Plan of the presentation:

- Tourism statistics: for what?
- The general framework of a STS: information to be generated and why
- Main variables: understanding tourism sector from an economic point of view
- To put in practice a STS: requirements
- Conclusions
Tourism statistics: for what?

In Most Countries, Economic Importance of Tourism needs to be recognized.

- Generation of output and demand in a variety of activities and products
- Generation of GDP (primary income)
- Generation of net foreign earnings
- Generation of tax earnings
- Generation of employment

Tourism statistics: for what?

- Maintaining a balance between the regions and stopping the migration of population to the major cities
- Participation in the preservation and enhancement of natural resources and historical heritage
- etc…
**Tourism statistics: for what?**

**Why this Lack of Recognition?**

Basically because the indicators used by tourism to communicate with other stakeholders...

...concentrate on:
- Number of arrivals
- Statistics on accommodation
- Scattered data on supply by “tourism” activities (those exclusively under the control of the corresponding ministry)

...while other activities speak of:
- Share in GDP,
- Share in employment,
- Share in earnings, etc...

---

**Tourism statistics: for what?**

**How to Gain Recognition?**

**Strategy:** use the same concepts
- use hard facts

**Methodology:** use a conceptual framework linked to more general conceptual frameworks such as NA and BoP

**This provides:** comparability with other activities
- international comparability
- credibility
Due to the nature of tourism:

- Tourism is a **demand side** activity: it is the visitor which makes tourism to happen;
- It is neither product nor activity driven;
- All consumption products which can be acquired by visitors and the activities that provide them to visitors fall into the scope of tourism: no product limitation.

Due to the history of tourism observation:

- It has been confined to the observation of arrivals and exits of travelers;
- It has been confined to the observation of “tourism” activities which tourism character is undeniable and almost exclusive (accommodation, travel agencies, etc.)

**A total shift of attitude is needed**
Economic importance of tourism should be determined by a set of

- Concepts
- Definitions
- Classifications
- Indicators
- Aggregates
- Other complementary indicators

Related to the demand and supply perspectives

Need of information related to the demand and supply perspectives: why?

- Complexity of tourism: activities carried out by visitors may or may not involve a market transaction (activities of visitors are also different of those carried out in their usual environment)
- High impacts on trends of economic growth and social structure: the case of developing countries
- Needs of private operators: more basic information on tourism supports planning of new projects and investments
- Other economic and social impacts
- Definition of tourism development policies: more credibility and opportunity

Generation of monetary and non-monetary indicators in order to provide a common reference framework for countries to use in the compilation of tourism statistics
Tourism comprises different activities of visitors, not only leisure.

- Their main objective is, being internally consistent, facilitate the link to the conceptual frameworks of the TSA, the NA, BoP and labour statistics, among others.
  - Related to the TSA: basic statistics allow its estimation.
  - Related to the relationship NA-TSA: TSA is structured by NA and structures NA and it depends on basic statistics.
  - BoP: monetary flows, external position of the country.
  - Concepts of residence and nationality.

The general framework of a STS: information to be generated and why

The STS approach: resuming...

- Economic contribution of tourism has to be approached from the activities of visitors and their impact on the acquisition of goods and services.
  - However, it can also be viewed from the supply side (productive activities demanded by visitors).
  - These two aspects, as well as employment in the tourism industries, are considered as part of the scope of the STS.

Tourism is a demand phenomenon.

These are main aspects considered in the IRTS 2008.
All concepts of IRTS 2008 have been guide by the following criteria:

- Practical applicability, both developed and developing countries
- Consistent with concepts and classification used in the NA, BoP, International Trade in Services, Household and Migration Statistics
- Additionally, classifications used should refer to the two main international classifications of products (CPC) and activities (ISIC)
- Applicable for description and analysis of tourism at a national and subnational level
- Conceptually precise
- Measurable within the constraints of statistical observation of visitors and of the activities serving them

Measurement of key variables in tourism statistics should be based in the IRTS 2008, *in principle*

It must take into account the complexity of tourism due to its crosscutting nature

It should also be responsive to the specificities of each form of tourism
Main variables: understanding tourism from an economic point of view
Visitor, tourism and activity of visitors

The Visitor:

- Any person traveling to a place
  - other than that of his/her usual environment
  - for less than 12 months and
  - whose main purpose of trips is other than the exercise of an activity remunerated from within the place visited

Main variables: understanding tourism from an economic point of view
Visitor, tourism and activity of visitors

Tourism:
- the activity of visitors: what visitors do

Activity of visitors in terms of national accounts:
- Final consumption: acquisition of goods and services for the direct satisfaction of the visitors wants and needs
**Main variables: understanding tourism from an economic point of view**

**Categories of visitors**

**International visitors:**
Whose country of residence is different from that of the country visited
- They also include nationals residing permanently abroad.
- They (usually) cross national borders

**Domestic visitors:**
Whose country of residence is the country visited itself
- They can be nationals or foreigners for this country.
- They (usually) do not cross national borders
Travelers

Making trips outside their usual environment
- Minimum distance traveled
- Crossing of administrative borders
- Stay less than one year

Making trips within their usual environment
- Routine of everyday life
- To work or study
- Stay of more than a year

Domestic tourism: the activity of resident visitors within the economic territory of the country of reference

Inbound tourism: the activity of non-resident visitors within the economic territory of the country of reference

Outbound tourism: the activity of resident visitors outside the economic territory of the country of reference

Internal tourism: the activity of both resident and non-resident visitors, within the economic territory of the country of reference

National tourism: the activity of resident visitors within and outside the economic territory of the country of residence
### Main variables: understanding tourism from an economic point of view
#### Visitors, venue and consumption

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Venue of expenditure</th>
<th>Category of tourism consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic visitors</td>
<td>Within the domestic economy of ref.</td>
<td>Domestic tourism consumption</td>
</tr>
<tr>
<td></td>
<td>Within the domestic economy of ref.</td>
<td></td>
</tr>
<tr>
<td>Outbound visitors</td>
<td>Outside the domestic economy of ref.</td>
<td>Outbound tourism consumption</td>
</tr>
<tr>
<td></td>
<td>Within the domestic economy of ref.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outside the domestic economy of ref.</td>
<td>Inbound tourism consumption</td>
</tr>
<tr>
<td>Inbound visitors</td>
<td>Within the domestic economy of ref.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outside the domestic economy of ref.</td>
<td>Outside the scope</td>
</tr>
</tbody>
</table>

- Impact of visitors viewed through
  - Their consumption
  - The implication of this consumption
    - Directly or
    - Indirectly
      - On the supply by activities
      - On the factors of production

- In terms of National Accounts, tourism is a demand defined activity

- Importance of basic statistics: where we are?
To put in practice a STS: principal requirements

- **Tourism development**: is a national project?
- **Positive answer**: an Interinstitutional Agreement is needed
- **Initiative of NAT**
- **Participation of**: NAT, Statistics Office, Central Banks, Immigration Services
- **Planning of activities and assignment of responsibilities**

To put in practice a STS: principal requirements

- **Memorandum of Understanding**: political and technical level
- **Coordination of NAT**
- **Training of national experts**
- **Monitoring**
- **Report to the political level**
Where we are?: Short description of the state of:

- National Accounts statistics
- Balance of Payments statistics
- Statistics on services

Homeworks by participating country