021, INE and ITCV have been cooperating in the exchange of information. For example, INE uses the accommodation establishments database to set up the inventory operation for accommodation establishments. It also requests

information on overnight stays for the purpose of issuing the tourist tax, to compare with guest movement data. More recently, the ITCV has started to collect information on guests registered at establishments via the tourist tax control platform, which is also being shared with the INE. There is therefore a history of cooperation between the ITCV and the INE, which serves as a basis for this project.

The country aims to produce reliable and internationally comparable data in a key sector such as tourism. Therefore, it is essential that it has qualified technicians who understand the basic concepts of international statistical methodology.

However, the traditional technical staff of both institutions is comprised of technicians with diverse backgrounds, ranging from generalist areas in tourism to social, economic, and statistical fields. There is no clear specialisation in methodology related to tourism statistics in itself. There are some conceptualization difficulties regarding theoretical issues from a tourism statistics perspective that are crucial to understand.

Assim Thus, with the WTO having defined IRTS 2028 as a basic methodological tool, the project will support intensive training on the main concepts, definitions and methodological structure of this important guiding tool for statistical production.

3. PURPOSES

The purpose of this technical assistance is to strengthen the capacity of the main technical staff of ITCV and INE and other entities involved in the production of statistical information relevant to the sector (such as the port authority (ENAPOR), Border Police, among others) regarding the IRTS methodology, allowing to improve the quality of current statistical productions and contribute to the introduction of new statistical products and decision-making models at the tourism level.

4. EXPECTED RESULTS

• Improve the technical and theoretical knowledge of ITCV and INE technicians regarding basic tourism concepts and definitions such as: definition of tourism, country of residence, place of usual residence, usual environment, concepts such as travel and tourist visits, the different forms of tourism and the technical glossary of terms used in the sector;

- Clarify doubts and important concepts that are included in various statistical publications already produced in the country, relating to the characterization of visitors and tourist trips, and the activities of visitors and their expenses; which are fundamental for a more analytical approach to visitor flows;

- Deepen knowledge of fundamental technical aspects of satellite tourism accounting, such as standard classifications of products and productive activities that need to be used to harmonize observations made within the demand approach and the supply approach at the national level. Clarify the classification of tourism activities and non-tourism activities, as well as the issue of employment in the tourism industry, its basic categories, main classifications, and measures. Explain the connection between tourism statistics and the country's balance of payments;

- Contribute to developing economic measures of tourism and internationally comparable tourism sector aggregates at a given level of detail of products and productive activities;

- Contribute and present solutions for improving and innovating the country's tourism statistics.

4. SCOPE OF THE CONSULTANT'S WORK

- Carry out a diagnosis regarding the technical/methodological knowledge of the basic concepts of IRTS 2008 of INE and ITCV technicians;

- Analyze the statistical productions of INE and ITCV and identify possible gaps in the methodological procedures recommended by IRTS 2008;

- Based on the diagnosis, propose a training programme for INE and ITCV technicians (and other stakeholders, as necessary) of at least 40 hours, with lesson plans for the sessions;

- Carry out training sessions that, in addition to theoretical concepts, should focus on specific examples of current national statistical productions and any innovative products in the portfolio of the two institutions, as well as international best practices;

- Prepare reports on training sessions presenting considerations on the performance and evolution of technicians and specific needs for improvement in terms of the most urgent training aimed at both institutions;
- Instruct and guide trainees in the presentation of IRTS methodological solutions that may be included in current national statistical productions or in innovative products planned for the coming years.

5 DELIVERABLE ITEMS

Products to be delivered	Minimum Content	Delivery deadline	Payment instalments
D1 - An initial report	Diagnosis of tourism statistics. This document should contain a critical analysis of current statistical production, taking into account the recommendations of the 2008 IRTS, and identify the main gaps in the expertise of INE and ITCV technicians regarding the concepts and methodology of the 2028 IRTS.	2 weeks after signing the contract	15%
D2 – Training plan and lesson plans	Training plan. The consultant shall submit a training plan identifying the content to be taught, the methodological tools for the sessions, the total duration of the training, as well as individual plans for the sessions.	1 week after D1	20%
D3 - Session reports	- Summaries of sessions taught - Trainees' signed attendance list - Considerations about learning in sessions and participants' level of knowledge	To be determined according to the training plan	20%
D4 - Final report of training sessions	- Summary of the plan presented and the sessions taught (contents, duration, etc.) - Summary of key improvements in trainees after the sessions - Identification of remaining training needs and recommendations	1 week (after D3)	20%

D5 – Practical methodological recommendations from IRTS 2008 to be incorporated into current statistical productions and new products	-Present a set of practical recommendations in terms of methodologies, forms of collection, among others, which should contain clear and precise indications with a view to improving current statistical productions and new products to be developed.	2 weeks (after D4)	25%

5. CONSULTANT PROFILE

The international individual consultant must have the following profile:

- Bachelor's degree in statistics, tourism or economics, or another area highly relevant to this technical assistance, and Postgraduate degree in statistics, economics, economics/tourism studies or related area;

- At least 8 years of professional experience in tourism statistics, tourism economics, national statistical offices, international organisations dealing with tourism statistics, or related areas;

- Demonstrated comprehensive knowledge of the WTO IRTS, including its structure, concepts, and methodologies. Familiarity with other related international statistical frameworks, such as the TSAs;

  • Practical experience in aligning national tourism statistical practices with international standards, including the implementation of IRTS;

- Proven track record of delivering training programs, workshops, or technical assistance in tourism statistics or related topics to diverse audiences, including statisticians, policymakers, and industry stakeholders, for at least 3 years. Ability to adapt training content to different knowledge levels and cultural contexts of participants;

- Fluency in Portuguese. Knowledge of English or Spanish is an advantage;

• Immediate availability, and willingness to travel to Cabo Verde, if necessary, and offer in-person and virtual training.

6. CONSULTANCY DURATION

The consultancy will last a minimum of six weeks, plus the sessions resulting from the presented training plan, which must include both in-person and virtual sessions. Preferably, more than one-third of the sessions should be in-person and may take place at INE headquarters, depending on the circumstances and availability in Praia.

7. PLACE OF TRAINING

In-person training sessions must be delivered at INE's facilities, with INE covering the costs of the space and ITCV covering other expenses associated with the sessions. The consultant must cover the costs of producing training materials and include these costs in the financial proposal.

8. ADMINISTRATIVE AND FINANCIAL ASPECTS

a) The contractual focal point of this consultancy is the UGPE;

b) The technical focal point of this consultancy is ITCV;

c) c) The consultant will be hired through a *lump sum* type contract to be signed with UGPE;

d) d) Remuneration payments are linked to approval of deliveries, and payment of reimbursable expenses is made upon presentation of receipts for expenses incurred at actual cost.