

World Tourism Organisation Statistics Capacity Building Program

For Asia and the Pacific Region

Workshop I

Bangkok, Thailand

22 – 26 November 2010

“Overview of International Recommendations on Tourism Statistics 2008”

Stan Fleetwood
UNWTO Consultant
Statistics and Economic Measurement of Tourism

a (very) brief history of statistical standards:

- in the pre-standards days everybody developed their own concepts, definitions and classifications
- countries could not compare statistics between collections or over time
- no international comparisons were possible
- with the growing economic importance of tourism countries and organisations like UNWTO saw the need for international standards
- the first set of comprehensive international standards were produced in 1993: the *1993 Recommendations on Tourism Statistics*
- however, in recent years it has been seen that these standards were no longer sufficient and needed to be revised

why do we need new standards?

- since 1993 new topics have grown in importance, such as tourism-related employment, investment, governments' involvement in tourism, impact on environment, measurement of tourism at sub-national levels, and others
- since becoming a specialised agency of the United Nations in 2004, UNWTO has greater responsibility to integrate the system of tourism statistics into the international standards for all economic activities
- the development of the TSA in conformity with the UN System of National Accounts and the IMF Balance of Payments standards has required some changes
- relevant international frameworks (to which tourism statistics are related), such as SNA93, BPM5, CPC, ISIC and the Manual on Statistics on International Trade in Services, have been undergoing updating and revision

the new standards:

2008 International Recommendations for Tourism Statistics

- was ratified by the United Nations Statistical Commission at its 39th meeting in New York in February/March 2008
- presents a system of definitions, concepts, classifications and indicators that are internally consistent
- facilitate the link to the conceptual frameworks of the Tourism Satellite Account, the National Accounts, Balance of Payments and labour statistics
- will be complemented by an upcoming IRTS 2008 Compilation Guide

2008 INTERNATIONAL RECOMMENDATIONS ON TOURISM STATISTICS (IRTS)

what is 'tourism'?

- 'tourism' is a sub-set of 'travel'. 'Travel' is defined as the activity of 'travellers' who are people who move between different geographic locations for any purpose for any duration
- 'tourism' is the activities of a sub-set of travellers, which we call 'visitors'
- A 'Visitor' is someone who takes a trip:
 - ✓ outside his/her usual environment;
 - ✓ for a period of less than a year; and
 - ✓ for any purpose (business, leisure or other personal), other than to be employed by a resident entity in the country/place visited.

what is 'usual environment'?

- difficult to devise a standard definition suitable for all countries
- broadly 'usual environment' of a person is the geographical area within which he/she conducts his/her regular life routines
- UNWTO recommends countries consider four criteria:
 - ✓ Frequency of the trip;
 - ✓ Duration of the trip;
 - ✓ The crossing of administrative or national borders; and
 - ✓ Distance from the place of usual residence.

employment by a resident entity

- excludes the travellers from being a 'visitor'
- consequently, these travellers are excluded:
 - ❖ travellers crossing the border on a regular basis for work (ie. border workers)
 - ❖ travellers employed under a short-term contract to work in the country
- however, these travellers are included:
 - ✓ employees of non-resident entities (of the country/place visited)
 - ✓ self-employed persons, providing services such as: installation of equipment, repair, consultancy, etc.
 - ✓ travellers entering for business negotiations or looking for business opportunities

overnight and day visitors

- 'Overnight visitor' is a visitor who stays in a place overnight. These are referred to as 'Tourists'
- 'Day visitor' is a visitor who returns his/her usual residence in the same day. These are called 'Excursionists'

domestic, inbound and outbound visitors

- **Domestic visitors** are those visitors whose main destination is within his/her country of residence. It is possible that a Domestic visitor may also have a secondary destination in another country.
- **Inbound (international) visitors** are those visitors in a country whose country of residence is another country.
- **Outbound (international) visitors** are residents of a country travelling to visit another country.

trips, visits and visitors

- Trip: the total travel of a visitor from departure of usual environment to return to usual environment
- On one Trip many places/destinations may be visited
- Therefore, one trip may equal a number of visits
- Sometimes, the term "visitor" is used for convenience instead of "trip" or "visit"
- Important to be clear on what is meant and what the statistics are counting.

characteristics of the visitor

- Sex
- Age
- Economic activity status
- Occupation
- Annual household, family or individual income
- Education

characteristics of tourism trips

- Main purpose
- Types of "Tourism product"
- Duration of trip / visit / stay
- Origin and destination
- Modes of transport
- Types of accommodation

main purpose

Main purpose: The Purpose in the absence of which the trip would not have taken place.

- 1. Personal
 - 1.1. Holidays, leisure and recreation
 - 1.2. Visiting friends and relatives
 - 1.3. Education and training
 - 1.4. Health and medical care
 - 1.5. Religion/pilgrimages
 - 1.6. Shopping
 - 1.7. Transit
 - 1.8. Other
- 2. Business and professional

types of tourism product

A "tourism product" represents a combination of different aspects of a destination

- eg. characteristics of the place visited
- modes of transport
- types of accommodation
- specific activities at destination
- etc.

Such as:

- ✓ culinary tourism
- ✓ eco-tourism
- ✓ city tourism
- ✓ sun-and-sand tourism
- ✓ health tourism
- ✓ winter sports tourism
- ✓ etc.

duration of trip/visit/stay

Measured in terms of "Visitor nights"

Example of classification of Length of stay:

- | | | |
|----|--------------------|---|
| a. | <i>Short-term</i> | <i>1 night</i>
<i>2-3 nights</i> |
| b. | <i>Medium-term</i> | <i>4-7 nights</i>
<i>8-14 nights</i> |
| c. | <i>Long-term</i> | <i>15-24 nights</i>
<i>25-34 nights</i>
<i>35-44 nights</i>
<i>45 + nights</i> |

origin and destination

Origin	Destination					
	Region 1	Region 2	Region 3	Region 4	Etc.	Total
Region 1						
Region 2						
Region 3						
Region 4						
Etc.						
Total						

modes of transport

Classification of Modes of transport

Major groups	Minor groups
1. Air	1.1 Scheduled flight 1.2 Unscheduled flight 1.3 Private aircraft 1.4 Other modes of air transport
2. Water	2.1 Passenger line and ferry 2.2 Cruise ship 2.3 Yacht 2.4 Other modes of water transport
3. Land	3.1 Railway 3.2 Motor coach or bus and other public road transportation 3.3 Vehicle rental with driver (i) taxis, limousines and rental of private motor vehicles with driver (ii) rental of man or animal drawn vehicles 3.4 Owned private vehicle (with capacity up to 8 persons) 3.5 Rented vehicle without operator (" ") 3.6 Other modes of land transport: horseback, bicycle, motorcycle, etc.

types of accommodation

Overnight visitors use accommodation

- commercial
- private

No standard classification recommended yet

FORMS OF TOURISM

forms of tourism

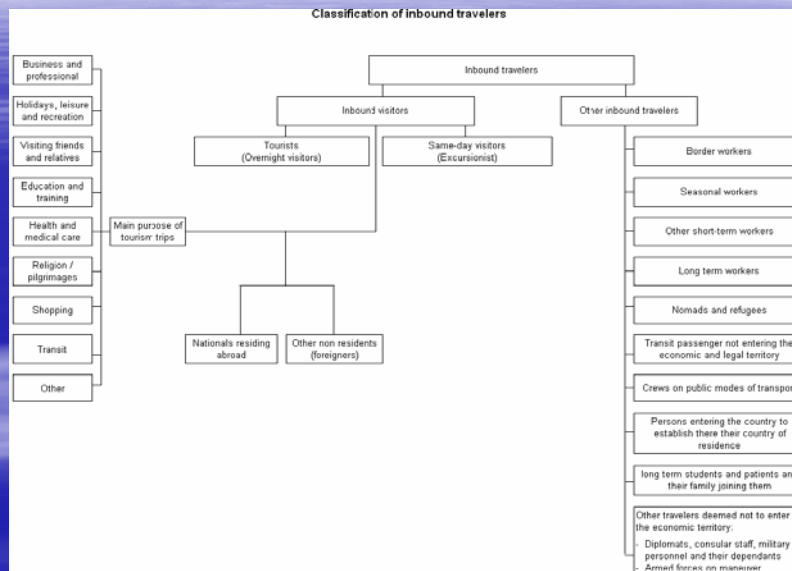
UNWTO recommends that the following three basic forms of tourism be distinguished:

- Domestic tourism, which comprises the activities of a resident visitor within the country of reference either as part of a domestic trip or part of an outbound trip;
- Inbound tourism, which comprises the activities of a non-resident visitor within the country of reference on an inbound trip;
- Outbound tourism, which comprises the activities of a resident visitor outside the country of reference, either as part of an outbound trip or as part of a domestic trip.

domestic tourism

- awareness of its importance has grown
- household surveys
- sampling and design issues
- accommodation statistics

inbound tourism



inbound tourism

- Some specific types of visitors:
 - Nationals residing abroad
 - Transit passengers
 - Crews
 - Frequent border crossers
 - Students
 - Health patients
 - Business and professional visitors

TOURISM EXPENDITURE

tourism expenditure

Tourism expenditure refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for a visitor's own use or to give away, for and during tourism trips.

Includes typical services acquired by visitors like:

- Transportation
- Accommodation
- Food and beverages
- Etc.

And also:

- Valuables (paintings, works of art, jewellery, etc.) irrespective of their unit value and acquired on trips
- Durable consumer goods (computers, cars, etc.) irrespective of their unit value purchased on trips
- All food prepared and without preparation
- All manufactured items whether locally produced or imported
- All personal services

tourism expenditure

In addition to expenditure on goods and services paid for directly by the visitor, includes:

- ✓ Expenditure on goods and services paid for directly by the employer for employees on business travel
- ✓ Expenditure by the visitor refunded by a third party, either employers, other households or the social insurance scheme
- ✓ Payments made by visitors for the individual services provided and subsidised by government in the areas of education, health, museums, performing arts, etc.
- ✓ Out-of-pocket payments for services provided to employees and their families on tourism trips financed principally by employers, such as: subsidised transport, accommodation, stays in holiday residences of employers, or other services
- ✓ Supplementary payments made by visitors to attend sports or any other cultural events on the invitation of, and principally paid by, producers (business, government)

tourism expenditure

Excluded:

- ❖ Payment of taxes and duties that are not part of the purchasers' prices of the products acquired by the visitor
- ❖ Payment of all classes of interest, including those on expenditures made during and for trips
- ❖ Purchase of financial and non-financial assets, including land and real estate, but excluding valuables
- ❖ Purchase of goods for resale purposes, either on behalf of third parties or on own account
- ❖ All transfers in cash such as donations to charities or to other individuals (in particular to families and relatives), as they do not correspond to the purchase of goods or services

timing of tourism expenditure

Payment:

- before the goods/services are received
- when the goods/services are received
- after the goods/services are received

categories of tourism expenditure

- Domestic tourism expenditure is the tourism expenditure of a resident visitor within the economy of reference
- Inbound tourism expenditure is the tourism expenditure of a non-resident visitor within the economy of reference
- Outbound tourism expenditure is the tourism expenditure of a resident visitor outside the economy of reference

valuation of tourism expenditure

- The price to be used is the purchaser's price, which corresponds to the price paid by the visitor. This includes all taxes and tips.

classification of tourism expenditure

Recommended categories:

- Package travel, package holidays and package tours
- Accommodation
- Food and drink
- Local transport
- International transport
- Recreation, culture and sporting activities
- Shopping
- Others

measuring tourism expenditure

- **Inbound tourism**

- expenditure module in surveys at the border (or other place where inbound visitors can be observed)

- **Domestic and outbound tourism**

- either a tourism-specific household survey, or a periodic module (monthly, quarterly, annually) attached to a general household expenditure survey

OTHER ISSUES

other issues

- Measuring tourism at sub-national levels
- Quality of data
- Metadata
- Dissemination
- Interagency cooperation

measuring tourism at sub-national levels

- Increasing interest in regional statistics
- Limitations in producing regional data
- Designing regional sample surveys is difficult
- Data incompatibility with other regions and nationally
- Use of national statistical collections to collect regional data
- Regional statistical collections should use international and national standards
- Visitors from within and outside the region

quality of data

- Concept of quality
- Data quality assessment frameworks
- Dimensions of quality and quality frameworks
 - (i) Prerequisites of quality
 - (ii) Relevance
 - (iii) Credibility
 - (iv) Accuracy
 - (v) Timeliness
 - (vi) Methodological soundness
 - (vii) Coherence
 - (viii) Accessibility

data quality assessment frameworks

- *The IMF Data Quality Assessment Framework (DQAF)* covers five dimensions of quality – assurance of integrity, methodological soundness, accuracy and reliability, serviceability and accessibility.
- *The European Statistical System (ESS)* focuses more on statistical outputs and defines six criteria – relevance, accuracy, timeliness and punctuality, accessibility and clarity, comparability and coherence.
- *The OECD Quality Measurement Framework* views quality in terms of seven dimensions – relevance, accuracy, credibility, timeliness, accessibility, interpretability and coherence.

quality of data

- Concept of quality
- Data quality assessment frameworks
- Dimensions of quality and quality frameworks
 - (i) Prerequisites of quality
 - (ii) Relevance
 - (iii) Credibility
 - (iv) Accuracy
 - (v) Timeliness
 - (vi) Methodological soundness
 - (vii) Coherence
 - (viii) Accessibility

prerequisites of quality

The elements within this dimension include:

- ✓ the legal basis for compilation of data;
- ✓ the adequacy of data sharing and coordination among data producing agencies;
- ✓ assurance of confidentiality;
- ✓ the adequacy of human, financial, and technical resources for implementation of tourism statistics programmes, and implementation of measures to ensure cost effectiveness of such programmes; and
- ✓ quality awareness.

quality of data

- Concept of quality
- Data quality assessment frameworks
- Dimensions of quality and quality frameworks
 - (i) Prerequisites of quality
 - (ii) Relevance
 - (iii) Credibility
 - (iv) Accuracy
 - (v) Timeliness
 - (vi) Methodological soundness
 - (vii) Coherence
 - (viii) Accessibility

meta data

- Metadata in the context of tourism statistics
- Metadata and international comparability of data

dissemination

- Data dissemination timetable
- Dissemination formats
- Data revisions
- Statistical confidentiality

interagency cooperation

- Usually a number of agencies are involved in compilation of tourism statistics
- Important that they establish and maintain good working relations
- Joint data collection programs
- Essential to ensure that all agencies are aware of changes in policies and procedures
- National Statistical Offices should monitor the compilation and dissemination of tourism statistics
- National Statistical Offices should also provide assistance to other agencies involved in compiling tourism statistics

**World Tourism Organisation
Statistics Capacity Building Program**

For Asia and the Pacific Region

Workshop I

Bangkok, Thailand

22 – 26 November 2010

***“Overview of International Recommendations on
Tourism Statistics 2008”***

**Stan Fleetwood
UNWTO Consultant
Statistics and Economic Measurement of Tourism**