

**Methodology and estimation of tourism-related road toll expenditures:
experience from the Slovene Tourism Satellite Accounts**

MATEVŽ RAŠKOVIČ (*University of Ljubljana, Faculty of Economics, Slovenia, matevz.raskovic@ef.uni-lj.si*)

According to the United Nations World Tourism Organization tourism is among the top 5 national industries in 4 out of 5 world countries today (UNWTO, 2008). In Slovenia, tourism represents “one of the leading economic activities, with a profound impact on national economy, regional development and employment” (Statistical Office of Slovenia, 2007). However, despite its importance the overall impact of tourism (and its components) on Slovenia’s national economy begun to be evaluated only with the implementation of the TSA methodology, first attempted in 2000 and upgraded in 2007 (for the years 2003 and 2006). Within the Tourism Satellite Accounts (TSA) methodology, transportation-related expenditures such as gas and road toll expenditures represent an important product and service category, often ranking among the top 5 tourism expenditure categories. This is especially true for small countries with strategic geographical positions, making ideal transit and on-the-way tourism destinations. Yet despite its importance, little or no concrete statistical data is provided for evaluating the share of road-toll expenditures paid by different categories of visitors.

The purpose of this paper is to provide experience, methodological tools and best practices for evaluating tourism-related road toll expenditures for different visitor categories in Slovenia for the year 2006. As such, the goal of the paper is to explain how tourism-related road toll expenditures have been estimated within the TSA methodology for Slovenia and to outline a methodological approach, which can be used either within the TSA methodology or individually.

In the first part, a brief overview of the TSA methodology is outlined followed by an overview of the various tourism-related visitor categories for Slovenia in the given reference period. The third part of the paper outlines a series of ‘physical flows’ (i.e. number of check-ins at road-toll stations, average prices of road toll for given distances, etc.) which provide a quantitative basis for our evaluations and estimates. The fourth part outlines and describes our methodological approach to the evaluation of tourism-related road toll expenditures, followed by limitations of our research in the fifth part, recommendations for further research and a conclusion in the sixth and seventh part.

Keywords: tourism-related road toll, methodology, Tourism Satellite Accounts, Slovenia