

Tourism statistics from the supply side perspective:

*what transpires from the country responses
to the UNWTO request for information*

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Contents

- I. Tourism products and tourism industry
- II. Country practices
- III. Sources of information
- IV. Future plans

I. Tourism products and tourism industry

Tourism supply is understood as the direct provision to visitors of the goods and services that make up tourism expenditure.

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

Tourism-related products, made up of two subcategories, (1) tourism **characteristic** and (2) tourism **connected** products

Classification has to be based on the significance of their link to tourism either worldwide or in the economy of reference. These subcategories will refer exclusively to consumption products

3

I. Tourism products and tourism industry

Para. 5.10: **Tourism characteristic products** are those that satisfy one or both of the following criteria: (a) Tourism expenditure on the product should represent a significant share of total tourism expenditure (share-of-expenditure/demand condition); (b) Tourism expenditure on the product should represent a significant share of the supply of the product in the economy (share-of-supply condition). This criterion implies that the supply of a tourism characteristic product would cease to exist in meaningful quantity in the absence of visitors.

Para 5.11. **Tourism characteristic activities** are the activities that typically produce tourism characteristic products. there is no strict one-to-one relationship between products and the industries producing them as their principal outputs. Two products of similar characteristics but produced by two different ISIC industries would be classified in the same CPC category..

4

I. Tourism products and tourism industry

Tourism characteristic activities are grouped into 12 tourism industries.

Tourism industries

1. Accommodation for visitors
2. Food and beverage serving industry
3. Railway passenger transport
4. Road passenger transport
5. Water passenger transport
6. Air passenger transport
7. Transport equipment rental
8. Travel agencies and other reservation services industry
9. Cultural industry
10. Sports and recreational industry
11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic industries

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I. Tourism products and tourism industry

Para 6.58: In order to ensure that the observation of tourism industries is developed at a relevant degree of breakdown that allows some detailed analysis of their specific activities, it is recommended that when possible, the ISIC 4-digit level be used (or NACE)

Note: use of SICTA in not recommended anymore.

Use Annex 3 to IRST 2008!

II. Country practices

	AZE	BLR	GEO	KAZ	MDA	RUS	UKR	UZB
Do you collect data which measures tourism from the supply (i.e. industry) side?								
Yes	X		X	X		X	X?	X
No		X			X			

7

II. Country practices

	AZE	BLR	GEO	KAZ	MDA	RUS	UKR	UZB	Σ
There is a national classification of <u>characteristic tourism activities</u> :									
Yes				X			X	X	3
No		X	X						2
There is a national classification of <u>characteristic tourism goods and services</u> :									
Yes							X	X	2
No		X		X					2

8

II. Country practices

	AZE	BLR	GEO	KAZ	MDA	RUS	UKR	UZB	Σ
There is a national classification of <u>related tourism activities</u>:									
Yes		X	X	X					3
No									
There is a national classification of <u>related tourism goods and services</u>:									
Yes		X	X						2
No				X					1

9

II. Country practices

	AZE	BLR	GEO	KAZ	MDA	RUS	UKR	UZB
There are "correspondence tables" of national classification of <u>characteristic tourism activities</u> with international activity classifications (e.g., ISIC, NACE)?								
Yes							X	
No								
There are "correspondence tables" of national classification of <u>characteristic tourism goods and services</u> with international product classifications (e.g., CPC, CPA)?								
Yes							X	
No								

10

II. Country practices

	AZE	BLR	GEO	KAZ	MDA	RUS	UKR	UZB
Do you reconcile in any way your tourism supply side data with your tourism demand side data?								
Yes			X					X
No		X			X	X		

11

II. Country practices

Data on tourism industries (IRTS, Para 6.21):

VP: Value of production

VCI: Value of intermediate consumption

VA: Value added

RE: Remuneration of employees

PE: Persons employed

GFCF: Gross fixed capital formation

12

II. Country practices – number of countries with available data

Tourism Characteristic Activities	VP	VCI	VA	RE	PE	GFCF
1. Accommodation for visitors	5	3	3	4	5	1
2. Food and beverage serving industry	3	3	3	1	2	1
3. Railway passenger transport	3	3	3	1	2	1
4. Road passenger transport	3	3	3	1	2	1
5. Water passenger transport	2	2	2	1	2	1
6. Air passenger transport	3	3	3	1	2	1
7. Transport equipment rental	2	2	2	1	2	1
8. Travel agencies and other reservation services industry	4	3	3	3	4	1
9. Cultural industry	3	3	3	1	2	1
10. Sports and recreational industry	2	2	2	1	2	1
11. Retail trade of <u>country-specific tourism characteristic goods</u>	2	2	2	0	1	0
12. <u>Country-specific tourism characteristic industries</u>	1	1	1	0	1	0

Available are only 25% of all potential data

III. Country practices - employment

	AZE	BLR	GEO	KAZ	MDA	RUS	UKR	UZB
Do you measure tourism jobs?								
Yes	X	X	X	X	X	X	X	X
No								
If YES , do you disseminate publicly and regularly the data on tourism jobs?								
Yes			X		X	X	X	
No		X		X				

III. Sources of information

- Economic censuses and enterprise surveys
- Administrative data
- Specialized surveys of tourism industries
- Labor force surveys (as part of household surveys)
- Other sources

15

IV. Future plans

- Further implementation of IRTS 2008
- Obtaining new data (with more details on visitor characteristics, trips and expenditures)
- Better access to administrative data
- New methods of surveying tourism industries (e.g., improvements in sample survey methodology)
- Improvements in accommodation statistics (in particular, obtaining more detailed data on residents and non-residents, on visitor characteristics and expenditures)

16

Thank you for your attention!



17