Overview of the presentation:

- Structure of the IRTS 2008

- Main concepts IRTS 2008: brief presentation of contents of chapters 1-9

- Summarizing...
**Chapter 1 and Chapter 2:** Introduction and Definitions: tourism, country of residence, place of usual residence, usual environment. It also clarify notions such as those of tourism trips and visits, and introduce the different forms of tourism.

**Chapter 3:** characterization of visitors and of tourism trips

**Chapter 4:** activity of visitors from the point of view of their expenditures

**Chapter 5:** standard classifications of products and productive activities that need to be used in order to be able to harmonize observations made within the demand approach and the supply approach. National level, international comparisons of economic measurements and aggregates at certain level of breakdown of products and activities

**Annexes (see differences 2008/1993)**

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**Chapter 6:** definition of establishments in the case of tourism industries

**Chapter 7:** describes concepts and definitions of employment in tourism industries, its basic categories, major classifications and measures

**Chapter 8:** TSA and possible extensions of IRTS 2008. Link with BoP, subnational levels and sustainability of tourism

**Chapter 9:** supplementary issues, including quality of tourism statistics and their dissemination

**Annexes (see differences 2008/1993)**
Tourism: phenomenon which statistical representation has its particular challenges because of its special nature

Traditionally, generation of non monetary indicators and measurement of flows of visitors associated with inbound tourism.

Need of abandoning this traditional view. More precisions, as follows:

Travel: activity of travelers. A traveler is someone who moves between different geographic locations, for any purpose and any duration

Travel within a country by residents is called domestic travel. Travel to a country by non-residents is called inbound travel. Travel outside a country by residents is called outbound travel

Depending of the type of travel, we have domestic, inbound and outbound travelers, respectively.
Main Concepts IRTS 2008
Chapter 2

➢ **Trip:** for a country’s travel statistics, and *inbound trip* correspond to the travel between arriving in a country and leaving. *Domestic and outbound trips:* travel between leaving the place of residence and returning

➢ **Tourism trip:** trip that takes a traveler to a main destination outside his/her usual environment, for less than one year, for any main purpose (business, leisure or other personal) other than to be employed by a resident entity in the place visited. This is a visitor: a traveler taking a tourism trip

Main Concepts IRTS 2008
Chapter 2

➢ Different kind of visitors: domestic, inbound and outbound *visitor*

➢ Travel of different kind of visitors: *domestic, inbound and outbound tourism*

➢ *Tourism,* subset of *travel and visitors,* subset of *travelers*

➢ *Tourist* and *same day visitors*
Main concepts IRTS 2008
Chapter 2

Economic territory

- “Economic territory” is a geographical reference and points to the country for which the measurement is done (country of reference).

Economy

- “Economy” (or “economy of reference”) is an economic reference defined in the same way as in the balance of payments and in the System of National Accounts: it refers to the economic agents that are resident in the country of reference.

Main concepts IRTS 2008
Chapter 2

Nationality and citizenship

- The concept of “country of residence” of a traveler is different from that of his/her nationality or citizenship. The concept of citizenship is not part of the requirements or definitions of tourism statistics.

- While nationality is indicated in the traveler's passport (or other identification document), the country of residence has to be determined by means of a question It is recommended that travelers (and visitors) be classified on the basis of their country of residence.
Usual environment

- The *usual environment* of an individual, a key concept in tourism, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.

- It is a characteristic attached exclusively to an individual that complements the concept of country of residence used in the national accounts and the balance of payments and that of place of usual residence used in household statistics.

- The purpose of introducing the concept of usual environment is to exclude from visitors those travelers commuting regularly between their place of usual residence and place of work or study, or frequently visiting places within their current life routine.

- *It is recommended* that each country define the precise meaning of what is termed regular and frequent in the context of its tourism statistics.

- Some problems…
Visitors and tourism trips

- A trip can be classified by the visitor’s socio-economic characteristics or by specific features of the trip. Different recommendations are provided in this chapter regarding the identification and measurement of visitor and trip characteristics.

- Visitors are at the centre of the observation of tourism. Nevertheless, visitors do not always travel alone. A *travel party* is defined as visitors travelling together on a trip and whose expenditures are pooled. It is recommended that the membership of an individual visitor in a travel party be identified as well as the size of the party.

Characteristics of the visitor

- Sex
- Age
- Economic activity status
- Occupation
- Annual household, family or individual income
- Education
Characteristics of tourism trips

Trips associated with different forms of tourism may be characterized by:

- Main purpose
- Types of "tourism product"
- Duration of a trip or visit
- Origin and destination
- Modes of transport
- Types of accommodation

Main purpose of a trip

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
Tourism expenditure

Tourism is essentially a demand phenomenon. Expenditure of tourists is the key variable for the analysis.

Coverage of tourism expenditure

- **Tourism expenditure** refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others.

- It excludes the acquisition of certain items such as social transfers in kind that benefit visitors, the imputation of accommodation services from owned vacation homes and financial intermediation services indirectly measured. These are included in the more inclusive concept of tourism consumption in the Tourism Satellite Account.

- Special cases...
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.

Other categories of tourism expenditure

- **Internal tourism expenditure** comprises all tourism expenditure of visitors, both resident and non-resident, within the economy of reference. It is the sum of domestic tourism expenditure and inbound tourism expenditure.

- **National tourism expenditure** comprises all tourism expenditure of resident visitors within and outside the economy of reference. It is the sum of domestic tourism expenditure and outbound tourism expenditure.
**Classification of tourism expenditure**

- In order to be able to relate demand by visitors to the supply in the economy, *it is recommended* that information be collected not only on the total value of tourism expenditure, but also on the components of this total.

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**Additional comments related to tourism expenditure:**

- Classifications of products and industries

- The importance of surveys to estimate tourism expenditure as well as the correct measurement of flows of visitors
This chapter includes proposals and recommendations for the classification of products and productive activities required for tourism measurement and analysis that would be both internationally comparable and nationally relevant.

The CPC classification serves both these needs and will thus be used as a reference. Additionally, there is a well-established concordance between products classified using CPC and productive activities classified using ISIC.

The classification of tourism products and activities is based on the recent revisions of these two international standards (CPC, Ver. 2 and ISIC, Rev. 4) approved by the United Nations Statistical Commission in 2006.

Characteristic and connected products

Characteristic industries of tourism

Role of countries in this process
Main Concepts IRTS 2008
Chapter 5

Classification of products and productive activities for tourism

<table>
<thead>
<tr>
<th>PRODUCTS</th>
<th>ACTIVITIES</th>
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<tbody>
<tr>
<td>1. Accommodation services for visitors</td>
<td>1. Accommodation for visitors</td>
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<td>2. Food and beverage serving services</td>
<td>2. Food and beverage serving services</td>
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<td>3. Railway passenger transport services</td>
<td>3. Railway passenger transport</td>
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<td>4. Road passenger transport services</td>
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<td>5. Water passenger transport services</td>
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<td>6. Air passenger transport services</td>
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<td>7. Transport equipment rental services</td>
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<td>8. Travel agencies and other reservation services</td>
<td>8. Travel agencies and other reservation services activities</td>
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<td>9. Cultural services</td>
<td>9. Cultural activities</td>
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<td>10. Sports and recreational services</td>
<td>10. Sports and recreational activities</td>
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<tr>
<td>12. Country-specific tourism characteristic services</td>
<td>12. Other country-specific tourism characteristic services</td>
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The supply perspective

- Demand and supply: a strong relationship

- The analysis of tourism supply consists, first, in showing how the conditions are created that enable producers to provide goods and services to visitors, and, second, in describing the processes, the production costs and the economic performance of the suppliers in the tourism industries

- From the perspective of supply, the object is to describe the productive activities that provide the goods and services that visitors acquire.
Units or establishments?

Different statistical units are appropriate for different forms of analysis. The most common ones are institutional units and establishments.

When studying production processes, institutional units are not particularly adequate, as one unit may engage simultaneously in a variety of activities.

In recognition of this heterogeneity, the System of National Accounts recommends the use of establishment as the unit which provides data that are more suitable for analyses of production.

The establishment (or local kind of activity unit in the European Union lexicon) is defined operationally as “an enterprise or part of an enterprise that is situated in a single location and in which only a single productive activity is carried out or in which the principal productive activity accounts for most of the value added” (Systems of National Accounts 1993, Rev. 1 para. 5.15).

The establishment is used for the analysis of production and production processes in tourism statistics and the tourism satellite account, as in the System of National Accounts.
Employment in tourism industries...

- Employment is an important dimension in the characterization of tourism and in the acknowledgement of its importance from the productive, social and strategic points of view.

- While labour can be associated with the total output of an establishment, it cannot be assigned to any particular output without the use of specific assumptions and modeling procedures.

For this reason, tourism employment, referring to the employment strictly related to the goods and services (tourism characteristic, tourism connected and other) acquired by visitors and produced by either tourism industries or other industries cannot be directly observed. Its measurement would require techniques that go beyond these recommendations.
Employment in tourism industries...

- The collection of data on employment in the tourism industries should be integrated in the regular national statistical system. By its nature, employment in the tourism industries can be undertaken either in paid employment or self-employment. It is unlikely that a complete picture of employment in the tourism industries can be obtained from a single statistical source. In order to achieve a better coverage and get more detailed characteristics of persons employed, countries should, as far as possible, use the following major sources of data collection:

  (a) household-based sample surveys;
  (b) establishment-based sample surveys; and
  (c) administrative records.

Understanding tourism in its relationships with other macroeconomic frameworks

- Basically TSA, BoP, subnational levels and sustainability

Supplementary topics

- Quality, metadata, dissemination, interagency cooperation, implementation and updating policy

Glosary of terms and Annexes should be reviewed

- Training in IRTS 2008 rules is a need at this state of works
To guide countries in developing a consistent and useful set of basic data and indicators, covering both international and domestic tourism activity, and including a relevant description of the flows of visitors, their trips, and characteristics as well as the values of expenditure associated with these flows and the industries involved in serving visitors, the UNWTO developed, over the years, this set of recommendations.

If the purpose of developing a STS is launching a TSA project in the future, it is important to take into account that this instrument is very demanding in terms of information, as not only visitors and trips (both by residents and by non residents) need to be identified and measured, globally and in meaningful groupings such as by cross-classifications by country or place of residence, purpose of visit, means of transport used, forms of accommodation, forms of organization of the trip, but also their expenditure that should be measured, globally and by classes of products that are consumed.

On the other hand, from the perspective of the industries serving visitors, it is necessary to identify how they supply the goods and services they produce to visitors, and their cost of production, including particularly their use of labor.