



International Network
on Regional Economics,
Mobility and Tourism

A Closer Look at Tourism: Sub-national Measurement and Analysis

Towards a Set of UNWTO Guidelines

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Abstract

The International Network on Regional Economics, Mobility and Tourism (INRouTe) and the World Tourism Organization (UNWTO) jointly issue this document in the framework of their cooperation agreement signed in July 2011, through which INRouTe provides technical support to UNWTO. Central to this support is the design of a set of guidance documents that will form the basis for future UNWTO guidelines on the measurement and analysis of tourism from the sub-national perspective. This perspective is crucial for a better understanding of the spatial distribution of domestic tourism (both in terms of flows and in terms of economic contributions), an issue recurrently highlighted by several UNWTO Member States as being of utmost importance.

"Towards a Set of UNWTO Guidelines" is the first in the *A Closer Look at Tourism: Sub-national Measurement and Analysis* series of guidance documents. It provides an overview of the INRouTe – UNWTO initiative, its objective, proposed recommendations and agenda for what is proposed as the first step to develop basic statistical information for regions and other sub-national territorial aggregations: the setup of a Regional Tourism Information System (R-TIS).

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A Closer Look at Tourism: Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines

ISBN printed version: 978-92-844-1495-6

ISBN electronic version: 978-92-844-1496-3

Published by the International Network on Regional Economics, Mobility and Tourism and the World Tourism Organization (UNWTO), Madrid, Spain.

First printing: 2013

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Citation:

International Network on Regional Economics, Mobility and Tourism and World Tourism Organization (2013), *A Closer Look at Tourism: Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines*, UNWTO, Madrid.

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ACKNOWLEDGEMENTS

This document has been drafted as a multipurpose document. While the Introduction gives special attention to the singularity of the INRouTe project (which is then presented in chapter 1) as well as to the motivation and role of UNWTO in promoting INRouTe, the remaining chapters include a proposed set of recommendations in relation with the first initiative we would propose to those regions (sub-national entities) where tourism is relevant: the design of a Regional Tourism Information System. Such an initiative should be understood as the “umbrella” for all other initiatives to be undertaken under the INRouTe-UNWTO collaboration during the period 2012-2015.

Our first intention was to present the INRouTe project to our target audience: tourism practitioners (including tourism officials who commission surveys and research, and the technicians who undertake them) and different key stakeholders in relevant tourism destinations (including public institutes and agencies, universities, research centres, industry associations, trade bodies and specialized firms). For this purpose we also conceived that the celebration of a Seminar could help us determine whether the INRouTe network and other interested colleagues could agree with the proposed focus. This was done by presenting a first version of “Towards a Set of UNWTO General Guidelines for the Measurement and Analysis of Tourism from a Sub-national Perspective” to the *INRouTe first Seminar on Regional Tourism: setting the focus* (Venice, Italy, 5-6 July 2012), organized with the cooperation of Ciset (Università CaFoscari Venezia), CICTourGUNE, the Regione Veneto and UNWTO.

A special word of appreciation goes out to those colleagues that read preliminary versions of the document presented: Agustín Cañada (Spain), Ana Moniche (Spain), Aurkene Alzua (Spain), Clara van der Pol (UNWTO), Doug Frechtling (USA), Eva Aranda (Spain), Fernando Prats (Spain), Francesc Romagosa (Spain), Inmaculada Gallego (Spain), Mara Manente (Italy), Nagore Espinosa (Spain), Fernando Panizo (Spain), Oscar Perelli (Spain) and Vicente Castellanos (Spain).

During our Venice meeting we learned about the need for more precise insights and further clarification on some issues concerning the definition of the project, its implementation over the period 2012-2015, marketing-related topics, (such as itineraries, types of tourism, definition of tourism destinations, etc.) and the general agreement for a more professional edition of the document in order to better reach the target audience.

A great majority of the colleagues attending the Seminar during the two and a half day sessions intervened either presenting written contributions, making comments or suggestions; also colleagues that could not attend the meeting answered to a questionnaire prepared jointly by NECSTOUR and INRouTe; both type of inputs helped us prepare this new version.

A special word of appreciation is due to

Edi Akilić (Croatia)
Mohammed A. Alahmed (Saudi Arabia)
Salvador Antón Clave (Spain)
Adee Athiyaman (USA)
Joaquín Auriolos (Spain)
Mariam Babayan (Armenia)
Malcolm Bell (UK)
Teresa Caldarola (Italy)
Ludwig Castlunger (Italy)
Jilian Delaney (Ireland)
Jon Kepa Gerrikagoitia (Spain)
Frank Go (Netherlands)
Alberto Gonzalez Yanes (Spain)
Jaume Guia (Spain)
Tadayuki Hara (Japan)

Raúl Hernández (Spain)
Calvin Jones (UK)
Alice Jude (Belgium)
Hiroyuki Kamiyama (Japan)
Peter Laimer (Austria)
Markus Landvogt (Germany)
Silvia Lecci (Italy)
Paul Lubson (Denmark)
Steve MacFeely (Ireland)
Adela Moreda (USA)
Lotta Nibell-Keating (Sweden)
Fiachre O'Donoghve (Ireland)
Tomas Olsson (Sweden)
Idurre Ostolaza (Spain)
Antonio Raschi (Italy)

Juan Requejo Liberal (Spain)
Apolónia Rodrigues (Portugal)
Artur Romanek (Belgium)
Antonio Paolo Russo (Spain)
Patricia Sakowski (Brazil)
Ainhoa Serna (Spain)
Ulf Sonntag (Germany)
Ossian Stiernstrand (Sweden)
Patrick Vece (France)
Caeman Wall (Ireland)
Karolien Weekers (Belgium)
Sean White (UK)
Karl Wöber (Austria)
Jie Zhang (Denmark)

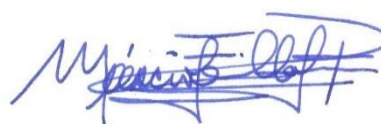
Finally, Stan Fleetwood (Australia) was designated by UNWTO to edit this final version.

Both UNWTO and INRouTe are also grateful to the cooperation of Government of Spain's National Tourism Authority and the Regional Government of Andalusia and the Basque Country for co-organizing during the period October 2008/2011 the three International Conferences held in Malaga, Donostia/San Sebastián and Bilbao (Spain) around the general topic of Measuring and Analyzing Tourism at the Sub-national level. A special word of gratitude also goes out to the national and sub-national organizations, as well as individual experts, who participated in these events and contributed to the rich discussion that gives way to this document.



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LIST OF ABBREVIATIONS AND ACRONYMS

CPC Ver. 2	Central Product Classification, Ver. 2
Eurostat	Statistical Office of the European communities
GIS	Geographic Information Systems
GPS	Global Positioning System
ILO	International Labour Organization
IMF	International Monetary Fund
INRouTe	International Network on Regional Economics, Mobility and Tourism
IRTS 2008	International Recommendations for Tourism Statistics 2008
ISIC Rev. 4	International Standard Industrial Classification of all Economic Activities, Revision 4
NUTS	Nomenclature of territorial units for statistics
OECD	Organization for Economic Cooperation and Development
R-STIS	Regional System of Tourism Statistics
R-TIS	Regional Tourism Information System
STIS	System of Tourism Statistics
TIS	Tourism Information System
TSA:RMF 2008	Tourism Satellite Account: Recommended Methodological Framework, 2008
	Statistical Data and Metadata Exchange
SDMX	System of National Accounts
SNA	United Nations
UN	World Tourism Organization
UNWTO	

INTRODUCTION

A. Overview of the document

1. The International Network on Regional Economics, Mobility and Tourism (INRouTe) is an initiative promoted by the World Tourism Organization (UNWTO) and formally established as a non-profit association by two UNWTO Affiliate Members: the Cooperative Research Centre in Tourism CICtourGUNE and the statistical consulting firm Araldi, S.L. This network is dedicated to advancing policy-oriented measurement and analysis of tourism in order to provide operational guidance to entities involved with regional and local tourism destinations. INRouTe works around a number of well-defined research areas (“tourism as an economic sector”, “tourism and sustainable development”, “tourism development and territorial cohesion” and finally, “supporting tourism destination key stakeholders”); all with the specific focus on sub-national levels.

UNWTO, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 155 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members.

2. This document presents the overall objective of the INRouTe initiative as well as the focus, proposed recommendations, operationalization, commitments and agenda towards one of INRouTe’s core aims: the setup of a Regional Tourism Information System (R-TIS). An R-TIS is considered to be the first step to develop basic statistical information for regions and other sub-national territorial aggregations. In this sense, it responds to UNWTO’s aspiration to support National Tourism Administrations as they work towards an improved formulation of national policies that take into account the sub-national territories where tourism is relevant. (For the criteria used to determine *relevance* see paragraph 1.4.).
3. The development of an R-TIS would enable collecting a reasonable number of basic data items and indicators for monitoring and comparability purposes regarding some key areas of the measurement and analysis of tourism at the level of the region. Some guidance on the collection of such information will also be provided for the local level. It should be noted that INRouTe will never request data series from Regional or Local Authorities, nor will it design any type of statistical database.
4. The target audience of the INRouTe initiative and thus of this document are tourism practitioners (including tourism officials who commission surveys and research, and those who undertake such surveys) and key stakeholders in relevant tourism destinations (including public institutes and agencies, universities, research centres, industry associations, trade bodies and specialized firms).
5. During the period 2012-2015, INRouTe will focus on the list of 20 topics listed in paragraph 1.8 / Box 1 of Chapter 1. A proposed set of recommendations (i.e. general guidance and standardised procedures) will be drafted for each of them. These will be presented to UNWTO for its insight and evaluation for their future dissemination as official UNWTO guidelines. During 2012-2013 priority will be given to four of these topics: 1. Defining a tourism destination (Topic 16), 2. Defining and measuring types of tourism (Topic 20), 3. Tourism itineraries (Topic 15) and 4. Tourism observatories (see paragraphs 5.21 to 5.23) (Topic 19). These are considered to be key topics in the advocacy of taking regional tourism more seriously.

6. Regional tourism is not just the transposition of national figures to sub-national levels. Because tourism is unevenly distributed across the national territory, a better understanding of tourism activity in sub-national territories will be instrumental for a more efficient design of national policies, especially regarding domestic tourism. Thus, the sub-national measurement and analysis of tourism in these destinations becomes a relevant issue.

Domestic tourism plays a particularly important role in times of crisis and has been identified in UNWTO's White Paper as one of the top three areas that deserve special attention and that a more prominent role in UNWTO's work (the other two areas identified were "employment in tourism" and "governance in tourism").

7. Tourism is a relevant economic driver in most countries and might significantly impact the sustainable development of a country. Generally, in developed countries, domestic tourism comprises the biggest component of total tourism activity. At the regional and other sub-national levels there is strong evidence that tourism is also a significant contributor to undesirable and irreversible environmental, economic and social changes.
8. The credibility of regional tourism requires setting up basic information as a prerequisite for measuring, analyzing and monitoring economic consequences. The basic core of such information should be statistically-founded. Yet other types of non-statistical or non-official data are also needed, for different purposes, by key stakeholders (including regional and local (public) institutes and agencies, universities, research centres, industry associations, trade bodies, and specialized firms).
9. Out of all data, only statistical data allow for comparability, both between regions in a given country as well as between regions of different countries. However, not all territorial levels have the same type and amount of statistical data. This is not a question of size (the smaller the unit, the lower is the amount of available data), but relates rather to the fact that statistical sources do not usually include all levels of territorial administrative units and/or that the sample sizes involved in surveys do not allow for uniform reliability of data at different territorial levels.
10. Defining the boundaries of a tourism destination is a key issue for comparability purposes. This becomes a relevant issue when designing datasets which enable comparison between national and regional levels and between regional and other sub-national levels. The data need to be robust enough to enable such comparison, and this can be difficult when the data is very limited at the local level.
11. The project presented in this document will, during its first phase (2012-2015), principally take into account those countries with a higher level of statistical development. This is the case for the G.20 countries and several members of the European Union (all of which are countries that have a highly developed framework for regional statistical harmonization and even a territorial nomenclature for statistical purposes: the Nomenclature of territorial units for statistics, or NUTS).
12. It should nevertheless be pointed out that not all the countries included in this group have equally relevant experiences in terms of the measurement and analysis of tourism at sub-national levels. Even so, once the set of guidance documents have been drawn up, it will be possible to consider their adaptation to a larger group of countries.
13. The following six sources (all of them national sources) could provide most of the basic data and indicators considered necessary to set up a first step towards a Regional Tourism Information System (R-TIS):

- Border survey
- Domestic tourism household survey
- Accommodation survey
- Statistical business register
- Structural business survey
- Population census

In addition to these, availability of other sources (national as well as regional ones) should be explored, specifically:

- Annual estimates of resident population
- Personal and professional characteristics of employment associated with the tourism sector
- Arrivals by air and slot allocation figures
- Production and consumer price indexes
- Turnover and remuneration figures provided in fiscal sources
- Water suppliers' information on water consumption
- Size and sources of personal income generated by the tourism sector
- Tax bases, rates and total tax receipts and other revenues collected by governments that is generated by tourism

14. INRouTe proposes as a first, umbrella initiative the set-up of a Regional Tourism Information System (R-TIS) which should attempt to articulate a nation-regions dataset with information on the following areas:
 - 1) Tourism as an economic sector;
 - 2) Tourism and the environmental dimension, non-economic contributions and impact;
 - 3) Tourism's economic contribution and impact;
 - 4) Tourism development and territorial cohesion;
 - 5) Supporting destinations' key stakeholders.
15. Although the present document refers to a world-wide initiative, it highlights the particular case of EU countries for which the articulation of basic statistics and indicators between nation-regions at the NUTS 2 level could be further expanded to NUTS 3 level (provinces) without special difficulties. This is because the sources proposed above to be used in setting up an R-TIS allow for this. Local Administrative Units (LAU) at level 2 (municipalities) could also be part of the R-TIS basic data and indicators. A set of concrete actions are suggested for an EU coordinated initiative (see chapter 5).
16. The structure of chapters 3 to 6 is aimed at a better understanding of the background and links of the future recommendations (i.e. general guidance and standardize procedures), providing some insight into their operationalization and finally, discussing some suggested initiatives. Some of these are part of INRouTe's commitment to provide technical support to UNWTO (on the topics listed in paragraph 1.8 / Box 1 of Chapter 1); others are suggested initiatives for key regional stakeholders in order to foster the completion of R-TIS, reinforcing the focus of regional tourism observatories and expanding the research agenda at sub-national levels.
17. The suggested actions are structured around the following principles:
 - a) A Regional Tourism Information System should include not just official statistics (national and regional) but also other types of relevant information (not necessarily of a statistical nature or official) in order to properly address the design/monitoring of tourism initiatives carried out by the regional tourism authority or other regional entities, other entities of supra-regional scope, or even national bodies;

- b) The database including the proposed set of regional information should be geo-referenced for the purpose of promoting the territorial analysis of tourism, especially in more disaggregated territorial levels;
- c) For that purpose, other experts besides statisticians and tourism practitioners should be invited to cooperate: not just mobility researchers but also social science experts, geographers and environmental researchers;
- d) The creation of regional tourism observatories could be envisaged in order to build a network of key stakeholders that could support the aim of taking regional tourism seriously. Such observatories should define a clear management and methods research agenda to specifically address issues that are not of particular interest to national bodies but appear crucial to tourism destinations;
- e) Such a network, together with regional authorities, should explore the potential for cooperation on a number of topics and issues of mutual interest (some of them are suggested in chapter 6).

B. The motivation and role of UNWTO in promoting INRouTe

18. The rationale for better understanding and analysing of tourism at different territorial levels lies in the fact that tourism is strongly territory-contingent, with flows of visitors occurring unevenly across countries, regions, municipalities, or any other territorial entity. Tourism and territory are narrowly intertwined not only because the natural or built territory is often the main tourism attraction (e.g. an exotic beach, a vibrant city), but also because the territory, and movements across it, largely condition tourism trips and itineraries, the nature of the supply that caters to visitor consumption, the capacity to modulate by means of policy and, consequently, the relationship to potential welfare.
19. The UN-approved *International Recommendations for Tourism Statistics 2008* (IRTS 2008) and *Tourism Satellite Account: Recommended Methodological Framework 2008* (TSA: RMF 2008), developed under the leadership of UNWTO, are the conceptual framework for the measurement of tourism activity and its economic dimension at the national level. As such, they are also the cornerstones for designing measurement guidelines of tourism at regional and local levels. This is particularly the case for the regional adaptation of the Tourism Satellite Account (TSA) and other pertinent instruments that benefit the economic analysis of tourism:
 - a) the IRTS 2008 notes that “increasingly, regional tourism authorities are interested in regional statistics and possibly some form of TSA at regional level as a means of providing useful indicators for tourism enterprises and organizations in identifying possible business opportunities, assessing the volume and intensity of tourism business and determining the extent to which private and public regional tourism networks and clusters are interconnected”.
 - b) the TSA:RMF 2008 notes that “there are various reasons for encouraging discussion on how the TSA can be adapted to the sub-national level”.
20. Thanks to this conceptual framework, countries around the world are able to compile statistical tourism data and indicators which are comparable across countries and over time, and at the same time comparable to other economic statistics. The UNWTO *Compendium of Tourism Statistics*, comprehensively expanded from 2011 onwards, reflects the IRTS 2008 concepts, definitions and

classifications to provide information for over 200 countries on inbound, domestic and outbound tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism.

In addition, UNWTO releases regular updates of its *World Tourism Barometer*, providing up-to-date statistics and short-term trends analysis, and its *Tourism Highlights*, presenting a concise overview of international tourism trends over the year, such as results by (sub)region and country of destination, top tourism destinations, outbound tourism by region and top spenders, and long-term forecasts.

21. Being the conceptual framework for the international credibility of tourism, as both a demand and a supply side phenomenon, the IRTS 2008 and TSA: RMF 2008 form a substantial part of the INRouTe initiative for two basic reasons:
 - 1) the framework is a very solid one, and
 - 2) it has the official recognition of the UN Statistical Commission that all countries should develop basic data and indicators using the herein outlined set of concepts, definitions and classifications for the purpose of:
 - i. measurement;
 - ii. the analysis of tourism as an economic driver; and
 - iii. international comparability.
22. UNWTO has been aware for a couple of years of the need to provide countries, particularly its Member States, with guidance in the area of adequately measuring and analyzing tourism at the sub-national level. This will be an important step beyond the work currently carried out by UNWTO at the national level and is seen to be the way towards tailoring policy to those areas where tourism does or could contribute to generate national welfare.
23. Indeed, the sixth International Forum for Parliamentarians and Local Authorities (Cebu/Philippines, 22-24 October 2008), organized by UNWTO and the Philippines National Tourism Administration, formally requested UNWTO to “deliver guidelines on measuring tourism at the regional and local levels regarding basic statistics, the Tourism Satellite Account and the economic analysis of the contribution that tourism makes at those levels” (see Annex 1). To this purpose, UNWTO signed a cooperation agreement (see Annex 2) with INRouTe.
24. INRouTe, in addition to its own activities, provides technical support to UNWTO as a result of this cooperation agreement. Central to this support is the development of a conceptual framework sufficiently robust for the sub-national measurement, monitoring, and analysis of tourism that is so essential for designing policies that properly address today’s challenges and opportunities. As an outcome of this effort, INRouTe will provide recommendations on 20 selected topics (grouped into five research areas, see paragraph 1.8 / Box 1 of Chapter 1) and draft a set of guidance documents to be presented to UNWTO. Based on these, UNWTO will design a set of *guidelines* on the measurement and analysis of tourism from the sub-national perspective.
25. Such *guidelines* will also be crucial for a better understanding of the spatial distribution of domestic tourism flows and their economic contributions, an issue recurrently highlighted by several UNWTO Member States (for example, in the UNWTO Survey on Member States’ priorities for 2012-2013, see also paragraph 6).

C. Singularity of the INRouTe project

26. The distinctive features of the INRouTe project vis-à-vis other projects or initiatives regarding tourism at sub-national levels are its link to the aforementioned UN international recommendations of 2008 (i.e. the IRTS 2008 and the TSA: RMF 2008) and the cooperation agreement with UNWTO (see Annex 2).

The following paragraphs provide some more clarifications to better highlight the singularity of the INRouTe project

27. INRouTe has developed a first approach of its own conceptual framework –presented in this document- by adapting the UN 2008 international standards for the measurement and analysis of tourism at national level to sub-national levels. Such adaptation is not a mere question of semantics (changing the term “nation” to “region” or “tourism destination”, for example). It is a challenging issue that requires interdisciplinary research in order to overcome what Professor Jafar Jafari¹ formulated as tourism’s detrimental tendency to isolate itself, as is the case for instance, in relation to sustainability: “In the name of sustainability, we now have many models of ‘sustainable tourism development’. These boosterism molds often suggest that this [sector] in and by itself can become sustainable. However, tourism cannot be isolated from the larger contexts which structure and explain it, as many do.”
28. The adaptation of the conceptual framework to sub-national levels should take into account the need for including a consideration of both the territory and tourism behaviour. In fact, in many mature tourism destinations, a divide between the tourism and the land planning authorities has resulted in a significant issue in terms of sustainable development. Consequently, the development of new concepts, definitions and insights that connect tourism with territory are part of the challenge to strengthen the credibility of tourism at the different territorial levels. In this regards, and as previously mentioned, INRouTe works on five research areas composed of 20 selected topics in total (see paragraph 1.8).

The connect between tourism and territory is an area in which official statisticians generally do not have much experience, but it is nevertheless crucial for setting up a Regional Tourism Information System that could support tourism practitioners (including tourism officials who commission surveys and research, and those who undertake such surveys) and different key stakeholders (including public institutes and agencies, universities, research centres, industry associations, trade bodies, and specialized firms). It is especially so in those territories where tourism is relevant (for the criteria used to determine *relevance* see paragraph 1.4) that tourism practitioners and stakeholders have most to gain from a Regional Tourism Information System that connects tourism and territory.

29. The set-up of this INRouTe initiative (the design of a Regional Tourism Information System, R-TIS) has taken advantage of two case studies², viz. Ireland and Brazil. These highlight that it is possible to structure an articulation between nation/regions/local entities that generates a sufficient set of basic data and indicators both for the demand and supply of tourism as an economic activity. (This is the case for overnights/ establishments of tourism industries/ employment associated with such industries.) The necessary information does exist in countries with a higher level of statistical development, for example, countries that form the so-called T.20 (a group of countries that are also part of the G.20 and that participate in UNWTO’s annual T.20

¹Jafari, J., “Bridging Out, Nesting Afield: Powering a new platform”

²Caeman Wall, Steve MacFeely, “Ireland Case Study: Measuring & Analysing Regional Tourism”.

Steve MacFeely, Jillian Delaney, Fiachra O’Donoghue, “Using Business Registers to conduct a regional analysis of Enterprise Demography and Employment in the Tourism Industries: Learning from the Irish Experience”.

Patricia Sakowski, “Measuring employment in the tourism industries in Brazil: from national to regional and local level”.

Ministers' Meeting) and additional members of the European Union (all of which are countries that have a highly developed framework for statistical harmonization and even a Nomenclature of territorial units for statistics –NUTS).

30. In order to set up a R-TIS there is a need for a proposed agenda of measurement and research initiatives in order to further adapt the UN 2008 international standards to the INRouTe project. Two concrete examples express clearly enough what such adaptation implies³:
 - a) “despite the rhetoric that exists about the advantages of sustainability practices, there is still limited appreciation of how markets and destination stakeholders have/will respond to proposed sustainability initiatives, or what the short and long term implications of implementing sustainability practices are for the tourism sector operations. More standardization of terms and approaches to analysis are needed”;
 - b) “measuring tourism experiences involves developing the instruments and approaches to emotional responses of visitors to the experience they have during their travels, as well as identifying the perceived drivers/stimulators of those responses. The value of destination assets and the competitiveness of places tend to grow as their economies shift from producing commodities to creating experiences for consumers. Creating such value added for tourism destinations requires a stronger appreciation of those factors that contribute to the power of those experiences. Credible and systematically applied approaches to understanding the nature and dynamics of tourism experiences are needed”.
31. This agenda, proposed by a group within the Travel and Tourism Research Association (TTRA) members, requires some type of consensus between relevant stakeholders at the sub-national level. INRouTe looks for a light level of consensus (meaning that the guidance documents to be prepared as part of the commitment with UNWTO will not require formal UN approval) based on the work carried out with our partners, through international Conferences and Seminars, and through the support of UNWTO.
32. Such consensus will refer to sub-topics (those aspects or elements of the 20 topics listed in paragraph 1.8) to be identified according to the experience of the INRouTe network and other available resources.
33. More specifically, such consensus will refer to INRouTe recommendations, either general guidance documents –on measurement and basic research- or standardization procedures - basically on different aspects of surveys and other measuring tools.
34. The focus of such recommendations (most of them will be general guidance documents focusing on measurement issues) is about improving the quality, consistency and accuracy of a selected set of basic data and indicators at the sub-national level (see paragraph 1.8/Box 1 topic 18). The objective is that they should benefit the tourism community as a whole and not exclusively tourism practitioners (see paragraph 1.7).
35. It is important to clarify that INRouTe recommendations relating to standardisation and general guidance are not conceived as *standards*, which would imply requirements, certification and similar attributes. While *standards* may be desirable, they cannot be instituted without a body that should continually update them and ensure that they are being followed. Therefore, such recommendations are conceived as an input for future UNWTO *guidelines*.

³Williams Peter, Kent Stewart and Donn Larsen (2012). “Towards an Agenda of High Priority Tourism Research”

Nevertheless, standardization procedures represent procedures that, if practitioners voluntarily adopt them, will improve (a) the consistency of the instruments to which they apply (surveys or other measuring tools); (b) the quality of such instruments; (c) the comparability of results; (d) the reliability of the data resulting from such instruments, and (e) the accuracy of the measurements.

36. Consequently, INRouTe has organized an agenda for those initiatives related to the agreed commitments with UNWTO (see Annex 2) and focused on renewing and reinforcing the measuring and analysis of tourism in order to provide guidance to tourism practitioners and other key stakeholders in relevant tourism destinations.
37. During the first four-year period (2012-2015), INRouTe will focus on the list of 20 topics (identified in paragraph 1.8) and will identify some aspects/elements of each of them in order for the INRouTE project to be a credible medium/long term endeavour combining the following objectives:
 - Empowering tourism entrepreneurs as key stakeholders of the tourism sector;
 - Avoiding information overlapping between national and regional levels; and
 - Fostering the dissemination and use of available data and analysis.

Section C in chapters 3 to 7 identifies INRouTe's committed initiatives during this first period.

38. Priority will be given during 2012-2013 to the following initiatives mentioned in the present document:
 - The Glossary of terms and their definitions included in the present document will be updated and enlarged. The Glossary is an INRouTe initiative with the aim that the use of it will make sub-national comparisons easier if adopted by tourism practitioners and other key stakeholders in relevant tourism destinations; the purpose of the Glossary is to promote understanding and establish common terminology amongst users.
 - Produce standardized documentation of case studies linked to INRouTe's list of topics and sub-topics (aspects / elements); priority will be given to those topics where more experience of INRouTe partners is available (such as Regional TSA, Special Events, etc.).
 - Design questionnaires on specific issues in order to identify and document additional case studies.
 - Suggest literature review type of initiatives in connection with complementary case studies.
 - Draft guidance on the definition and measurement of the following topics: (1) Defining a tourism destination (Topic 16), (2) Defining and measuring types of tourism (Topic 20), (3) Tourism itineraries (Topic 15) and (4) Tourism observatories (see paragraphs 5.21 to 5.23) (Topic 19).
39. All of these last initiatives will be circulated to our partners, to UNWTO for eventual dissemination and discussion by that Organization and/or selected bodies as deemed appropriate, and to the second INRouTe Seminar on Regional Tourism scheduled for the first semester of 2014.
40. Finally, another singularity of INRouTe should be clearly highlighted as a warning: INRouTe is not a statistical initiative - its purpose is not to gather basic data and indicators. Consequently, INRouTe will never request any series of data from Regional or Local Authorities, nor will design any kind of statistical database for its own use. INRouTe merely provides guidance (in the form of technical assistance and the ensuing guidance documents) to those tourism practitioners and stakeholders that are willing to embark on the measurement and analysis of tourism in the sub-national areas identified in paragraph 1.8.

CHAPTER 1. TAKING REGIONAL (SUB-NATIONAL) TOURISM SERIOUSLY: GENERAL OVERVIEW

- 1.1. There is an increasing understanding that tourism is a driving force for economic growth especially in those territories (both at the regional and local levels) where tourism has become a relevant activity vis-à-vis other sectors. Nevertheless, for many entities and professionals in tourism, as well as for a good number of governing bodies, tourism is seen as a disrupting force regarding its contribution to sustainable development and territorial cohesion.
- 1.2. This document presents an approach to measure and analyse key issues of tourism activity at sub-national levels. This approach is supported by UNWTO as part of its commitment to provide guidelines at different territorial levels in line with the UN *International Recommendations for Tourism Statistics 2008 (IRTS 2008)* and the *Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA:RMF 2008)*.
- 1.3. UNWTO has been insistent (throughout the process of drafting the UN International Recommendations, from 2004 to 2008) on the notion that the development of a Tourism Information System (TIS) should be understood not as an end in itself but rather as an initiative that, aside from allowing a credible analysis of tourism activity and its economic consequences, should also support the institutional reinforcement of National Tourism Administrations (NTAs) in their responsibilities both at the national and sub-national levels (see also paragraph 2.6.). Ideally, NTAs should take the leadership in developing a TIS.
- 1.4. The central reason for having underscored the development of the Regional TIS (R-TIS) as a strategic objective stems from a conviction—*unless you measure tourism, you'll never manage it properly or improve it*. Two facts should be mentioned in this context:
 - Strictly speaking, tourism officials alone cannot develop a R-TIS (both for reasons of lack of institutional legitimacy, as well as due to the lack, in the vast majority of cases, of the necessary infrastructure for such an endeavour, where the qualification and amount of required human resources constitute a principal limitation). Tourism officials require the cooperation of, at least, the statistical authorities and specialized private sector contributions. This is not merely an issue of the division of competencies or of complementarities between the relevant entities; it also relates to the fact that each entity has its own legitimacy and credibility vis-à-vis third parties and, especially, the users of the information generated.
 - In order to make the effort sustainable over time (and not just in the financial sense), the measurement and analysis of tourism need to pay special attention to the inevitable nexus between the different layers of territorial aggregation: between national and (sub-national) regions, and between the regions and corresponding municipalities where tourism is relevant. The term “relevance” at the regional level implies both the territorial scale under consideration as well as the number of establishments in the tourism industries –and, consequently, also the number of associated jobs- and the value added generated by them in relation to the economy in the corresponding territory. Such industries include accommodation for visitors as well as others (see paragraph 5.10). It should be highlighted that relevance is defined from the supply side (see also paragraphs 2.9 and 2.10).
- 1.5. The present document attempts to explain to a wide audience of tourism practitioners and key stakeholders the importance of considering tourism at sub-national levels. In this sense, the INRouTe initiative has identified five areas of research for the period 2012-2015 (each of them composed of a limited number of topics) that it deems fundamental:

- Tourism as an economic sector;
- Tourism and the environmental dimension, non-economic contributions and impact;
- Tourism's economic contribution and impact;
- Tourism development and territorial cohesion;
- Supporting destinations' key stakeholders.

Needless to say that there are many other areas that could be added in a later stage of the INRouTe project if the required resources (both financial and human) would be available; areas related to strategic and marketing dimensions, competitiveness, technological innovations, etc, could be clear candidates.

- 1.6. In order to allow for the measurement and analysis of these areas, each of the selected topics should, first of all, be properly defined (because measurement necessarily requires definitions). Consequently, before it becomes possible to proceed with the design of a regional set of basic data and indicators (see Chapter 4) a prior step is required: the setting up of the concepts, definitions and classifications necessary for deriving such information.
- 1.7. The development of a R-TIS according to the above research areas should draw from and be directed at all those tourism practitioners (including tourism officials who commission surveys and research, and those who undertake such surveys) and different key stakeholders in relevant tourism destinations (including public institutes and agencies, universities, research centres, industry associations, trade bodies, and specialized firms). It will therefore be highly desirable to gather sufficient information and knowledge from experiences around the world, in order to be able to design such guidance.
- 1.8. INRouTe has identified five research areas that are relevant in the endeavour of measuring and analysing tourism at sub-national levels (especially at the regional level); each of these areas includes those sub-items (topics) selected for the first four-year period (2012-2015).

Box 1. List of Areas and Topics for which guidance will be provided over 2012-2015

1. Setting up a Regional Tourism Information System (R-TIS)
- A. Guidance related to "Tourism as an economic sector"**
 2. Measuring demand
 3. Measuring supply
 4. Consumer and production prices
 5. Measuring employment
 6. Seasonality
- B. Guidance related to "Tourism and the environmental dimension, non-economic contributions and impact"**
 7. General background
 8. The consumption of water
 9. Tourism and rural economy development
- C. Guidance related to "Tourism's economic contribution and impact"**
 10. Overview of main instruments for its measurement
 11. Regional TSA: setting the focus
 12. Special events
 13. Meeting Industry
 14. Vacation Homes
- D. Guidance related to "Tourism development and territorial cohesion"**
 15. Tourism itineraries
 16. Defining a tourism destination

E. Guidance related to “Supporting destinations’ key stakeholders”

17. Governance
18. List of basic data and indicators
19. Tourism observatories
20. Defining and measuring types of tourism: general background
 - 20.1. Cultural tourism
 - 20.2. City tourism
 - 20.3. Education and training tourism
 - 20.4. Health and medical tourism
 - 20.5. Coastal Tourism
 - 20.6. Ecotourism

1.9. During the period 2012/2015, INRouTe will draft for each of those topics a proposed set of recommendations (general guidance and standardised procedures) will be drafted for each of them. These will be presented to UNWTO for its insight and evaluation for future dissemination as UNWTO guidelines. During 2012-2013 priority will be given to four of these topics, viz: (1) Defining a tourism destination (Topic 16), (2) Defining and measuring types of tourism (Topic 20), (3) Tourism itineraries (Topic 15) and (4) Tourism observatories (see paragraphs 5.21 to 5.23) (Topic 19).

1.10. In order to allow for an accessible technical background for such audience, some Annexes have been included that contain more detailed explanations of some of the references identified throughout the six chapters of the present document. Although one of them (Annex 2) includes a basic Glossary regarding the measurement and analysis of tourism at sub-national levels, some readers might find it useful to have a first look at key concepts and definitions used throughout the text.

Box 2 Key Concepts and Definitions

Business visitor	A <i>business visitor</i> is a visitor whose main purpose for a tourism trip is to undertake business activity in the place visited.
Destination (main destination) of a trip	The <i>main destination of a tourism trip</i> is defined as the place visited that is central to the decision to take the trip. See also <i>purpose of a tourism trip</i> .
Domestic tourism	Comprises the activities of resident visitors within the country of reference, either as part of a <i>domestic tourism trip</i> or part of an <i>outbound tourism trip</i> .
Domestic visitors	From the perspective of the country of reference, a domestic traveller qualifies as a domestic visitor if: a) he/she is on a tourism trip and b) he/she is a resident travelling in the country of reference.
Employment in tourism industries	<i>Employment in tourism industries</i> may be measured as a count of the persons employed in <i>tourism industries</i> in any of their jobs, as a count of the persons employed in <i>tourism industries</i> in their main job, as a count of the jobs in <i>tourism industries</i> , or as full-time equivalent figures. Employment in the tourism industries is a broader concept than employment in tourism, since the latter only refers to the employment directly attributable to tourism demand.
Excursionist	A visitor (<i>domestic, inbound or outbound</i>) is classified as a <i>same-day visitor (or excursionist)</i> if his/her trip does not include an overnight stay. Visitors from cruise ships, for example, classify as excursionists because they do not stay overnight in the country of reference.
Forms of tourism	There are three basic forms of tourism: <i>domestic tourism, inbound tourism, and outbound tourism</i> . These can be combined in various ways to derive the following additional forms of tourism: <i>internal tourism, national tourism and international tourism</i> .
Inbound tourism	Comprises the activities of non-resident visitors within the country of reference on an <i>inbound tourism trip</i> .
Outbound tourism	Comprises the activities of a resident visitor outside the country of reference, either as part of an <i>outbound tourism trip</i> or as part of a <i>domestic tourism trip</i> .
Place of usual residence	The <i>place of usual residence</i> is the geographical place where the enumerated person usually resides, and is defined by the location of his/her principal dwelling.
Purpose of a tourism trip (main)	The <i>main purpose of a tourism trip</i> is defined as the purpose in the absence of which the trip would not have taken place. Classification of <i>tourism trips</i> according to the <i>main purpose</i> refers to nine categories: this typology allows the identification of different subsets of visitors (business visitors, transit visitors, etc). See also <i>destination of a trip</i> .

Classification of tourism trips according to the main purpose

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

Region	The administrative unit corresponding to the first level of territorial disaggregation of a country in terms of its political and administrative organization – for instance, the NUTS 2 level in the EU, provinces in Canada and China, states in Brazil and Mexico, etc. Consequently, the definition of a “region” for the INRouTe initiative refers to a normative criterion; no other criterion (analytical or functional) is considered.
Regional tourism	In order to separate visitors to a region who have their place of usual residence within this region from those who come from other regions or countries, it is recommended that three subsets of visitors to or in this region be identified: <ul style="list-style-type: none"> - Residents from countries other than the country of reference (inbound visitors to the country as a whole) - Residents from another region of the country of reference - Residents in the region of reference (being their usual environment located in such region) Regional tourism comprises the activities of these three subsets of visitors. If deemed appropriate and feasible, additional subsets could also be identified for analytical purposes (basically, residents of a region travelling to another part of the national territory / to other countries / to a neighbour country)
Same-day visitor	See <i>Excursionist</i>
Tourism expenditure	<i>Tourism expenditure</i> refers to the amount paid by visitors for the acquisition of consumption goods and services, as well as valuables by visitors, for own use or to give away, for and during tourism trips.
Tourism industries	<i>Tourism industries</i> (also referred to as <i>tourism activities</i>) are the activities that typically produce <i>tourism characteristic products</i> . <i>Tourism characteristic products</i> are those that satisfy one or both of the following criteria: <ul style="list-style-type: none"> - <i>Tourism expenditure</i> on the product (either good or service) should represent a significant share of total <i>tourism expenditure</i> (share-of-expenditure/demand condition); - <i>Tourism expenditure</i> 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 <i>tourism characteristic product</i> would cease to exist in meaningful quantity in the absence of visitors.
List of categories of tourism characteristic products and tourism industries	
Products	Industries
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food and beverage serving services	2. Food and beverage serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental services	7. Transport equipment rental
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Other country-specific tourism characteristic activities
Tourism sector	The tourism sector is the cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are called <i>tourism industries</i> .
Tourist (or overnight visitor)	A <i>visitor (domestic, inbound or outbound)</i> is classified as a <i>tourist (or overnight visitor)</i> , if his/her trip includes an overnight stay in the place visited.

Travel / tourism	<i>Travel</i> refers to the activities of travellers who are people who move between different geographic locations, for any purpose and any duration. The visitor is a particular type of traveller and consequently <i>tourism</i> is a subset of travel.
Travel party	A <i>travel party</i> is defined as <i>visitors</i> travelling together on a <i>trip</i> and whose expenditures are pooled.
Trip	A <i>trip</i> refers to the travel by a person from the time of departure from his/her usual residence until he/she returns: it thus refers to a round trip. Trips taken by visitors are tourism trips.
Usual environment	The <i>usual environment</i> of an individual, a key concept in <i>tourism</i> , is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.
Vacation home	A <i>vacation home</i> (sometimes also designated as a holiday home) is a secondary dwelling that is visited by the members of the household mostly for purposes of recreation, vacation or any other form of leisure.
Visit	A <i>trip</i> is made up of visits to different places. The term <i>tourism visit</i> refers to a stay in a place visited during a <i>tourism trip</i> .
Visitor	A <i>visitor</i> is a traveller taking a <i>trip</i> to a main destination outside his/her <i>usual environment</i> , for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A <i>visitor</i> (<i>domestic, inbound or outbound</i>) is classified as a <i>tourist</i> (or overnight <i>visitor</i>), if his/her <i>trip</i> includes an overnight stay, or as a same-day <i>visitor</i> (or excursionist) otherwise.

CHAPTER 2. A REGIONAL TOURISM INFORMATION SYSTEM (R-TIS): SETTING THE FOCUS

- 2.1. In 2008, the United Nations endorsed a significant overhaul of the international standards that underpin the foundations of economic statistics: specifically, the basic instruments that constitute the basis of macroeconomic measurement (i.e. the System of National Accounts⁴ and the Balance of Payments⁵) together with their corresponding classification systems (the classifications of economic activities and of products⁶).
- 2.2. In 2004 UNWTO decided to take advantage of this collective effort (led by the UN Statistics Division in close cooperation with other international agencies, notably IMF, OECD, Eurostat, WB, UN Regional Commissions, etc.) to also carry out a revision of the recommendations regarding tourism statistics. The aim was not so much to revise the conceptual framework of the Tourism Satellite Account (TSA) approved in 2000, but rather to revise the recommendations for tourism statistics dating back to 1993, whose conceptual framework was not consistent with that of the TSA.
- 2.3. The international consensus achieved during 2004-2008 resulted in a substantial modification to the basic core of what have come to be the set of concepts, definitions, classifications and data (understood to include not only basic data but also indicators and accounting aggregates) used for the measurement of tourism and the corresponding analysis.
- 2.4. Among other consequences of this renewed approach, it is worth highlighting the following aspects:
 - the foundations were laid down for the development of a more comprehensive set of internationally comparable tourism statistics;
 - the concept of *tourism sector* has been defined as a cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are called *tourism industries*;
 - for the first time, guidelines are provided for the measurement of employment in the tourism sector thanks to the cooperation of the International Labour Organization (ILO) with UNWTO;
 - it is underlined that it is necessary to pay more attention to the measurement of domestic tourism as the main form of tourism in most economies;
 - a consensus was established in the International Recommendations for Tourism Statistics 2008 (*IRTS 2008*) calling for the adaptation of it to sub-national levels;
- 2.5. The last reference is particularly relevant for the INRouTe initiative and requires a more detailed clarification. Indeed, UNWTO has expressed on earlier occasions (such as the T.20 Tourism Minister's Meeting in Korea on 11-13 October 2010) that it is important to start considering the measurement of tourism also from the sub-national perspective, for a number of reasons:
 - Tourism activity is unevenly distributed across the national territory and consequently, the inputs for designing national policies (mostly regarding domestic tourism, because its policies are provided at sub-national levels) require a rigorous understanding of tourism activity in such sub-national territory beyond being a fractal of national tourism;

⁴ System of National Accounts 2008 (SNA 2008).

⁵ Balance of Payments and International Investment Position Manual (BPM6), sixth edition.

⁶ Central Product Classification (CPC) Ver.2.

- Policy that is oriented at the management of tourism destinations, and its relationships with the rest of the national economy, require a sub-national measurement and analysis of tourism in these territories in order to be able to directly monitor progress;
- The articulation of national / sub-national initiatives, especially regarding domestic tourism, require a consistent and coherent set of basic data and indicators as well as a shared conceptual framework about what tourism is and how to measure and analyse its contributions to overall sustainable development;
- The transposition of national data to regions hides particularities of tourism activity in these regions. For example, it does not allow for a proper identification of the (disaggregated) structure of tourism from both the demand (visitor activities) and supply side (the activities catering to visitors). Consequently, analysis and focussed policy, is handicapped due to such constraints.

2.6. As stated in the introduction, UNWTO has committed itself to producing guidelines on the measurement and analysis of tourism at the sub-national level. A proper articulation between the nation and its sub-national levels is a precondition for producing analytical possibilities that are useful to tourism managers. As such, it also becomes an opportunity for National Tourism Authorities to reinforce their leadership of the sector. Designing a robust articulation of national / sub-national tourism policies creates the need to 1) define the concepts pertaining to “sub-national levels” and 2) operationalize the measurement of these concepts. Both issues are crucial in understanding why we need to take sub-national tourism seriously.

2.7. In order for any of such guidance to be technically sound and efficient in terms of available expertise and knowledge, the first phase (2012-2015) of the INRouTe initiative will focus on the following two territorial levels:

- The *regional level* (identified as the administrative unit corresponding to the first level of territorial disaggregation of a country in terms of its political and administrative organization – for instance, NUTS 2 level in the EU, provinces in Canada or China, states in Brazil and Mexico, etc.); and
- The *local level* (identified as a municipality and identified in the EU as LAU-2).

In both cases, we are dealing with administrative units significantly different: both share the same set of information relative to certain basic statistical operations that are part of the national system of statistics (e.g. population and household censuses, and some types of “economic censuses”).

Other sub-national entities (such as aggregations of municipalities, specific areas intra or inter contiguous municipalities, or other possible territories) where tourism is, or potentially can be, relevant (for the criteria used to determine *relevance*, see paragraph 1.4) may be considered for interested stakeholders (mainly investors) and analytical purposes.

A particular case of interest in mature tourism destinations is the case where the municipality and its administrative borders do not offer an appropriate level for tourism analysis and consequently, the “micro local destination” or tourism area emerges as an alternative. A relevant contribution presented to the First INRouTe Seminar (Venice 2012) proposes six criteria for establishing the boundaries of such analytical units and presents as a case study its application in the Canary Islands⁷.

⁷ Hernández Martín R., González Yanes J.A. and others, “Designing and Analysing Micro-destinations. A Pilot Study in the Canary Islands”

- 2.8. Providing guidance on the design of a Regional Tourism Information System (R-TIS), in order to allow for the development of a useful and comparable set of basic statistical data and indicators, is the first priority for INRouTE over the period 2012-2015. In the case of EU countries, such a System could be expanded to the NUTS 3 level (province) without special difficulties because the proposed sources (see paragraph 5.4) are available and permit this. (A different issue is whether such expansion could challenge consistency between these new data and previously existing data obtained by sub-regional entities, due to a number of reasons –mostly methodological.).
- 2.9. The focus on the region should not be understood as a neglect of the relevance of an appropriate and rigorous measurement of tourism at the local level: in fact, some extensions of the guidance for the collection of basic data and indicators at the regional level will also be provided for the local level (including proposals for local surveys).
- 2.10. It is important to mention that, even for those municipalities where tourism is relevant (for the criteria used to determine *relevance* see paragraph 1.4.), it may not be evident that a Local Tourism Information System is necessary nor that it could be feasible. At present, INRouTe considers that for these municipalities, the main issues to focus on could be:
- Defining a minimum set of statistical information (principally concerning accommodation services for visitors, numbers of establishments and the corresponding associated employment) completed by a broader set of administrative information generated basically by the municipality itself (although it will be necessary to clean up this data using statistical criteria and processing) that makes it possible to identify some characteristics of tourism activity considered to be of special interest;
 - Identifying topics that are especially relevant and which should be properly measured and analyzed, such as vacation homes, same-day visitors, impact of special events, identifying the main subsets of activities undertaken by visitors , etc.;
 - Checking if such municipalities have or not the necessary resources to filter such data with the appropriate statistical insight (see chapter 6) and to properly use such administrative records for analysis and the design of policies.

Consequently, it should be more appropriate in these cases to address statistical and non-statistical efforts to the development of a Local Tourism Data Warehouse instead of a Local Tourism Information System.

Nevertheless, INRouTe will design local extensions to the guidance documents focusing on topics 2/3/5 and 18 listed in paragraph 1.8/Box 1.

- 2.11. Since the 2008 ratification of the UN recommendations (see paragraph 1.2.), it became possible to rigorously define what a System of Tourism Statistics (STS) is and, equally important, how this connects to other sets of information that National Tourism Administrations consider relevant for the design of tourism policies (and which are not necessarily of a statistical nature). Such an expanded System is known as the Tourism Information System (TIS).
- 2.12. Taking into account all that has been said up to this point, it would seem evident that the *International Recommendations for Tourism Statistics 2008 (IRTS 2008)* as well as the guidelines developed by the UNWTO for their application⁸, should constitute the basic reference for the design of a TIS at both the national and regional levels.

⁸ UNWTO *IRTS 2008 Compilation Guide*

2.13. This has been precisely the starting point of the INRouTe initiative, thus identifying three sets of information necessary to design a proper R-TIS:

- the statistical information obtainable as a disaggregation of operations carried out with national coverage and in an official capacity mainly by National Statistical Offices and National Tourism Administrations;
- official statistical operations carried out by regional bodies (such as Regional Statistical Offices, Regional Tourism Administrations, Regional Development Agencies, and other official bodies). This information would have to be complementary to the first set;
- a third set, not necessarily of a statistical nature, considered to be relevant for the design/monitoring of tourism initiatives, carried out by the regional tourism authority or other regional entities, other entities of supra-regional scope or even by national bodies.

2.14. The first two information sets mentioned above should be understood as the Regional System of Tourism Statistics (R-STs). This is a set of basic data and indicators derived from statistical surveys and statistical operations based on administrative records, and may also include macroeconomic aggregates (such as those derived from Tourism Satellite Account exercises). Such sources should cover the measurement of the three forms of tourism –outbound, domestic and inbound- and of the tourism sector. (Generally speaking, it would suffice to have the basic aggregates of tourism activity, but in the specific case of the accommodation industry, greater detail would also be needed.) The information sets would have different periodicities –monthly, quarterly and annual- and would be obtained from different informant units: visitors, households and productive establishments.

Representativeness of regional data derived from national statistical surveys implies that such surveys have the appropriate sample size (which is not always the case); this is a precondition, not just for intra-regional comparability purposes, but also for these data to be used as a management tool for the regions.

2.15. INRouTe considers that only statistical basic data and indicators allow for interregional comparability of tourism activity within a given country as well as for international comparability. For both purposes –especially for international comparability- a continuous lobbying for the implementation of a really comparable system of basic tourism statistics and indicators will be necessary. Consequently, the design of an operative articulation of a national / regional tourism statistics' dataset and following investigations in regard to its availability on national /regional level are key objectives and should be seen as a first priority regarding the more comprehensive objective of developing a R-TIS. For such a System to include information at other sub-national levels, it should be necessary to articulate, in a later stage, the regional / local dataset.

2.16. The measurement and analysis of mobility and tourism have their own conceptual background, expertise and focus (see Annex 4). Nevertheless, when drafting guidance on how to measure “regional inbound and domestic tourism demand”, INRouTe will take into account the expertise in the area of mobility regarding the measurement and analysis of two key tourism observation units: visitors and trips. Expertise in areas such as number plate recognition in road transportation, deriving transport data from cell phones, using Global Positioning System (GPS), sub-samples in household surveys, and possibly others, would be crucial for expanding the measurement and analysis of resident visitor activity. Some of these areas could also involve surveying non-resident visitors in order to identify itineraries, description of trips, special insight in short trips, etc.

2.17. Lastly, the third dataset of R-TIS should have greater flexibility in terms of both its design and coverage as, at present, no type of comparability need be sought (neither inter-state nor intra-regional). On the contrary, each region should have initiatives to create a different type of information that could advance the analysis of regional tourism activity and which would also be relevant for all or some of the principal actors of the tourism sector. As examples, we can consider two types of indicator families that could be especially useful:

- 'Early warning' indicators could be derived from sources such as credit card records as well as air traffic slot allocation data. Both types of data are administrative information (as arrivals figures are) and some countries already have experience in deriving these indicators which have proved of great interest for analysis. Spain and Ireland (regarding slot allocation data) and New Zealand (using credit card data to evaluate the production performance of commercial accommodation) are just some examples;
- Business cycle indicators could be derived from business tendency surveys. This type of qualitative information (based on answers of personnel in some key tourism industries such as accommodation or travel agencies) is widely used in most countries for non-service sectors. UNWTO has identified its application in countries such as France, Spain, Canada, Brazil, Mexico and New Zealand.

CHAPTER 3. MEASURING TOURISM: FROM NATIONAL TO SUB-NATIONAL LEVELS

A. Background

- 3.1. As the UN specialized agency for tourism, UNWTO requests from all countries (whether they are members of UNWTO or not) a set of data that is compiled in the annual *UNWTO Compendium of Tourism Statistics (Compendium)*. This publication has been updated in 2011 in order to adapt its set of basic data and indicators to the new *International Recommendations for Tourism Statistics 2008 (IRTS 2008)* and to strengthen international comparability (see Complementary Annex A).
- 3.2. The *Compendium* is the most complete statistical publication produced by UNWTO and its updated version broadens the focus traditionally employed in the measurement of tourism: from now on, the information set refers to the three forms of tourism—inbound / domestic / outbound—as well as to the tourism industries and the employment associated with them.
- 3.3. The challenge ahead lies in adapting this set of information to the sub-national levels.
- 3.4. In this regard, it is important to call attention to the fact that when mentioning the term "region" or any other sub-national scope, the *IRTS 2008* does not use precise criteria but rather suggests that in the case of considering a territory other than a nation, the concepts as well as all the corresponding definitions, classifications and relevant statistical data should be the same as those in the national case, with the only difference being the substitution of the term "country" with "place" (either a region, municipality or other sub-national geographic location).
- 3.5. It should be expressly noted that this transposition of terms is not so simple since there are many aspects of the measurement of tourism at the national level that are quite different when compared to cases of sub-national scope. For example:
 - the connection between tourism and the mobility of the resident population has greater importance;
 - the concept of "tourism sector" (see paragraph 2.4) is not always appropriate at sub-national levels due to the fact that a cluster of a significant number of production units in different tourism industries might not be relevant (for the criteria used to determine *relevance*, see paragraph 1.4.);
 - the identification of tourism industries at the regional level would justify the consideration of, for example, the producers of souvenirs as a tourism characteristic industry, while this would not necessarily be the case at the national level (in the case that the associated expenditure were marginal or scarcely significant);
 - the measurement of passenger transport is almost impossible to approach exclusively from the regional perspective (as it is normally necessary for the national information to be disaggregated using some kind of ad hoc indicators or parameters);
 - while at the national level it would be possible to justify not prioritizing certain issues (like the measurement of the tourism contribution of special events, the Meetings Industry, the expenditure associated with the maintenance of vacation homes, the phenomenon of same-day visits, etc.), these could be priority interests for certain regions;
 - tourism as a service in terms of international trade only makes sense at the national level (as it is a subject that is directly related to the Balance of Payments).

- 3.6. This is to say that the scope of sub-national tourism is not a mere disaggregation of national tourism; it also has its own thematic singularity and technical complexity when it comes to its measurement.

It should also be noted that sub-national measurement of tourism should also highlight some concepts that are becoming increasingly relevant such as:

- Vulnerability of destinations in terms of diversification of tourism segments as well as dependency on tour operators, low cost airlines and other possible factors that could affect sustainability of the destination;
 - Externalities originated by tourism in terms of the use of resources (water, land, etc.), development of vacation homes in competition with the hotel industry, etc.;
 - The use of new technologies for information and marketing by tourism characteristic services.
- 3.7. In order to permit comparability between different regions, an adaptation is required of the thematic areas maintained in the *IRTS 2008* (and compiled in the *Compendium*, which are notably: inbound tourism, outbound tourism, domestic tourism, tourism employment, tourism industries, and macroeconomic indicators related to tourism), as well as their corresponding basic data series and indicators.
- 3.8. This is a complex task because it requires consideration of the relationship between tourism and its territorial dimensions. This, in turn, involves different areas of particular interest. INRouTe has selected the following five areas of research to focus on in 2012-2015:
- Tourism as an economic sector;
 - Tourism and the environmental dimension, non-economic contributions and impact;
 - Tourism's economic contribution and impact;
 - Tourism development and territorial cohesion;
 - Supporting destinations' key stakeholders.

These five areas will help frame a conceptual framework sufficiently robust for the sub-national measurement, monitoring, and analysis of tourism so essential in designing policies that properly address today's challenges and opportunities. UNWTO is strongly committed to this objective.

- 3.9. In fact, the *IRTS 2008* includes a sub-chapter regarding the measurement of tourism at the sub-national levels; (paragraphs 3.10. and 3.12. to 3.15. are extracted from *IRTS 2008*, Chapter 8/Section C "Measuring tourism at sub-national levels").
- 3.10. "Increasingly regional tourism authorities are interested in regional statistics and possibly some form of Tourism Satellite Account at regional level as a means of providing useful indicators for tourism enterprises and organizations in identifying possible business opportunities, assessing the volume and intensity of tourism business and determining the extent to which private and public regional tourism networks and clusters are interconnected."
- 3.11. This interest stems from the specific features of tourism across the regions of a country, as well as different needs of regional tourism authorities, including, among others:
- The need to highlight or emphasize the importance of specific features of regions as tourism destinations;

- The fact that characteristics and expenditure patterns of visitors can vary markedly across regions;
 - The need to design policies to attract visitors (such as the type of demand that needs to be met) and make investments (such as the infrastructure that needs to be put in place) that are specific to regional objectives;
 - The need to adapt classifications of tourism characteristic products and of tourism industries by adding more details where relevant, while preserving the overall structure of the classification;
 - The need to be able to make comparisons of tourism, in terms of visitor numbers, characteristics and expenditure, across regions and between the regional and national levels;
 - The desire to foster areas of analysis such as identification of seasonality patterns, recognition of main types of tourism, segmentation of tourism demand, early warning indicators about potential decline of a tourism destination, etc.
- 3.12. “Nevertheless, there are some statistical limitations in producing regional data, especially in the absence of a national collection framework for tourism statistics: defining survey frames for tourism sample surveys conducted at the sub-national level is particularly difficult due to the lack of control at the corresponding administrative borders. In addition, regional estimates of tourism might not be compatible with those for other regions, therefore undermining the credibility of tourism estimates both for the regions and for the country as a whole.”
- 3.13. “Consequently, it is recommended that, as a first approach, National Statistical Offices, tourism authorities and/or other organizations with direct responsibility for tourism statistics promote the use of national instruments to collect tourism data at the regional and local levels using a common set of definitions, based on the IRTS 2008, that would permit national tourism statistics to be “built up” from data at the regional and local levels.”
- 3.14. “There are often differences in the density of population, transportation accessibility, cultural behaviours, proximity to administrative borders, etc., within a given country. Thus, it is crucial that the operational definition of usual environment be reviewed and discussed among regional and national entities. It is recommended that a consensus be forged around a common definition that satisfies previous recommendations (see IRTS 2008 Chapter 2/Section E “Measuring flows of visitors”/Subsection E.1. “The usual environment: suggested criteria”) and takes into account these regional differences.”
- 3.15. “If this first approach is not feasible or is not considered completely satisfactory, especially in those regions where tourism is particularly relevant, the regional tourism authorities might wish to complement national data with other data in order to design policies and foster economic analysis tailored specifically to their own regions. In this case it is recommended that these new data follow international and national statistical standards and recommendations.”
- 3.16. When developing tourism statistics at the sub-national level, it is important to be able to separate visitors who have their place of usual residence within this region from those who come from other regions or other countries. It is therefore recommended that three subsets of visitors to or in this region be identified:

- a. Residents from countries other than the country of reference (inbound visitors to the country as a whole);
 - b. Residents from another region of the country of reference; and
 - c. Residents in the region of reference (being their usual environment located in such region).
- 3.17. Looking at the above paragraphs quoting from UN international standards, it seems evident that both the measurement and the analysis of sub-national tourism activity have their own technical complexities, including the fact that certain basic concepts (such as tourism destination and types of tourism) are defined in very diverse manners and thus lack a clear international consensus as explained in the following section.

The following paragraphs 3.18 to 3.23 will refer to defining a tourism destination and paragraphs 3.24 to 3.27 to types of tourism.

B. General overview

- 3.18. In 2002 UNWTO defined tourism destination. Such definition is reproduced in the 2004 *Guidebook for Indicators of Sustainable Development for Tourism Destinations*: “a local tourism destination is a physical space in which a visitor spends at least an overnight. It includes types of tourism such as support services and attractions, and tourism resources within one day's return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness. Local destinations incorporate various stakeholders often including a host community, and can nest and network to form larger destinations”.
- 3.19. It should be noted that this definition is neither (1) used consistently through the 2004 *Guidebook* nor (2) robust enough in its conceptualization as:
- When it comes to establish a hierarchy of territorial levels, the following is mentioned:
 - (1) nation
 - (2) region
 - (3) specific destinations (such as coastal zones, local municipalities and communities)
 - (4) key tourist use sites (such as protected areas, beaches, historic districts within a city);
 - “destination” is used as equivalent to “development area” (and therefore, the *Guidebook* mentions that some destinations are already defined -“defined destinations”- while when that's not the case there is a need to define them by defining the corresponding boundaries: “destination boundaries”;
 - When information sources are identified, the following schema is presented: local / municipal / regional;
 - The term “community” is not straight-forward (reference is made to “how to convert a community in a destination”, suggesting that both are territorial entities).
- 3.20. For the INRouTe project, the definition of tourism destinations must refer instead to institutional units with administrative borders for the simple reason that statistical information is gathered on the basis of administrative boundaries, being usually the municipality the lowest territorial level from such a perspective (see also paragraph 2.7.). Instead of proposing a universal definition of a

tourism destination, this document considers only two types of destinations (region and municipality) and suggests a set of basic components for defining any possible type of tourism destination (see also 4.19.).

- 3.21. In all probability, the efforts that the UNWTO has repeatedly carried out to forge a consensus regarding the definition of "tourism destination" have been strategically erroneous, since it does not seem possible to have a universally applicable definition of such a concept. Similar to the way the *IRTS 2008* approached the issue of the functional definition of the concept of "usual environment" (see Annex 5), INRouTe understands that guidelines should be given so that regional authorities can define when a territory can be considered as a "tourism destination" (whether the region itself, a municipality, part of a municipality or a set of municipalities, a tourism corridor including different territories belonging to different municipalities, etc.).
- 3.22. Attempting to provide a universally applicable definition does not appear to be very feasible, at least at present, due to the great differences between territorial entities in which tourism is relevant. (For the criteria used to determine *relevance*, see paragraph 1.4). In addition, the greater degree of flexibility obtained from having a set of criteria for defining "tourism destination", instead of having a rigid "one-size-fits-all" definition, will provide a better adaptation of the definition (i.e. the territory of reference) to the needs of the stakeholders.
- 3.23. In fact, sub-national measurement requires different types of units: units of an institutional nature and units of an analytical nature. This distinction is important when defining the concepts of region, locality, and regional tourism. For the purpose of the INRouTe initiative regarding the design of a Regional Tourism Information System (R-TIS), these concepts are defined in the following manner:

Region: The regional level (identified as the administrative unit corresponding to the first level of territorial disaggregation of a country in terms of its political and administrative organization – for instance, *NUTS 2* level in the EU, *provinces* in Canada or China, *states* in Brazil and Mexico, etc.-). Consequently, the definition of a "region" for this INRouTe initiative refers to a normative criteria; no other criterion (analytical or functional) are considered.

Local destination: any municipality.

Regional tourism: in order to separate visitors to a region who have their place of usual residence within this region from those who come from other regions or other countries, it is recommended that three subsets of visitors to or in this region be identified:

- Residents from countries other than the country of reference (inbound visitors to the country as a whole)
- Residents from another region of the country of reference
- Residents in the region of reference (being their usual environment located in such region)

Regional tourism comprises the activities of these three subsets of visitors.

If deemed appropriate and feasible, additional subsets could also be identified for analytical purposes (basically, residents of a region travelling to another part of the national territory / to other countries /to a neighbour country).

- 3.24. The definition of types of tourism is also a challenging issue. Although not related to the concept of "product" used in economic statistics (and defined in terms of the Central Product Classification, Ver. 2 (CPC Ver. 2) - see Annex 3), professionals in the tourism business use the

term “tourism products” instead of types of tourism to refer to the marketing of specific packages or destinations. It should be noted that the *IRTS 2008* does not provide any guidance with regard to identifying or measuring such “products” nor as to how to classify them.

- 3.25. In fact, *IRTS 2008* also uses the term “tourism product” to refer to “combination of different aspects (characteristics of the places visited, modes of transport, types of accommodation, specific activities at destination, etc.) around a specific centre of interest, such as nature tours, life on farms, visits to historical and cultural sites, visits to a particular city, the practice of specific sports, the beach, etc. It is then possible to speak of specific “tourism products” types of tourism, such as culinary tourism, ecotourism, city tourism, sun-and-sand tourism, agro-tourism, health tourism, winter tourism, etc.”
- 3.26. Defining types of tourism and attempting to set up an international classification of these, might also be a challenging issue due to the fact that from the supply side, the terms “product” and “resources” are used as equivalents.
- 3.27. As in the case of “the usual environment” (see *IRTS 2008* paragraph 3.17 as well as Annex 5), the term “types of tourism” may also be a case that requires, instead of trying to define each of them, the identification and codification of the basic blocks of information required for the appropriate segmentation of visitors to the defined typology.

C. Suggested initiatives⁹

- 3.28. As indicated in paragraph 2.5., UNWTO has been conscious of the relevance of taking regional tourism seriously especially concerning the need for articulating national/ sub-national domestic tourism policies (with the definitions of tourism destination and types of tourism as two priority issues). In fact, the proper definition of domestic tourism at the sub-national level implies a very important issue: the concept of “resident population” relates only to the sub-national area under study and not to the rest of the country (see also 1.9/Box 2 “Key concepts and Definition”/Regional tourism).
- 3.29. INRouTe will draft guidance documents for the definition of tourism destinations and types of tourism.

⁹ Only INRouTe commitment initiatives.

CHAPTER 4. DESIGNING A REGIONAL TOURISM INFORMATION SYSTEM (R-TIS)

A. Background

- 4.1. As noted in paragraphs 3.18 to 3.23, defining a tourism destination is one of the fundamental complexities when adapting the *IRTS 2008* conceptual framework, conceived to be applied at the national level, to the sub-national context. Such complexity arises because at any sub-national territorial level, the relationship between tourism and territory should be clearly understood and measured. In so doing, at least two thematic areas are especially important:
- the measurement of the consequences of tourism on the sustainable development in the territory of reference, and also, no less importantly,
 - how tourism affects territorial cohesion in such territory and in other adjacent territories (this is particularly important in a growing number of geographic and economic areas, such as the European Union, MERCOSUR, Central America, etc. that share as a main common feature the free movement of persons).
- 4.2. It therefore appears that at the regional level, and in addition to identifying the set of basic data and indicators that make it possible to *measure tourism as an economic sector*, it will also be necessary to address the *consequences on the sustainable development of the territory of reference* (i.e. a broad political objective, encompassing an intention to avoid activities that will cause long-term damage and a desire to ensure adequate quality of life for present and future generations) as well as the *potential impact on the territorial cohesion of the destination itself, and in other adjacent territories*.
- 4.3. As stated in the European Union's *Investing in Europe's future: Fifth report on economic, social and territorial cohesion* "Cohesion policy is the EU's main instrument for pursuing harmonious development across the Union. It is based on a broad vision, which encompasses not just the economic development of lagging regions and support for vulnerable social groups, but also environmental sustainability and respect for the territorial and cultural features of different parts of the EU[...]. Cohesion policy has made a significant contribution to spreading growth and prosperity across the Union, while reducing economic, social and territorial disparities" (pp.xx, xxiii) It is clear that accurately assessing the economic impact of tourism for sub-national areas and transferring the knowledge gleaned from this into effective policies will support this central EU objective.
- 4.4. Lastly, in addition to these three areas of particular interest (viz. tourism as an economic sector, the consequences of tourism on the sustainable development of the territory of reference and the territorial cohesion that tourism should preserve or promote), we would have to add a fourth: the identification of a basic set of initiatives required for *supporting destinations'* key stakeholders in relation to tourism information and analysis.
- 4.5. One of such initiatives refers to governance. There are many arguments that justify taking governance seriously, not the least of which is the fact that each dimension of sustainable development necessarily requires the sustainability over time of the very actions taken for the development of tourism. Tourism itself refers to a set of activities related to different sub-groups of travellers —in other words, those that qualify as visitors (whether tourists or same-day visitors) — and of the productive establishments that provide them with the goods and services demanded, thus resulting in a multiplicity of actors with very different levels of participation and responsibilities in the development of any given tourism destination.

- 4.6. Regarding this complexity of actors (see paragraph 1.7), public bodies and authorities deserve special attention. The reason is that their impact on the visitors' final satisfaction is crucial as they are involved in a wide and varied range of functions and investments (infrastructure provision and management of access and various services - such as public safety, preservation of natural and cultural resources, territorial planning, etc). In addition, public authorities directly condition the formation and activity of tourism enterprises located in their respective territories
- 4.7. With all the above-mentioned reference elements we would have a conceptual framework that is sufficiently robust for the measurement and analysis of tourism from a regional perspective so that the corresponding regional entities with some kind of responsibility in the field of tourism (the Regional Tourism Authorities being the most relevant one) could design the corresponding Regional Tourism Information System (R-TIS) (see paragraph 2.8.).
- 4.8. It is suggested that a R-TIS should include the following research areas and subareas¹⁰
- A. Tourism as an economic sector**
 - A.1 Demand
 - A.2 Supply:
 - A.2.1 Tourism industries
 - A.2.2 Employment
 - A.3 Complementary indicators
 - B. Tourism and sustainable development**
 - B.1 Tourism and the environmental dimension:
 - B.1.1 Renewable energy sources
 - B.1.2 CO2 emissions
 - B.1.3 Water consumption
 - B.1.4 Generation of solid waste
 - B.1.5 Tourism pressure
 - B.1.6 Other environmental indicators
 - B.2 Tourism and its impact on the social and cultural dimensions of the resident population:
 - B.2.1 Population growth
 - B.2.2 Per capita revenue
 - B.2.3 Resident satisfaction
 - B.2.4 Tourists' use of essential services
 - B.2.5 Congestion and intrusion arising from visitors
 - B.2.6 Job creation
 - B.2.7 Other social and cultural indicators
 - B.3 Tourism economic contribution and impact
 - B.3.1 Quality of the destination
 - B.3.2 Tourism experience
 - B.3.3 Seasonality
 - B.3.4 Related infrastructure
 - B.3.5 Business demography
 - B.3.6 Other economic indicators
 - C. Tourism development and territorial cohesion**
 - C.1 Territorial protection
 - C.2 Other indicators
 - D. Supporting tourism destinations key stakeholders**
 - D.1 Cooperation agreements between different stakeholders

¹⁰ Such breakdown is an adaptation (for operative purposes in terms of structuring a list of basic data and indicators) of INRouTe's five areas of research (see paragraph 1.5).

- 4.9. The task now is for regional authorities to define the most appropriate basic data and indicators to describe tourism activity in the region, in accordance with the above set of thematic areas and sub-areas. Duplication of data for each information item should be avoided; and for that to happen, basic national tourism surveys should be properly designed and stratified by regions.

It should be noted that the list does not include any type of Regional TSA data. (However, such instruments, to be properly labelled as TSA, require a good number of the type of data listed.) Also, it is not an exhaustive breakdown. For instance, excursionists (same day visitors) are excluded due to budgetary reasons, etc.

INRouTe wants to highlight once again that its purpose is not to gather basic data and indicators but just to illustrate a proposal to be used as reference by those regional authorities and tourism officials that are interested in the measurement and analysis of tourism in their region. Complementary to this list, such authorities should consider asking relevant users about their needs. In any case, there will be similarities with this list and those proposed by other regional networks or initiatives.

- 4.10. It would seem obvious that, depending on the level of development of the region concerned, different sets of information would be available and desirable. Such a list of basic data and indicators focuses on regions pertaining to statistically developed countries (see paragraph 11 of the Introduction). But it is imperative to agree on a basic set of data and indicators to be gathered for the following purposes:

- To highlight the importance of tourism at the regional level and foster the credibility of its measurement;
- To provide a basis for a more detailed analysis of issues identified as especially relevant for a destination;
- To identify main types of tourism;
- To warn about vulnerability of tourism destinations regarding the different components of sustainable development;
- To promote a consistent quality of the data in order to allow national and international comparability between regions; and
- To make sure that such information is provided regularly.

- 4.11. The generated set of information should, besides being statistically founded, also comply with some technical requisites:

- It should guarantee the characteristics of collectability, simplicity and efficiency (meaning that the use of available data sources as well as new data sources should guarantee that the collection of data uses technical innovations and methods);
- In addition to being easy to understand, it should be credible. The goal must be to provide credible information to tourism managers as well as to other key tourism stakeholders;
- The available (or desirable) periodicity for each kind of basic data and indicators should be specified, since the temporal length of the data is a determining factor of the data's use and usefulness;

- The development of quantitative indicators because, when compared to qualitative ones, they are more objective and allow a better comparison of cases. However, they are often conditioned by lack of data; in such cases, oftentimes qualitative estimates are the only available solution;
- The development of additional statistical techniques (adjustments, confrontations, reconciliations, validations, etc.) necessary for the integration of statistical data derived from different statistical procedures, administrative sources or obtained using different methodologies into a system of information. These are common practices for (National) Statistical Offices but (National) Tourism Administrations are also required to develop them if in charge of the statistical production and if tourism statistics are to be viewed as a System (see Complementary Annex D).

B. General overview

- 4.12. INRouTe proposes, for those regions where tourism is a relevant sector of activity, (for the criteria used to determine *relevance*, see paragraph 1.4.) the implementation of an incremental approach that involves, first of all, the development of a set of statistical information (basic data and indicators) which is conceived as the basic core of the ultimate R-TIS (as explained in Chapter 1).
- 4.13. It should also be remembered that INRouTe has deliberately selected a number of limited topics for its first four-year period (see paragraph 1.8 / Box 1). Consequently, other relevant topics such as designing a classification of main types of tourism, ICT implementation, etc., could be considered in a later stage but not in the present proposal that focuses on setting up the basic core of the R-TIS.
- 4.14. As previously mentioned, the design of a R-TIS should be understood as a precondition for the development of a “useful and comparable set of basic data and indicators” at the sub-national level. Only statistical data allow for comparability between regions in a given country as well as between regions in different countries. But not all territorial levels have the same type and amount of statistical data. This is not a question of size (the smaller the unit, the less data available) but rather relates to the fact that (1) statistical sources don't usually include all types of territorial administrative units and /or (2) the sample size does not allow for equal credibility of data at different territorial levels.
- 4.15. The basic difference of the INRouTe initiative and the focus of *UNWTO's 2004 Guidebook for Indicators of Sustainable Development for Tourism Destinations* (see paragraphs 3.18 and 3.19) is evident in:
 - (a) the nature of the basic data and indicators proposed (statistics vs. any type of information);
 - (b) the precise definition of tourism destination (region/municipality vs. almost any kind of local tourism destination level); and also in
 - (c) the main purpose of the respective initiatives (measurement and analysis, as well as intra-national/international comparability vs. assisting destination management organization at the local authority level).

Consequently, the list of basic data and indicators suggested in the following paragraph is much more narrow than any other kind of initiative based on the *Guidebook for Indicators of Sustainable Development for Tourism Destinations* (the most relevant being the Tourism Sustainability Group / NECSTour's core list of indicators of sustainable tourism).

4.16. With this background and clarification, INRouTe recommends as a first step in the set-up of a R-TIS to focus on tourists (overnight visitors) and on a limited number of thematic areas identified in 4.8 (for which there is more international experience than in the remainder areas where a more precise conceptual framework is needed); same-day visitors and the rest of areas listed in 4.8 could be developed in a later stage. The following statistical basic data and indicators, each with different periodicity (**Monthly / Quarterly / Annual**), is thus proposed:

A. Tourism as an economic sector

A.1 Demand

For each of the following set of tourists (residents from other countries, residents from another part of the country of reference, residents in the region of reference):

- number of tourists (**M**)
- number of tourists classified by key characteristics (in the case of inbound visitors by (a) main countries of origin, (b) means of transportation used, and (c) main purpose of the trip) (**Q**)
- numbers of overnights (distinguishing domestic and international tourists –these should further be classified by main countries of residence) (**M**)
- daily average expenditure by tourists (**A**)
- average length of stay of tourists (**M**)

A.2 Supply:

A.2.1 Tourism industries

- number of enterprises/establishments (classified according to size. i.e. numbers of employees) for “Accommodation” as well as for “Other tourism industries”(**A**)

A.2.2 Employment

- number of jobs for “Accommodation” as well as for “Other tourism industries”(**M**)
- corresponding average wages and salary income

B. Tourism and sustainable development:

B.1. Tourism and the environmental dimension

B.1.3 Water consumption

- volume of fresh water (**M**)

B.1.5 Tourist pressure – visitor load

- number of tourists per day per 100 residents (**M**)

B.2. Tourism and its impact on the social and cultural dimensions of the resident population:

B.2.6 Job creation

- ratio of jobs to total jobs in region/municipality (**A**)
- ratio of average wages and salary income to average wages and salary

B.3. Tourism economic contribution and impact:

B.3.1 Quality of the destination

- rate of change in the number of visitors (**M**)

B.3.5 Business demography

- birth rate of enterprises/establishments (**A**)
- income in region/municipality (**A**)

4.17. There is no general survey that could provide evidence about the status of Regional Systems of Tourism Statistics worldwide. However, it seems likely that at present there are few regions and local tourism destinations that have a sufficient and adequate set of information (with the desirable periodicity of data, as suggested) to design and execute, with the desirable rigor, their institutional responsibilities in relation to tourism development in their territories. Beyond the statistical reality, it should be noted that there may be regions where tourism is relevant (for the criteria used to determine *relevance* see paragraph 1.4) but where the pertinent regional authorities (whether in charge of tourism, economy, treasury, regional development, etc.) do not consider tourism as a

factor of regional economic development. In these cases, it is probable that a large part of the regional tourism authorities (responsible for the design and execution of such competencies, notable among which are those relative to marketing) will not understand that tourism information systems must allow for a precise and powerful relationship between the measurement and the analysis of the economic contribution of tourism and destination management/planning.

- 4.18. Although the INRouTe proposal may appear extremely ambitious, it could be considered as a minimal requirement for analytical purposes. Here is why :
- The information selected is considered to be the minimum required input for modelling exercises. (Data modelling techniques are used extensively to derive synthetic estimates when the cost of obtaining small area statistics is too great to obtain them from a survey.) To the extent that this is the case, the initial information set would be complemented by indicators obtained from such exercises, always taking note of the effects on comparability (e.g. indicators of job creation, pollution generated by tourism industries, same-day visitors, average daily expenditure referring to different sub-sets of visitors, etc.);
 - Both sets of information (statistical data –basic data and indicators- and synthetic estimates) would make it possible to advance in both the macroeconomic analysis of tourism and in the design of instruments such as the regional TSA, social accounting matrices, general computable equilibrium models, etc.;

C. Suggested initiatives

C.1. INRouTe committed initiatives

- 4.19. INRouTe will provide guidance by suggesting a set of basic components for defining a tourism destination (one of them being the *relevance* of tourism in the territory of reference –see paragraph 1.4.).
- 4.20. INRouTe will also expand the proposed list of basic data and indicators and will provide guidance to those regions willing to build their R-TIS.
- 4.21. Documenting data sources (surveys, statistical use of administrative records, as well as any other type of statistical operation), should be understood as part of the statistical culture through which any user, wanting to identify how data are produced and obtained, is informed about the significance and reliability of tables of data.

INRouTe will adapt the UNWTO Metadata Project (see Complementary Annex E) for documenting Regional Tourism Information Systems. Such initiative has identified the following typology of data sources:

- T.1 Surveys applied to the whole population of travellers or visitors or to clearly predefined segments of this population
- T.2 Surveys applied to enterprises / establishments of those productive activities serving visitors
- T.3 Statistics based in data collection from administrative records.
- T.4 Census or directories
- T.5 Statistical synthesis
- T.6 Databases.

- 4.22. Also, the definition and operationalization of “governance” (see Annex 3/“Governance”) will justify additional detailed guidance.

C.2. Suggested initiatives for key regional stakeholders

- 4.23. The database including the proposed set of regional information should be georeferenced for the purpose of promoting the territorial analysis of tourism activity. This is especially relevant for more disaggregated territorial levels.

Geocoding trip data supports analysis by allowing information collected in the survey (or from Census) to be geographically displayed and mapped. For instance, the mapping of trip interchanges between zones provides a summary picture of travel in the region by showing the density of movement in particular corridors. Origin and destination data can also be error checked through the geocoding process.

In the past, geocoding typically occurred as a survey post-processing step. More recently, survey responses rely on GISs to geocode origins and destinations in real-time during interviews; in these efforts, interviewers are able to determine whether the geographic information obtained is sufficient for analysis purposes or whether additional details need to be sought.

- 4.24. The design of a R-TIS requires that experts besides statisticians and tourism officials should be invited to cooperate. Taking regional tourism seriously requires not just mobility researchers but also social science experts, geographers and environmental researchers. Arguing that tourism is and must remain an interdisciplinary field of investigation seems especially evident at the sub-national level.
- 4.25. Once regional tourism becomes a serious topic in terms of economic analysis, expanding the research agenda will be an issue. Key stakeholders (such as enterprises, researchers and regional government officials) will not hesitate to bring tourism experience measurement, sustainability practice and a long series of additional topics into discussion (see paragraph 6.20.).

CHAPTER 5. ABOUT THE COMPLETENESS OF A REGIONAL TOURISM INFORMATION SYSTEM (R-TIS)

A. Background

- 5.1. As noted in the Introduction, although it is not a statistical initiative, the conceptual framework developed under the leadership of UNWTO for the international credibility of tourism as a demand and supply side phenomena is a substantial part of this INRouTe initiative. This chapter refers exclusively to those statistical sources that could allow for the design of the R-TIS described in the previous chapter and suggest actions in relation to regional tourism observatories.
- 5.2. Recent international experience shows that business and tax records can be a valuable source for the development of short-term service statistics, especially those on tourism industries in countries with mature statistical and tax systems. More specifically, the analysis of experiences (in Australia, Canada, France, Netherlands, Spain, the United Kingdom, United States and others) suggests that, prior to implementing new statistical operations for analyzing tourism in any given country, it might be reasonable to explore the relevance of sales figures obtained from Value Added Tax (VAT), or its equivalent Goods and Services Tax (GST), records.
- 5.3. Ensuing from research carried out by UNWTO, a proposal was sent in 2003 to the OECD Statistics Directorate with a report that encouraged reflection on the relevance of tourism as a potential case study for the OECD Short-term Economic Statistics Expert Group. This initiative was conceived to contribute the enlargement of national Systems of Tourism Statistics in a significant number of statistically developed countries (mainly in G.20 and EU countries)¹¹.
- 5.4. From this perspective and focusing on the regional level, the following six sources (all of them national sources) could provide most of the basic data and indicators identified in paragraph 4.16. as the first step of the proposed incremental approach:
 - Border survey
 - Domestic tourism household survey
 - Accommodation survey
 - Statistical business register
 - Structural business survey
 - Population census
- 5.5. For most statistically developed countries such sources are regularly compiled by National Statistical Offices or National Tourism Administrations.
- 5.6. In addition to these, other sources (national as well as regional ones) should be identified in each country in order to complete the proposed set of data, or allow for an extended breakdown of some of them. Specifically:
 - Annual estimates of the resident population;
 - Personal and professional characteristics of employment associated with the tourism sector;
 - Arrivals by air and slot allocation figures;
 - Production and consumer price indexes associated with tourism industries and visitors' expenditure, respectively;
 - Turnover and remuneration figures for tourism industries provided in fiscal sources; and
 - Water suppliers' information on water consumption.

¹¹World Tourism Organization (UNWTO). *New Statistical Initiatives in the Field of Tourism*, Report to OECD Statistics Directorate (Madrid, 2003), <http://statistics.unwto.org/sites/all/files/docpdf/oecd.pdf>.

- 5.7. INRouTe's proposal considers that the popular dichotomy between a top-down vs. bottom-up approach regarding statistics is irrelevant in the case of tourism statistics. Here, the basic core of a Regional System of Tourism Statistics (R-STTS) is either derived from national sources (i.e. top-down) or not at all (as aggregation of municipal sources, i.e. bottom-up, seems unviable).
- 5.8. Below are some general comments regarding the main six sources identified in paragraph 5.4 that may be applicable for European countries:
- a. With the exception of Border surveys, all of the six sources are part of EU Directives (approved by the European Parliament) and consequently, are compulsory for European Union countries;
 - b. Demand side surveys have not always been designed to provide regional estimates. In the case of domestic tourism surveys, the existence or not of an Origin/Destination matrix of intraregional flows of trips/visitors makes the difference. The new *IRTS 2008* states that "for sub-national analysis of domestic tourism, it is also essential to characterize trips according to the place of usual residence of the visitor, his/her personal characteristics and the main destination of the trip. This information, usually collected through household surveys, is often represented in matrices showing the number and duration of trips by origin and destination";
 - c. The data is available in different periodicities. While border and accommodation surveys could allow for monthly data, the remaining sources provide quarterly and annual data (with the Population census held less frequently);
 - d. The revised international classifications of economic activities and products (the International Standard Industrial Classifications (ISIC), rev.4 and the Central Product Classification (CPC), Version 2 have both already been adapted by the EU) allow for a more precise breakdown to estimate tourism industries' data, thus improving the reliability of supply side estimates for the tourism sector;
 - e. The "household" and the "enterprise" are not considered tourism statistical units; instead the *IRTS 2008* identifies "individuals" (those who qualify as "visitors") and "productive establishments";
 - f. The Statistical business register, Population census and Accommodation survey allow extending data and indicators to the local level. (This possibility should be restricted for those municipalities where tourism is especially relevant, see paragraph 1.4.).

B. General overview

- 5.9. National Statistical Offices in statistically developed countries (including a significant number of EU countries) have increasingly expanded the number of statistical sources based on administrative records. The case of economic statistics, and supply side data in particular, is not an exception.
- 5.10. With the ratification of *IRTS 2008*, an international consensus was forged within the statistical community about tourism being not just a demand side phenomenon but also a set of productive units producing goods and services demanded by visitors (see Table 1), thus drawing attention also to tourism's supply-side features. This engenders the need to pay attention to improvements and developments in general economic statistics in order to identify available data from the supply side that is useful for tourism analysis.

Table 1
List of tourism characteristic activities (tourism industries) and grouping by main categories according to ISIC Rev. 4¹²

List of tourism industries (characteristic activities) and grouping by main categories according to ISIC Rev. 4		
Tourism industries	ISIC Rev. 4	Description
1. Accommodation for visitors	5510	Short term accommodation activities
	5520	Camping grounds, recreational vehicle parks and trailer parks
	5590	Other accommodation
	6810	Real estate activities with own or leased property*
	6820	Real estate activities on a fee or contract basis*
2. Food and beverage serving activities	5610	Restaurants and mobile food service activities
	5629	Other food service activities
	5630	Beverage serving activities
3. Railway passenger transport	4911	Passenger rail transport, interurban
4. Road passenger transport	4922	Other passenger land transport
5. Water passenger transport	5011	Sea and coastal passenger water transport
	5021	Inland passenger water transport
6. Air passenger transport	5110	Passenger air transport
7. Transport equipment rental	7710	Renting and leasing of motor vehicles
8. Travel agencies and other reservation service activities	7911	Travel agency activities
	7912	Tour operator activities
	7990	Other reservation service and related activities
9. Cultural activities	9000	Creative, arts and entertainment activities
	9102	Museums activities and operation of historical sites and buildings
	9103	Botanical and zoological gardens and nature reserves activities
10. Sports and Recreational activities	7721	Renting and leasing of recreational and sports goods
	9200	Gambling and betting activities
	9311	Operation of sports facilities
	9319	Other sports activities
	9321	Activities of amusement parks and theme parks
	9329	Other amusement and recreation activities n.e.c.
11. Retail trade of country-specific tourism characteristic goods		Duty free shops**
		Specialized retail trade of souvenirs**
		Specialized retail trade of handicrafts**
		Other specialized retail trade of tourism characteristic goods**
12. Other country-specific tourism characteristic activities		

* Part related to second homes and timeshare properties

** Not a 4 digit ISIC

Source: United Nations and World Tourism Organization (2010), *International Recommendation for Tourism Statistics 2008*, New York.

- 5.11. Consequently, there is a need to expand the focus of tourism statistics to include sources used in the compilation of economic statistics, and especially in the case of considering tourism at sub-national levels. The reason is that administrative data can often be (re)aggregated without necessarily leading to a concealment of regional specificities, as is usually the case with national statistical survey data (where regional averages often hide specificities that are considered important for regional analysis as well as for regional policy design purposes).

The suggestions presented in the following three paragraphs are built on the research carried on by Ireland¹³ (National Statistical Office and Failte Ireland) and Brazil¹⁴ (Instituto de Pesquisa Econômica Aplicada); such case studies support INRouTe's proposed action to expand such exercises in European countries as well as in some other G.20 countries. Such case studies show that there are sufficient data to set up an articulation of national/regional/local data and indicators related to both tourism demand and supply such as overnights/productive establishments of tourism industries/employment associated with such industries.

¹² See Complementary Annex D for explanatory notes provided by ISIC Rev. 4.

¹³ Caeman Wall, Steve MacFeely, "Ireland Case Study: Measuring & Analysing Regional Tourism".

Steve MacFeely, Jillian Delaney, Fiachra O'Donoghue, "Using Business Registers to conduct a regional analysis of Enterprise Demography and Employment in the Tourism Industries: Learning from the Irish Experience".

¹⁴ Patricia Sakowski, "Measuring employment in the tourism industries in Brazil: from national to regional and local level".

- 5.12. The six sources identified in paragraph 5.4 enable setting up an articulation between national level data and regional level data. This should be understood as a priority objective in terms of the measurement of regional tourism and the development of a Regional Tourism Information System (R-TIS). Such an articulation nation-region will produce a conceptual and data framework for analyzing interregional tourism within a harmonized framework; and in so doing, will result in international comparability between regions.
- 5.13. In the case of Europe, it is proposed that, in order to build a robust statistical set of basic data and indicators, the national / regional articulation focus on level 2 of the Nomenclature of territorial units for statistics (NUTS 2). The NUTS 2 level in the EU is equivalent to the provincial level in Canada or China, states in Brazil and Mexico, etc. The next, lower territorial level is that of NUTS 3, relative to which NUTS 2 boasts a more powerful statistical infrastructure—both in terms of databases, qualification of human resources, regular links with national bodies such as NSOs and NTAs, etc.:
- a. NUTS 2 (basic regions) is the framework generally used by EU Member States to apply their regional policies (and more specifically, for appraising eligibility for aid from the EU Structural Funds) and consequently, is the appropriate level for analyzing regional/national problems. In the case of tourism, the comparability of basic data and indicators at this level would be the foundation for possible extensions to lower territorial levels;
 - b. The *Periodic Report on the Social and Economic Situation and Development of the Regions of the European Union*, which the European Commission produces every three years, has so far always been drafted for the NUTS 2 level;
 - c. NUTS 2 is the regional level in which tourism analysis, planned action and policies, both from the demand and supply side, can be most appropriate. This would include topics such as consumption price dynamic between tourism/non-tourism regions, intraregional tourism flows (differentiating by business/personal purposes), employment in tourism industries (including information on qualifications and shortages of labour), interregional and intraregional perspectives, etc. If required and feasible, more specific insights could be considered at the NUTS 3 level; and
 - d. Regional aggregates derived from countries' National Accounts are also available for NUTS 2. Regarding the macroeconomic analysis of tourism, the availability of Input-Output Tables are also more common at NUTS 2 than at NUTS 3 level.
- 5.14. Besides these arguments, it has been noted (see paragraph 2.8) that “In the case of EU countries, such a System could be expanded to NUTS-3 level (province) without special difficulties”. This extension would be useful for analysis carried out by different key users such as the Conference of Peripheral Maritime Regions of Europe (CPRM), the European Environment Agency, etc.
- 5.15. Also in the case of European countries, the extension to Local Administrative Units (LAU) could be envisaged for those municipalities where tourism is relevant (see paragraph 1.4.). As previously noted, INRouTe would consider the smaller territorial entity of LAU2 (municipality) over LAU 1 (as this level is not defined for all EU countries, in some countries it is taken to be equivalent to the NUTS 3 level).

C. Suggested initiatives¹⁵

- 5.16. A coordinated initiative should be taken in the EU to request the cooperation of Eurostat on five out of the six sources identified in paragraph 5.4: domestic tourism surveys, accommodation surveys, statistical business registers, structural business surveys (e.g. Annual Services Surveys), and Population census. Eventually, assistance could be requested on air transportation data gathered by the EU Aviation Authority (EUROCONTROL).
- 5.17. These sources will allow setting up a Regional Tourism Information System (R-TIS, see paragraph 2.8.), including a comparable set of data at NUTS 2 level. Additionally, some of these sources (specifically, Population census, statistical business registers and structural business surveys) could provide data for extensions to the local (LAU 2) level, if deemed appropriate.
- 5.18. Population census and/or Agriculture census figures can also be used for mapping purposes. In fact, a majority of EU National Statistical Offices are working on initiatives to analyze 2010 Population census and agriculture data at different territorial levels.
- 5.19. R-TIS databases should be georeferenced (in other words, allowing for the mapping of territorial information) and should include historical data series, as well as the corresponding metadata for users (see paragraph 4.21). Access should be free and promoted between the academic community, consulting companies and individual researchers and practitioners.
- 5.20. In order to measure the economic contribution of tourism in NUTS 2, LAU 2 and other possible territorial entities (e.g. zones, corridors, tourism sites, etc.), as well as to be able to classify them into different categories of interest for management or analysis purposes (i.e. mountain areas, coastal areas, urban areas, etc.), it would be very useful for the National Statistical Offices to consider the application of technologies of proven efficiency and utility such as the "Geographic Information Systems (GIS) and digital mapping", as pointed out by the United Nations Statistics Division. The GIS infrastructure should encompass all establishments and attractions related to tourism.
- 5.21. The creation of regional tourism observatories could be envisaged that, by building a network of key stakeholders in the tourism sector, would operationalize such actions and thus support the aim of taking regional tourism seriously. With this perspective in mind, INRouTe will provide guidance on setting up regional observatories.
- 5.22. As for such observatories, most of them are created and managed by the corresponding official tourism organizations, in which case the main objective is to lend support to the managing entities of the destination(s) in question. Others are created by universities, instigated by business organizations or organizations with a strong business presence. Their main objective is to provide information to those tourism subsectors that support the observatory. Precisely because of this, their functioning is very diverse, as is their composition.

Their creation represents the recognition of tourism's importance in such territories and their principal activity is usually the creation and maintenance of a database (not exclusively of a statistical nature), which allows the regular measurement and analysis of the corresponding tourism activity. Given that the disaggregation of national information into sub-national levels is usually necessarily limited, such observatories engage in collection tasks from other available sources.

¹⁵ Basically all of them are suggested initiatives for key regional stakeholders.

The results of this activity are usually disseminated mainly through regular bulletins, reports and monographs. In exceptional cases, they conduct research tasks on their own or through collaboration agreements with universities, research centres, consulting firms or other entities.

They also serve as meeting platforms that make it possible to detect trends and alert situations relating to tourism activity.

- 5.23. Regional observatories should define a clear management and methods research agenda addressing those issues that are not of particular interest to national bodies but clearly crucial to tourism destinations. By so doing, the observatories would support not just consistency of available regional / local statistical data but also the expansion of a R-TIS in its third component (noted in paragraph 2.13.): “a third data set, not necessarily of a statistical nature, considered to be relevant for the design/monitoring of tourism initiatives, carried out by the regional tourism authority or other regional entities, other entities of supra-regional scope or even by national bodies”.

CHAPTER 6. ABOUT THE COHERENCE AND CONSISTENCY OF STATISTICAL DATA INCLUDED IN A REGIONAL TOURISM INFORMATION SYSTEM (R-TIS)

A. Background

- 6.1. The available statistical data (whether obtained through surveys, the statistical use of administrative sources, or through the use of a different kind of methodology) cannot be directly analysed (in respect of the regional level figures) but should rather first be subjected to some kind of statistical filtration. Some examples are: cross-checking of data referring to the same variables but obtained from different sources, consistency verification between demand-side and supply-side data referring to one or more products (as is the case of accommodation services), validation regarding the representativeness and reliability of data, etc. These practices are common in National Statistical Offices but not always in National or Regional Tourism Administrations and would need to be developed.
- 6.2. It is interesting to quote the experience of the Canary Islands (a major tourism destination) where besides Spain's National Statistical Office other regional and sub-regional bodies provide concurrent data from their own sources. "Sometimes the information obtained may be contradictory and may result in misleading tourism data, and the reason behind this is the importance given to accurate tourism information at the very local level: the closer each public administration is to a tourism hotspot the more they try to collect their own data, and the more they defend the claim that their own data is more useful and accurate than other data. This situation has been fostered by the absence of clear international standards and recommendations for tourism statistics at both regional and local levels"¹⁶.
- 6.3. As already identified in paragraph 4.16., the design of a Regional Tourism Information System (R-TIS) should focus on a set of thematic areas and sub-areas, each with its proposed series of basic data and/or indicators. Needless to say, there should be no conflicting figures for the same series. Those regions having two or more estimates for the same series will see their data's credibility affected —no matter how legitimate the disseminating entity is. Regional observatories (see paragraphs 5.21. to 5.23.), as a network of key stakeholders, could help resolve such situations. This relates to another issue already mentioned: R-TIS should complement national data and avoid duplications with the national Government.
- 6.4. As part of its work on providing compilation guidance to countries willing to implement the *International Recommendations for Tourism Statistics 2008 (IRTS 2008)*, UNWTO has devoted special attention to providing guidelines on the internal coherence and consistency of tourism statistics in two very concrete cases:
 - within the set of data obtained from the demand side; and
 - between supply-side and demand-side statistics.
- 6.5. UNWTO has stressed that the verification of internal coherence and consistency leads to identifying and explaining differences and doubts that may be found in the data, and also to justifying and documenting any statistical adjustments used—the ultimate objective being that of avoiding any misunderstandings on the part of the user when interpreting the significance of the data. For further details, see Complementary Annex D.

¹⁶ Hernández Martín R., González Yanes J.A. and others, "Designing and Analysing Micro-destinations. A Pilot Study in the Canary Islands"

- 6.6. A case of special interest at the sub-national level is presented by the identification of flows of visitors. Besides the particular case of origin-destination matrices that can be obtained from household surveys¹⁷, the following paragraphs apply to a more general context.
- 6.7. “Interregional origin/destination flows constitute a set of data (normally represented in a matrix) that makes it possible to understand, in general, the distribution of trips made by members of households residing in one region (origin) to other places in the country of reference (destination) and to estimate the average length of those trips. This information is vital for establishing the propensity to travel of residents of regions of origin, the demographic and behavioural factors associated with the tourists generated in these regions, their average daily expenditure, and relating this to other relevant parameters for tourism analysis. It should be noted that an origin / destination association is incomplete in the sense that travel from one region to another may require crossing the territory of other areas”.
- 6.8. “The data gathered, as well as the corresponding estimate of overnight stays, should be checked against data obtained from accommodation surveys and from other administrative records available, like those of traffic management bodies, motorway concession holders, or even credit and debit cards. This internal reconciliation between sources is crucial for ensuring the credibility of data supporting origin / destination matrices”.
- 6.9. “In order to estimate itineraries it is necessary to identify the origin and final destination of the trip, as well as the parts (visits) that constitute it. Consequently, and in order to enable comparability, all the surveys used for this should approximate these itineraries in a similar manner. Given that in order to obtain these matrices it is indispensable to ask a set of questions, UNWTO suggests that a model module be designed to record trips for tourism purposes in both household surveys at the origin of the visitors and in visitor surveys at the destination (as is done by many Tourism Information Centres)”.
- 6.10. “Household surveys are the preferred source for this type of information, but it is essential to ensure that the survey design and sample size are fit for this purpose. This is pointed out in the *IRTS 2008*, stating that “for sub-national analysis of domestic tourism, it is also essential to characterize trips according to the place of usual residence of the visitor, his/her personal characteristics and the main destination of the trip. This information, usually collected through household surveys, is often represented in matrices showing the number and duration of trips by origin and destination””.
- 6.11. There is increasing evidence provided by Global Positioning System (GPS) units of a significant, structural underestimation in the number of trips obtained from household surveys where respondents keep a diary of their trip. It should be noted that these diaries are also used to record the route of each of the trips, and therefore it is important to understand exactly what the GPS system consists of.

In any case, it should be highlighted that these systems cannot totally substitute statistical surveys but they may give an indication –in particular at sub-national levels- about the size of flows which might improve the data received from statistical surveys and for evaluating their plausibility.

- 6.12. “GPS-based data collection methods are potentially more accurate and less of a burden on respondents when compared to paper diary methods, while exact locations of trip destinations and travel times can be recorded. Moreover additional characteristics such as exact routes can

¹⁷ UNWTO “Developing Tourism Statistics at the Sub-national Level: the Measurement of Flows of Trips and Visitors”

be recorded. The GPS is a satellite-based positioning system. When a GPS data logger receives signals from at least three satellites (or four satellites when time is also measured), the position of a GPS receiver can be determined, accurate to within approximately 10 meters. The location on the earth at which a GPS receiver is situated is saved in location coordinates. In addition to location coordinates, GPS data loggers record the times at which they were situated at these locations. As a consequence, the accuracy of the GPS-based travel data depends much less on the respondents' memory and the effort they are willing to make in retrieving addresses and taking notes when compared with paper diary methods. These improvements in accuracy are confirmed by various studies comparing travel behavior data recorded using GPS devices, data recorded by respondents in paper diaries and data obtained by means of telephone surveys¹⁸.

- 6.13. Because raw GPS data, due to data confidentiality reasons, are not directly usable (traces are not segmented, there are missing segments, there is no information either on transport means or on trip purposes), increasing research has been carried out on developing post-processing methods to filter GPS records for use in analysis and model estimation.
- 6.14. "Travel behaviour characteristics like travel times and distances can be derived almost directly from GPS logs because a GPS logger records exact positions and exact times. However, for deriving modal choice and destination types visited additional data like Geographic Information Systems (GIS) data and respondent characteristics and smart algorithms are needed. Due to the fact that deriving modal choice and destination types visited is relatively complicated, different research projects to date have explored and experimented with possibilities for deriving these characteristics, but they all leave room for improvement"¹⁹.
- 6.15. It seems clear that there exist connections between tourism and travel / mobility (as areas of statistical analysis and measurement) and therefore it would be feasible to identify some initiatives of mutual interest to practitioners in these fields (see Annex 4). In short, it would make sense to consider:
- Possible complementarity regarding the use of similar sources of information. The case of household surveys would be the most obvious example because such surveys are also increasingly used by the tourism community (for instance, in the European Union such surveys are standardized by law of the European Parliament).
 - Transportation practitioners are very familiar with other type of surveys, such as workplace and establishment surveys, GPS surveys, longitudinal surveys, parking surveys, qualitative methods and surveys, etc.; some of them are also of interest to tourism practitioners.
 - Tourism survey data are one of the most important aspects of tourism planning, demand modelling, and policy making. Such data are used to anticipate the future, validate behavioural models, and inform a variety of policymaking efforts. Disaggregated behavioural tourism and travel data obtained from surveys will likely be greater –in terms of route choice and location reporting details. Fortunately, technologies such as GPS-enabled data loggers are helping moderate respondent burden while providing higher-quality data.

¹⁸ *Deriving and Validating Trip Destinations and Modes for Multi-Day GPS-Based Travel Surveys: A Large-Scale Application in the Netherlands*, Wendy Bohte and Kees Maat

¹⁹ *Deriving and Validating Trip Destinations and Modes for Multi-Day GPS-Based Travel Surveys: A Large-Scale Application in the Netherlands*, Wendy Bohte and Kees Maat.

- “As decision makers and the public at large are becoming more familiar with (and to some extent, more sceptical of) surveys, survey researchers are being asked to answer ever more complicated questions. Surveyors are being asked to evaluate differences between very specific market segments to help identify market niches for products and services. Such analysis requires more detailed survey instruments, and greater reliance on questionnaires customized to specific respondent groups²⁰”

B. General overview

- 6.16. It should be recalled that the current standard on tourism measurement, the IRTS 2008, defines tourism industries as those productive activities that typically produce “*tourism characteristic products*”, which are in turn defined as “those products 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 a meaningful quantity in the absence of visitors”.
- 6.17. As there exists not one industry that is totally tourism related (because other types of consumers, besides visitors, also spend money buying the goods and services produced), caution should be exercised when disseminating total output figures for tourism industries. Even though this is a TSA issue (the Tourism Satellite Account corrects for this distortion and filters out the “tourism portion” of the output of each tourism industry), entities disseminating the increasingly demanded tourism data should adequately warn users about this condition.
- 6.18. In general, dissemination of demand / supply / employment data should include:
- a minimum of basic data (in the case of demand side data, disaggregation by different forms of tourism; in the case of supply and employment data, disaggregation by industries);
 - some kind of cross checking for mutual consistency;
 - a warning about total values and tourism shares in tourism industries; and
 - a documentation of the sources used.

C. Suggested initiatives²¹

- 6.19. An examination of the coherence and consistency (see link Complementary Annex D) of basic data is a prerequisite for mapping and visualizing tourism activity, which in turn, is fundamental for lobbying purposes (e.g. about the relevance of regional tourism, the existence of data establishing tourism as an economic sector, etc.), and for the sake of regional analysis and policy design (e.g. the importance of understanding interregional tourism for national domestic tourism purposes, etc.).

²⁰ The on-line Travel Survey Manual: A Dynamic Document for Transportation Professionals, provided by the Members and Friends of the Transportation Research Board’s Travel Survey Methods Committee (ABJ40) chapter 1 /1.7 “Increasing Analytical Demands”

²¹ Suggestions for key regional stakeholders (6.19 and 6.20) and INRouTe committed actions (6.21)

Such action could be implemented by tourism observatories where available as there is evidence that disaggregation of national surveys should not be made by national authorities alone, but in cooperation with sub-regional tourism observatories in order to resolve inconsistencies that might appear.

- 6.20. Regional tourism entities should consider the opportunity, in cooperation with other regional, and eventually national, key stakeholders (see paragraph 1.7.), to define a programme of initiatives to provide guidance and technical assistance to other sub-national entities at the regional level. Ideally, some of these initiatives should also consider those local level territories (i.e. municipalities) where tourism is relevant. (For the criteria used to determine *relevance* see paragraph 1.4). Such a programme should focus on specific issues that can be operationalized by means of a R-TIS, and thus the programme should envisage the development of a R-TIS.
- 6.21. It is considered that, in order to properly provide practical guidance on the development of a R-TIS, protocols should be developed on the basis of best practice case studies. Protocols can offer more credible and comparable insights into a range of policy, planning, marketing, and management practices at the regional as well as other sub-national levels. Individually, case studies tend to be context specific and difficult to transfer to other situations. However, their findings become more transferable and valuable to others when they explore common issues and use similar approaches (e.g. concepts and definitions, measures, data collection and analysis procedures).

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ANNEX 1. RESOLUTION OF THE SIXTH INTERNATIONAL TOURISM FORUM FOR PARLIAMENTARIANS AND LOCAL AUTHORITIES, CEBU, PHILIPPINES, 22-25 OCTOBER 2008



CEBU RESOLUTION 2008

Representatives of Parliaments and Local Authorities, comprising of 450 Delegates from 58 Countries met in Cebu, Philippines, for the 6th International Tourism Forum for Parliamentarians and Local Authorities, from 22 to 24 October 2008, under the auspices of the UNWTO and the Government of the Philippines, unanimously agreed on the following resolution.

1. Request the Secretary General to instruct the “Resilience Committee” (former Crisis Committee) of UNWTO to give urgent attention to all appropriate measures that could assist countries regarding the negative impacts the present financial crisis may have on their tourism industries;
2. Encourage Parliaments and Local Authorities to consider the implementation of the recommendations of the Davos Declaration and to set up appropriate programmes and projects that will enable their tourism sector to respond to the global challenges of climate change;
3. Urge Governments and all stakeholders in the tourism sector to implement in appropriate ways the principles of the Global Code of Ethics for Tourism in their country and in their various business activities;
4. Request UNWTO to deliver guidelines on measuring tourism at the regional and local levels regarding basic statistics, the tourism satellite account and the economic analysis of the contribution that tourism makes at those levels, and
5. Call upon local and regional tourism authorities to implement these guidelines by allocating approximately two per cent of their budget for tourism promotion to achieve those objectives.

ANNEX 2. UNWTO/INROUTE COOPERATION AGREEMENT



INTERNATIONAL NETWORK ON REGIONAL
ECONOMICS, MOBILITY AND TOURISM



COOPERATION AGREEMENT BETWEEN THE WORLD TOURISM ORGANIZATION (UNWTO) AND THE INTERNATIONAL NETWORK ON REGIONAL ECONOMICS, MOBILITY AND TOURISM (INROUTE) ASSOCIATION FOR THE DEVELOPMENT OF OFFICIAL GUIDELINES FOR ENTITIES INVOLVED WITH REGIONAL & LOCAL TOURISM DESTINATIONS

Whereas the World Tourism Organization - UNWTO (hereinafter referred to as "UNWTO"), represented by its Executive Director Mr. Márcio Favilla is a specialized agency of the United Nations and the leading public international organization in the field of tourism, with a membership encompassing 161 countries and territories and more than 400 Affiliate Members (representing the private sector, educational institutions, tourism associations and local tourism authorities), and with a UN mandate, amongst others, to "collect, analyse, publish, standardize and improve the statistics of tourism"¹;

Whereas the International Network on Regional Economics, Mobility and Tourism - INRouTe Association (hereinafter referred to as "INRouTe"), constituted under the laws of Spain, whose headquarters are located at Paseo Donostia, 90 1º, 20115 in the Municipality of Astigarraga and duly represented by its Chair Mr. José Quevedo, is a non-profit association founded by two UNWTO Affiliate Members: the Cooperative Research Centre in Tourism – CICtourGUNE and the statistical consulting firm ARALDI. Its principal aim is to provide guidance to entities involved with regional and local tourism destinations in order to develop policy-oriented measurement and analysis of tourism according to the conceptual framework for statistical purposes established in 2008 by the United Nations. In this way, INRouTe seeks to contribute to more informed and effective policy.

With this goal in mind, INRouTe brings together international experts as Associate Partners to share information and engage in a range of activities relating to, and thus building on, specific regional-level Research Areas (described in Annex 1);

Whereas UNWTO recognizes the significant contribution that can be made by the private and public tourism stakeholders to its strategic objectives and therefore actively promotes cooperation arrangements with private sector stakeholders;

Whereas the parties recognize the *Memorandum of Agreement for Launching the International Network on Regional Economics, Mobility and Tourism (INRouTe) Project* signed on 7 July 2009 by

¹ *Agreement between the United Nations and the World Tourism Organization* as approved by the United Nations General Assembly at its Fifty Eighth Session on 3 October 2003.

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Cooperation Agreement between UNWTO and INRouTe

UNWTO, Araldi S.L. and the Cooperative Research Centre in Tourism—CICtourGUNE (the last two entities being founding partners of the INRouTe Association and UNWTO Affiliate Members); and

Whereas the parties are both able and willing to cooperate in the provision of guidance to entities involved with regional and local tourism destinations already mentioned.

Now therefore, the parties have agreed as follows:

Article I: Objective

1.1. The objective of the mutual cooperation comprising this agreement is for INRouTe to develop a set of 'general guidelines'—one 'general guideline' for each of the Research Topics mentioned in Annex 1— that UNWTO may use in developing official guidelines for the measurement and analysis of tourism at sub-national (regional and local) levels. INRouTe is given a maximum time span of 4 years since the signing of the present Agreement, to deliver this set of 'general guidelines' to UNWTO. The set should be consolidated enough, as reasonably esteemed by both parties, for UNWTO to use as principal input for its official guidelines.

1.2 It may be the case that over time INRouTe decides to re-organize/adapt/expand its current set of Research Topics while not modifying the scope of work of INRouTe as described in this Agreement.

Article II: Legal status of the parties

2.1 Nothing contained in or relating to this Agreement shall be construed to create a joint venture, employment or agency relationship between the Parties. Being INRouTe legally separate from UNWTO, the latter shall not be legally responsible for the acts or omissions of INRouTe and shall bear no liabilities of any kind, be they financial or otherwise, with the exception of the provisions expressly laid down in this Agreement.


2.2 The officials, representatives, employees, or subcontractors of either party shall not be considered in any respect as being the employees or agents of the other party. Both INRouTe and UNWTO will designate staff to contribute to fulfilling this Agreement, and the parties each designate a coordinator for this Agreement.

2.3 The cooperation between the Parties under this Agreement shall be on a non-exclusive basis.

Article III. Resources and Responsibilities of UNWTO

3.1. UNWTO:

- A. Assigns the necessary staff from the Statistics and Tourism Satellite Account Programme, and any other programme as deemed appropriate, to dedicate a number of hours of work and other resources to contribute towards achieving the INRouTe-relevant objectives of its programme of work for Statistics, notably:
 - The series of 'International Conferences on the Measurement and Economic Analysis of Regional Tourism';
 - the 'guidelines on governance for the INRouTe project'.
- B. Grants INRouTe the use of any material resulting from the above mentioned series of International Conferences



- C. May refer, as appropriate, petitions for education, capacity building, technical assistance and co-organization of events to INRouTe. Referral is never on an exclusive basis and always on the condition that the petitions relate to one or more of the research topics outlined in Annex 1 which represents an integral part of this Agreement, all at the regional/local level and in line with INRouTe's Business Model (see 4.1.C).
- D. Accepts that the present Agreement does not cover any potential contracts to be concluded between UNWTO and INRouTe for the provision of services.
- E. Shall not be responsible for any fees, costs or expenses related to or incurred by INRouTe, or incur any liabilities, in connection with this agreement.
- F. Shall not be responsible for any fees, costs or expenses related to or incurred by INRouTe, or incur any liabilities, in connection with this agreement.
- G. Agrees to hold a meeting with INRouTe every 3 months to discuss the progress made and request from INRouTe any other information as deemed appropriate.
- H. Will explore other possibilities of cooperation in the future.

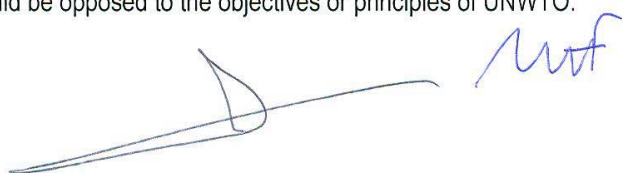
Article IV. Resources and Responsibilities of INRouTe

4.1 INRouTe:

- A. Assigns the necessary staff and contributes the administrative support and technical infrastructure (electronic platform, documentation management system, and others) deemed necessary for achieving the objectives of this Agreement and carrying out the related research/activities.
- B. Assumes a Business Model that, in conformity with its non-profit legal status and corresponding statutes, requires all revenues to be exclusively used (reinvested) towards achieving its aim. Specifically, and without undermining the other services outlined in the Business Model, INRouTe agrees to develop:
 - a set of 'general guidelines', as described in Article 1 of the present agreement.
- C. Communicates any modification to the Business Model promptly to UNWTO.
- D. Agrees to present its Annual Report at UNWTO headquarters, every year in the weeks following the UNWTO Committee on Statistics and the Tourism Satellite Account (held annually; usually in the first quarter of every year).
- E. Agrees to hold a meeting with UNWTO every 3 months to report on the progress made in the implementation of its responsibilities under this Agreement.
- E. Agrees to immediately communicate to UNWTO any contacts established with UNWTO Members and States that are not UNWTO Members, and seek UNWTO's prior written approval for services to be provided and/or activities to be undertaken for UNWTO Members. Failure to comply with this obligation of informing and seeking prior written approval of UNWTO shall constitute a reason for termination of the Agreement by UNWTO.

4.2 INRouTe agrees to provide the resources mentioned in 4.1 under this Agreement without any charge to UNWTO. Without limiting the generality of the foregoing, UNWTO shall not be responsible for any fees, costs or expenses related to or incurred by INRouTe, or incur any liabilities, in connection with this Agreement or the provision of the resources.

4.3 INRouTe confirms that it is not directly involved in the production of goods or the delivery of services or any other activity that could be opposed to the objectives or principles of UNWTO.



Cooperation Agreement between UNWTO and INRouTe

4.4 INRouTe shall neither seek nor accept instructions from any authority external to UNWTO in connection with the performance of its obligations under this Agreement. Should any authority external to UNWTO seek to impose any instructions concerning or restrictions on INRouTe's performance under this Agreement, INRouTe shall promptly notify UNWTO and provide all reasonable assistance required by UNWTO. INRouTe shall not take any action in respect of the performance of its obligations under this Agreement that may adversely affect the interests of UNWTO, and shall perform its obligations under this Agreement with the fullest regard to the interests of UNWTO.

4.5 INRouTe shall be responsible for the professional and technical competence of the personnel it assigns to perform work under this Agreement.

Article V: Acknowledgement and publicity, and use of the name, acronym and emblem

5.1. Each party shall provide appropriate acknowledgement concerning the other party in collaboration under this Agreement, subject to Article 5.2 hereto.

5.2. INRouTe may use the UNWTO Name, Acronym and Logo for the sole purpose of communicating its support to UNWTO subject to compliance with Article 5.3. below.

5.3. Use of the UNWTO Name, Acronym and Logo may be made exclusively with the following wording, in accordance with UNWTO Terms of Use of the UNWTO signs by bodies other than the UNWTO Secretariat (Annex 2 which represents and integral part of this Agreement) and subject to prior written authorization from UNWTO:

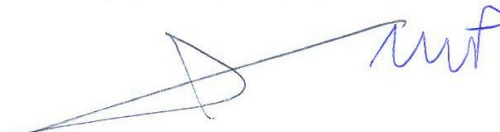
- "(INRouTe.) In support of the World Tourism Organization (UNWTO logo may be included)";
- "(INRouTe.) In support of the World Tourism Organization and its Members (UNWTO logo may be included); and
- "(INRouTe.) In collaboration with the World Tourism Organization (UNWTO logo may be included)".

5.4. Any other use of the Name, Emblem or Official Seal of UNWTO or the UN, or any abbreviation of the Name of UNWTO or the UN in connection with its activities or otherwise shall be subject to UNWTO prior written permission. Under no circumstances is this authorization extended to using the Name, Emblem or Official Seal of UNWTO or the UN, or any abbreviation of the Name of UNWTO or the UN, for commercial profit-seeking purposes. This obligation does not lapse upon termination of the Agreement.

Article VI: Intellectual Property Rights

6.1 All Intellectual Property Rights including title, copyright and patent rights resulting from any material created by INRouTe under the duration of this Agreement pertain to INRouTe, including the rights to use, publish, or distribute, privately or publicly, any item or part thereof, provided that this agreement is properly acknowledged and that the authors contributing to any kind of revision process are properly mentioned. These Rights are extended in accordance with Article 4.1B and may under no circumstances be used in for-profit purposes. UNWTO shall enjoy an irrevocable, royalty-free, non-exclusive, non-transferable license to utilize the work that is described in this Article.

6.2 UNWTO will acquire at no cost all Intellectual Property Rights pertaining to the set of 'general guidelines' resulting from this Agreement (see Article 1) upon the moment of their delivery from



INRouTe. These Rights include, without any limitation, the rights to use, publish, sell, or distribute, privately or publicly, any item or part thereof provided that INRouTe is properly acknowledged and that the authors contributing to any kind of revision process are properly mentioned.

6.3 Each party is responsible for the costs it incurs in the process of exploitation of the Intellectual Property Rights and owns the respective benefits in accordance with the above articles. Any costs, royalties, benefits from joint UNWTO-INRouTe exploitation of the material are liable to mutual agreement. The parties will sign, upon completion of the "General Guidelines" and delivery to UNWTO, an Intellectual Property Rights Transfer Agreement in line with UNWTO's standard agreement (a draft of which is provided in Annex 3) for the transfer to UNWTO of the Intellectual Property Rights corresponding to the 'general guidelines' as produced and also for the transfer of any other derived Intellectual Property Rights.

Article VII: Insurance and Liability:

7.1. INRouTe shall pay UNWTO promptly for all loss of, destruction, or damage to the property of the UN caused by INRouTe's personnel or by any of its subcontractors or anyone else directly or indirectly employed by INRouTe or any of its subcontractors in the performance of this Agreement.

7.2 INRouTe shall take out and maintain for the entire term of this Agreement, valid and enforceable insurance policies as required under Spanish law, including but not limited to worker's compensation insurance, liability insurance and such other insurance as necessary.

7.3 INRouTe acknowledges and agrees that neither the requirement for taking out and maintaining insurance as set forth in this Agreement nor the amount of any such insurance shall in any way be construed as limiting INRouTe's liability arising under or relating to this Agreement.

Article VIII: Assignment and subcontracting:

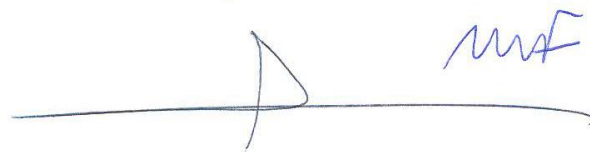
8.1 INRouTe shall not assign, transfer, pledge, subcontract or make any other disposition of this Agreement, or any other part of this Agreement, or of any of the rights, claims or obligations under this Agreement except with the prior written consent of UNWTO.

Article IX: General Conditions

9.1. INRouTe warrants that it has not and shall not offer any direct or indirect benefit arising from or related to the performance of this Agreement or the award thereof to any representative, official, employee, or other agent of UNWTO.

9.2. The parties agree that the signing of the present Agreement shall not result in any expectation from INRouTe of any involvement in the internal decision making process of UNWTO and that INRouTe shall not be given an undue competitive advantage in any procurement exercise conducted by UNWTO.

9.3. INRouTe warrants that at the time of signing this Agreement no conflict of interest exists or is likely to arise in the performance of its obligations under this Agreement. If a conflict of interest arises or appears likely to arise during the duration of this Agreement, INRouTe shall immediately inform UNWTO.



Cooperation Agreement between UNWTO and INRouTe

9.4. Any information, documents, software, technology, data, manuals and other materials which relate to either part regarded and disclosed as “confidential” shall not be transferred or divulged to third parties. This clause shall remain in full force and effect notwithstanding the expiry or termination of this agreement.

Article X: Entry into force, amendment and termination

10.1 This Agreement will enter into force on the date of its signature by both parties, and will remain in effect for a maximum of four (4) subsequent years, whereupon the Agreement may be revised and updated considering the circumstances at the time, unless terminated by either party thirty (30) days prior written notice to the other party, if, in its opinion, an event beyond its reasonable control occurs which makes it impossible to carry out its obligations under this Agreement.

10.2. UNWTO reserves the right to terminate this Agreement for any reason upon no less than thirty (30) days written notice to INRouTe.

10.3. Upon notice of Termination in accordance with Articles 10.1 and 10.2 above, the parties shall use their best efforts to bring activities to an orderly conclusion.

10.4 Any amendment or renewal of this Agreement or of any of its Annexes will be effected by mutual agreement of the parties through an appropriate exchange of letters.

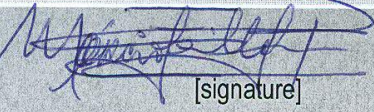
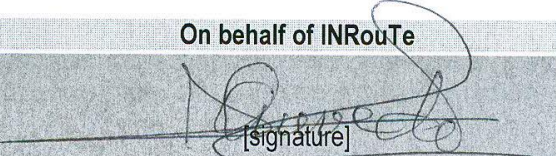
Article XI: Settlement of Disputes

11.1. Any dispute, controversy or claim arising out or in connection with this Agreement or any breach thereof, shall, unless it is settled by direct negotiation, be settled by arbitration in accordance with UNCITRAL Arbitration Rules. The parties agree to be bound by any arbitration award rendered in accordance with this provision as the final adjudication of any dispute.

Article XII: Privileges and Immunities

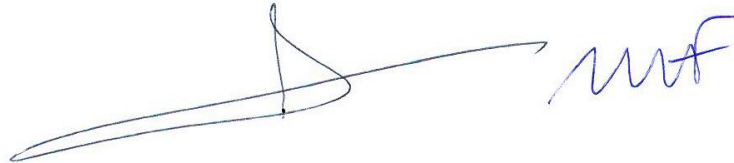
12.1. Nothing in or relating to this Memorandum of Understanding shall be deemed to represent a waiver of the Privileges and Immunities of UNWTO.

Agreement and acceptance of this Memorandum of Understanding are indicated by the signature of the duly authorized representatives of the parties.

On behalf of UNWTO	On behalf of INRouTe
 [signature]	 [signature]
Mr. Márcio Favilla Executive Director	Mr. José Quevedo Chair
Date: 18 July 2011	Date: 18 July 2011

Summary of Annexes

1. INRouTe's Brochure, see the 'Strategic Objectives' section
2. UNWTO Terms of Use of the UNWTO signs by bodies other than the UNWTO Secretariat
3. A draft template of UNWTO's Intellectual Property Rights Transfer Agreement

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ANNEX 3. MEASURING AND ANALYZING REGIONAL TOURISM: BASIC GLOSSARY

Basically, this annex is about some key concepts and the corresponding definitions as conveyed in the International Recommendations for Tourism Statistics 2008 (IRTS 2008), <http://statistics.unwto.org/en/content/international-recommendations-tourism-statistics-2008-irts-2008>.

While some of them focus exclusively on the economic measurement of tourism, others (like the key concepts of visitors –including tourists and excursionists-, trip, usual environment, forms of tourism, etc.) are also applicable to other areas of analysis and research.

In addition, it also includes definitions extracted from other documents, in order to facilitate the reading of INRouTe documents to those not necessarily familiar with the terminology pertaining to measurement and economic analysis of tourism.

Each term is identified with a capital letter meaning the source used as follows:

- A. International Recommendations for Tourism Statistics (IRTS 2008)
- B. Other UNWTO documents (IRTS 2008 Compilation Guide, Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF), STATS Technical Papers)
- C. Statistical Data and Metadata exchange (SDMX)
- D. National Cooperative Highway Research Program (NCHRP) Report 571
- E. European Union (EU Commission and Eurostat)
- F. Other documents
- G. INRouTe proposals

References with an asterisk indicate term adapted by INRouTe from above mentioned documents.

Readers should be aware that in addition to well consolidated terms, INRouTe proposals (identified by G) seek for comments; in the coming months, the glossary will be updated once achieved some type of consensus between partners of the INRouTe network. Most of the terms proposed by INRouTe are key words in the next guidance documents to be drafted on the following topics listed in paragraph 1.4 / Box1: “Tourism itineraries” (15), “Defining destination” (16), “Tourism observatories”(19) and “Defining and measuring types of tourism: general background” (20).

The present glossary of terms and their definitions is an INRouTe initiative in the understanding that the use of it will make sub-national comparisons easier if adopted by tourism practitioners (including tourism officials who commission surveys and research, and those who undertake such surveys) and different key stakeholders in relevant tourism destinations (including public institutes and agencies, universities, research centers, industry associations, trade bodies, and specialized firms).

In other words, the purpose of the glossary is to promote understanding and establish common terminology within such users

Activities of visitors/A

Each main purpose of a tourism trip (see also *Purpose of a tourism trip (main and secondary purposes)*) is associated with a group of main activities undertaken during the trip as follows:

1. *Personal*. This category includes all purposes of tourism trips that are not classified as business and professional (see 2.

Business and professional below):

- 1.1. *Holidays, leisure and recreation.* This category includes, for example, sightseeing, visiting natural or man-made sites, attending sporting or cultural events, practicing a sport activity; using beaches, attending summer camps for youngsters, visiting establishments specialized in well-being (for example, wellness hotels), etc..
- 1.2. *Visiting friends and relatives.* This category includes, for example, attending weddings, funerals or any other family event; short-term caring for the sick or old, etc.
- 1.3. *Education and training.* This category includes, for example, taking short-term courses; following particular programmes of study (formal or informal) or acquiring specific skills through formal courses, university sabbatical leaves, etc.
- 1.4. *Health and medical care.* This category includes, for example, receiving services from hospitals, clinics, convalescent homes and, more generally, health and social institutions, etc. This category includes only short-term treatments because long-term treatments requiring stays of one year or more are not part of tourism.
- 1.5. *Religion/pilgrimage.* This category includes, for example, attending religious meetings and events, pilgrimages, etc.
- 1.6. *Shopping.* This category includes, for example, purchasing consumer goods for own personal use or as gifts except for resale or for use in a future productive process, (in which case the purpose would be business and professional), etc.
- 1.7. *Transit.* This category consists of stopping at a place without any specific purpose other than being en route to another destination.
- 1.8. *Other.* This category includes, for example, volunteer work (not included elsewhere), investigative work and migration possibilities; undertaking any other temporary non-remunerated activities not included elsewhere, etc.

2. *Business and professional.* This category includes the activities of the self-employed and employees as long as they do not correspond to an implicit or explicit employer-employee relationship with a resident producer in the country or place visited, those of investors, businessmen, etc. It also includes, for example, attending meetings,

conferences or congresses, trade fairs and exhibitions; giving lectures, concerts, shows and plays; etc.

Related terms:

Activity of visitor

Post

Tourism research

Tourism flows

Visitor

Visit

Activity of visitors (at destination)/D*

Activity of visitors at destination is a complex variable; most tourism or travel surveys do not adequately account for activities undertaken by the respondent. However, with the increasing use of activity-based and time-use surveys (and it is possible that time-use diaries will become the primary data collection instrument in the context of travel and travel behavior), activity has become a very important item. It is widely acknowledged that most travel or tourism variables are derived variables (such as activity) meaning that collecting data on activities undertaken gives insight for identifying different typologies of visitors and tourism. Therefore, an appropriate coding of purpose of the trip and categories of activities undertaken is of great importance when surveying visitors and other travellers (see also activities of visitors).

Administrative data use/B*

Administrative records are data collected for the purpose of carrying out various programs, for example, income tax collection. As such, the records are collected with a specific decision-taking purpose in mind, and so the identity of the unit corresponding to a given record is crucial. In contrast, in the case of statistical records, on the basis of which no action concerning an individual is intended or even allowed, the identity of individuals is of no interest once the database has been created.

Administrative records present a number of advantages to a statistical agency or to analysts. Since these records already exist, costs of direct data collection and a further burden on respondents are avoided. They are usually available for the complete universe and, hence, for the most part unconstrained by sampling error considerations. Most importantly, they can be used in numerous ways in the production of statistical outputs. Examples of their uses include:

- the creation and maintenance of frames;
- the complete or partial (via record linkage) replacement of statistical collection;
- the editing, imputation and weighting of data from statistical collection; and
- the evaluation of statistical outputs.

Administrative datasets are not designed nor are the data collected with any specific statistical purposes in mind. The use of such data

sources may require some compromises to be made with respect to population definition and coverage.

UNWTO is firmly convinced of the need to promote the use of administrative sources, among other reasons because it is impossible to base the development of the System of Tourism Statistics and the TSA on strictly statistical operations. And there are three areas on which attention should be focused: the information generated by traffic regulation authorities, fiscal sources and the “electronic fingerprints” left by tourists (toll motorways, bank cards, mobile telephones, use of the Internet to consult tourism websites, etc.).

Related terms:

Administrative records

Tourism research

Area (tourism)/G

Administrative territorial units (such as municipality or any aggregation of them) are not always appropriate to provide operational insight in tourism destinations at the local or provincial level (especially in mature tourism destinations –see also *Relevance* and *Local tourism destination*-). In fact, regarding the measurement and analysis of tourism, significant differences might exist in terms of typologies of visitors, between territorial boundaries in a given municipality or in contiguous territories whose influence extends beyond municipal boundaries. In such cases, the concept of tourism area (colloquially it could be labeled as “micro local destination”) might be useful both as an analytical unit (a special type of spatial units for analysis) or for key tourism stakeholders such as investors.

Such concept refers to a territory /ies pertaining to a municipality or contiguous municipalities where relevant tourism infrastructure exist and homogeneity of tourism typology can be identified; such basic criteria could be complemented with additional ones if deemed appropriate

For such areas to be defined, their territorial boundaries should be established being the geolocation of tourism establishments together with information obtained from supply and demand side type surveys to visitors staying or visiting such territories a prerequisite for this challenging issue

Related terms:

Relevance

Local tourism destination

Tourism research

Birth rate/E

The birth rate of a given reference period (usually one calendar year) is the number of births as a percentage of the population of active enterprises. This birth rate may vary depending on the birth concept that is used. The use of thresholds affects both the numerator (births) and the denominator (population of active enterprises), but may do so to a different degree.

Births of enterprises/E	Related terms:
	<i>Business demography</i> <i>Enterprise births</i>
	A count of the number of births of enterprises registered to the population concerned in the business register corrected for errors. A birth amounts to the creation of a combination of production factors with the restriction that no other enterprises are involved in the event. Births do not include entries into the population due to mergers, break-ups, split-off or restructuring of a set of enterprises. It does not include entries into a sub-population resulting only from a change of activity.
Business demography/E	Related terms:
	<i>Enterprise</i> <i>Birth rate</i>
	Business demography covers events, like births and other creations of units, deaths and other cessations of units, and their ratio to the business population. It covers follow-up of units in time dimension, thus gaining information on their survival or discontinuity. It also covers development in time dimension according to certain characteristics like size, thus gaining information on the growth of units, or a cohort of units, by type of activity. Demographic information can in principle be produced by any statistical unit, however, a clear political interest in Europe is on enterprise demography. The demography of enterprises can be assessed by studying enterprise births and enterprise deaths and by examining the change in the number of enterprises by type of activity, i.e. by examining the flows and stocks to get a complete picture of the enterprise dynamism.
Business register/E	Related terms:
	<i>Statistics</i> <i>Birth rates</i> <i>Number of births of enterprises</i>
	Business registers are lists of enterprises and other units, as required by the registers Regulation or recorded on voluntary basis, whose activities contribute to the Gross Domestic Product of the Member State. All Member States of the European Union maintain Business Registers for statistical purposes; national Business Registers are the central repository for information on businesses
Business statistics	Related terms:
	<i>Statistics</i> <i>Administrative data use</i> <i>Enterprises</i>
	See <i>Structural business statistics</i>
Business visitor/A	A <i>business visitor</i> is a <i>visitor</i> whose main purpose for a tourism trip corresponds to the <i>business and professional</i> category.

Related terms:

Visitors
Tourism research
Business tourism

Carrying capacity/F*

The maximum number of tourists which a destination can sustain beyond which there can be damage to the destination itself. Carrying capacity can be characterized by three dimensions (environmental, economic and social).

Such concept was always envisaged as having several components and not as a single “magic” number which is impractical to determine. Congestion may be a better general term since it implies a process rather than an ill-defined limit

(Adaptation of Sam Cole “Synergy and congestion in the tourist destination life cycle”, *Tourism Management* 33 (2012) 1128-1140)

Related terms:

Tourism destinations
Tourism flows
Congestion

CATI/D

Computer-assisted Telephone Interviewing (CATI) systems are similar to Computer-Assisted Personal Interviewing (CAPI) systems in that the questionnaire items are displayed online and the interviewer enters the respondent’s answers with the keyboard or mouse

Related terms:

Surveys
Tourism research

Census/C

A survey conducted on the full set of observation objects belonging to a given population or universe.

A census is the complete enumeration of a population or groups at a point in time with respect to well defined characteristics: for example, Population, Production and Traffic on particular roads. In some connection the term is associated with the data collected rather than the extent of the collection so that the term sample census has a distinct meaning. The partial enumeration resulting from a failure to cover the whole population, as distinct from a designed sample enquiry, may be referred to as an “incomplete census”.

Related terms:

Surveys
Tourism research
Statistics

Classifications (of products and industries)/A

The typology of tourism characteristics consumption products and tourism industries are grouped in 12 categories (see “*Tourism industries*”). Categories 1 to 10 comprise the core for international comparison and are described in terms of International Standard

Industrial Product Classification of all Economic Activities (ISIC) and the Central Product Classification (CPC)—both are UN classifications. The two other categories are country specific, with category 11 covering tourism characteristic goods and the corresponding retail trade activities and category 12 referring to tourism characteristic services and activities.

Related terms:

ISIC, Rev. 4

CPC, Ver. 2

Tourism industries

Enterprises

Statistics

System of National Accounts (SNA 2008)

Coding (complex variables)/D*

Refers to how to code the responses to certain types of questions that involve categories that may vary from survey to survey, depending on the level of detail required for a specific survey. Codes should be set up in such a way as to allow varying levels of aggregation, depending on the needs of any particular survey. In general, this can be done by setting up multi-digit codes, where appropriate, in which the first one or two digits represent the coarsest level of aggregation that would be used, the next digit would provide greater disaggregation, and a further digit (if applicable) could provide even further disaggregation.

This would follow along the lines used in ISIC and CPC international classifications of economic activities and products

Standardized categories could be proposed for complex variables such as means of travel, activity, internet and cell phone use, type of accommodation establishment, etc.

Related terms:

Activity of visitors

Activities of visitors

Tourism research

Surveys

Statistics

Coherence/C

Coherence is defined as the *adequacy of statistics to be combined in different ways and for various uses.*

When originating from different sources, and in particular from statistics surveys using different methodology, statistics are often not completely identical, but show differences in results due to different approaches, classifications and methodological standards. There are several areas where the assessment of coherence is regularly conducted: between provisional and final statistics, between annual and short-term statistics, between survey statistics and national accounts, between statistics from the same socio-economic domain, and between survey statistics and national accounts.

The concept of coherence is closely related to the concept of comparability between statistical domains. Both coherence and comparability refer to a data set with respect to another. The difference between the two is that comparability refers to comparisons between statistics based on usually unrelated statistical populations and coherence refers to comparisons between statistics for the same or largely similar populations

Related terms:

Statistics
Surveys
Metadata
Data confrontation
Comparability

Comparability/C

Comparability refers to comparisons between statistics based on usually unrelated statistical populations . See also *Coherence*

Congestion

See *Carrying capacity*

Country of reference/A

The *country of reference* refers to the country for which the measurement is done.

As a general observation, it should be noted that in the International Recommendations 2008, the term “country” can be transposed to a different geographical level using the term “place” instead (either a region, municipality or other sub-national geographic location).

Related terms:

Tourism research

Country of residence/A

The *country of residence* of a household is determined according to the *centre of predominant economic interest* of its members. If a person resides (or intends to reside) for more than one year in a given country and has there his/her *centre of economic interest* (for example, where the predominant amount of time is spent), he/she is considered as a resident of this country.

Related terms:

Residence
Tourism research
Dwellings
Household

CPC, Ver.2/A

The Central Product Classification, version 2, covering all goods and services, is a system of categories that are both exhaustive and mutually exclusive. This means that if a product does not fit into one CPC category, it must automatically fit into another. Consistent with the other principles used, homogeneity within categories is maximized. The CPC classifies products based on the physical properties and the intrinsic nature of the products as well as on the principle of industrial origin.

Related terms:

ISIC, Rev. 4

CPC, Ver. 2
 Good and services
 System of National Accounts (SNA 2008)

Data confrontation/C

The process of comparing data that has generally been derived from different surveys or other sources, especially those of different frequencies, in order to assess and possibly improve their coherency, and identify the reasons for any differences.

Such data may not be coherent for a number of reasons including the use of different data item definitions, classifications, scope, reference period, etc.

Related terms:

Surveys
 Tourism research
 Coherence
 Data reconciliation

Data reconciliation/C

The process of adjusting data derived from two different sources to remove, or at least reduce, the impact of differences identified.

Editing and reconciliation may involve fixing errors or adopting alternative sources and methods that are aimed at improving the process of reviewing or understanding data.

Related terms:

Surveys
 Tourism research
 Data confrontation

Destination/G

See *Tourism destination*

Destination (main and secondary destinations) of a trip/B*

The *main destination of a tourism trip* is defined as the place visited that is central to the decision to take the trip. See also *Purpose of a tourism trip (main and secondary purposes)*, and *Visit*. This definition is consistent with that of the main purpose of a trip. However, if no such place can be identified by the visitor, the main destination is defined as the place where he/she spent most of his/her time during the trip. Again, if no such place can be identified by the visitor, then the main destination is defined as the place that is the farthest away from his/her place of usual residence. To each trip should be associated its main destination.

Related terms:

Trips
 Purpose of a tourism trip
 Destination management
 Itinerary

Destination management/G

A management approach with the purpose of making the destination able to compete in the global tourist market through adequate structures and policies.

Related terms:

Tourism destinations
Tourism regions

Domestic tourism/A

Comprises the activities of a resident *visitor* within the country of reference, either as part of a *domestic tourism trip* or part of an *outbound tourism trip*.

Related terms:

Tourism research
Forms of tourism
Visitors
Trip

Domestic visitors/A

From the perspective of the country of reference, a domestic traveler qualifies as a domestic visitor if: a) he/she is on a tourism trip and b) he/she is a resident travelling in the country of reference

Related terms:

Domestic tourism
Tourism research
Forms of tourism

Dwellings/A

Each household has a *principal dwelling* (sometimes also designated as main or primary home), usually defined with reference to time spent there, whose location defines the *country of residence* and *place of usual residence* of this household and of all its members. All other *dwellings* (owned or leased by the household) are considered *secondary dwellings*.

Related terms:

Vacation home
Household
Country of residence

Economic analysis (tourism)/B

Tourism generates directly and indirectly an increase in economic activity in the places visited (and beyond), mainly due to demand for goods and services that need to be produced and provided.

In the *economic analysis* of tourism, one may distinguish between tourism's 'economic contribution' which refers to the direct effect of tourism and is measurable by means of the Tourism Satellite Account, and tourism's 'economic impact' which is a much broader concept encapsulating the direct, indirect and induced effects of tourism and which must be estimated by applying models.

Economic impact studies aim to quantify economic benefits, that is, the net increase in the wealth of residents resulting from tourism, measured in monetary terms, over and above the levels that would prevail in its absence.

Related terms:

Economic contribution
Economic consequences
Economic impact

Employees (in full-time equivalent units)/E*Tourism demand*
Tourism supply

Figures for the number of persons working less than the standard working time of a full-year full-time worker, should be converted into full time equivalents, with regard to the working time of a full-time full-year employee.

Included in this category are people working less than a standard working day, less than the standard number of working days in the week, or less than the standard number of weeks/months in the year. The conversion should be carried out on the basis of the number of hours, days, weeks or months worked.

Related terms:*Employees*
*Employment***Employment /A**

Employment in tourism industries may be measured in different ways: as a count of the persons employed in tourism industries in any of their jobs, as a count of the persons employed in tourism industries in their main job, and as a count of the jobs in tourism industries. Figures obtained in either of such measurements should be presented as full-time equivalent figures.

Each measure serves different purposes, and countries may adopt one or more of them depending on the intended use. If the intent is to determine the number of people who depend to some extent for their livelihoods by working in the tourism industries, then a count of persons with a job (main or other) in these industries would be appropriate. The measure based on employment in the main job would serve to gauge those with significant attachment to the tourism industries, for instance. If the intent is to make a comparison between tourism and non-tourism industries or between the tourism industries and the economy overall, then a count of jobs in the tourism industries would be more appropriate.

Countries may also be limited to one or other measure depending on their unique circumstances in terms of sources available

Related terms
Enterprise
*Employees***Enterprise/E**

The smallest combination of legal units that is an organizational unit producing goods or services, which benefits from a certain degree of autonomy in decision-making, especially for the allocation of its current resources. An enterprise carries out one or more activities at one or more locations.

It should be highlighted that the term enterprise is not used in the 2008 international standards on tourism statistics (national accountants might be familiar about the differences of the terms enterprise and establishment specially regarding the two different but

still complementary approaches in National Accounts between a sectorial vs functional approaches (being the enterprise associated to the first one while establishment is to the functional one –and this is precisely the approach used in the Tourism Satellite Account-).

Related terms:

Employment
Establishment
Job
Small and medium sized enterprise

Excursionist/A

A visitor (domestic, inbound or outbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay.

Related terms:

Tourism flows
Tourism research
Visitors

Establishment/A

An *establishment* is 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.

Related terms:

Enterprises
Employment
Employees
Jobs
Relevance

Forms of tourism/A

There are three basic forms of tourism: *domestic tourism*, *inbound tourism*, and *outbound tourism*. These can be combined in various ways to derive the following additional forms of tourism: *internal tourism*, *national tourism* and *international tourism*.

Related terms:

Tourism flows
Tourism research
Domestic tourism
Domestic visitors
Inbound tourism
Internal tourism
National tourism
Outbound tourism

Frame/C

A list, map or other specification of the units which define a population to be completely enumerated or sampled.

The frame consists of previously available descriptions of the objects or material related to the physical field in the form of maps, lists, directories, etc., from which sampling units may be constructed and a set of sampling units selected. The frame may or may not contain

information about the size or other supplementary information about the units, but should have enough details so that a unit, if included in the sample, may be located and taken up for inquiry. The nature of the frame exerts a considerable influence over the structure of a sample survey. It is rarely perfect, and may be inaccurate, incomplete, inadequately described, out of date or subject to some degree of duplication. Reasonable reliability in the frame is a desirable condition for the reliability of a sample survey based on it.

Related terms:

Tourism research
Surveys
Under-coverage

Full-time equivalent units/B

Such figures are used to improve the comparability of employment figures (see *Tourism sector employment*).

Related terms:

Number of employees
Employment
Enterprise

Full-time job

One in which a person usually works 30 hours or more per week

Related terms:

Enterprise
Employment
Jobs
Main job
Tourism research
Tourism sector employment

Governance/B

Tourism governance is a measurable government practice, geared towards the efficient management of the tourism sector at the different levels of government, through forms of coordination and cooperation among them in order to achieve the goals shared by networks of actors that have a bearing on the sector, with the aim of attaining solutions and opportunities on the basis of agreements founded on the recognition of interdependencies and shared responsibilities.

Related terms:

Tourism destination management

Household/D

All persons who occupy the same housing unit and share responsibilities and resources. A household may consist of a family, one person living alone, two or more families living together, or any other group of related or unrelated persons who make joint decisions and share resources. These persons may or may not be related to each others.

Related terms:

Tourism research
Country of residence

Dwellings
Place of usual residence
Vacation home

Household vehicle/D

A motorized vehicle that is owned, leased, rented or company-owned and available to be used regularly by household members during the travel period. Includes vehicles used solely for business purposes or business-owned vehicles if kept at home and used for the home to work trip (e.g., taxicabs, police cars) that may be owned by, or assigned to, household members for their regular use.

Related terms:

Means of transportation
Household

Inbound tourism/A

Comprises the *activities* of a non-resident *visitor* within the country of reference on an *inbound tourism trip*.

Related terms:

Tourism research
Forms of tourism
Visitors

Indicator (statistical)/C

A data element that represents statistical data for a specified time, place, and other characteristics, and is corrected for at least one dimension (usually size) to allow for meaningful comparisons.

A simple aggregation such as the number of accidents, total income or women Members of Parliament, is not in itself an indicator, as it is not comparable between populations. However, if these values are standardized, e.g. number of accidents per thousand of population, average income, or women Members of Parliament as a percentage of the total, the result meets the criteria for an indicator.

Related terms:

Statistics
Visitors

Internal tourism/A

Internal tourism comprises *domestic tourism* plus *inbound tourism*, that is to say, the *activities* of *resident* and *non-resident visitors* within the *country of reference* as part of *domestic* or *international tourism trips*.

Related terms:

Tourism research
Domestic tourism
Inbound tourism
Forms of tourism
Visitors

IRTS 2008/B

The United Nations Statistical Commission approved in 2008 the new International Recommendations for Tourism Statistics; such Recommendations updated the 1993 recommendations in the following ways:

- a) By reformulating the definition of visitors
- b) By clarifying the concepts of trips and visits, and their characteristics (origin, destination, duration and purpose),
- c) By clarifying the treatment of vacation homes
- d) By recognizing the travel party (members of the same household travelling together and sharing expenditure) as a relevant observation unit in tourism statistics;
- e) By modifying the classification of tourism-related purposes of trips to take into consideration the changes undergone in tourism behaviour since 1993, in particular regarding education and training, health and medical care and incentive trips;
- f) Through proposed classifications for characteristic tourism consumption products and characteristic tourism activities and revision of the classification of industries proposed in 1993 in line with the Central Product Classification, second revision, and the International Standard Industrial Classification of All Economic Activities, fourth revision;
- g) By considering tourism-related employment an integral part of tourism analysis and defining and incorporating into the recommendations variables related to employment in the tourism industry, an effort in which ILO played an important role;
- h) By making explicit the link with balance-of-payments statistics,
- i) By clarifying the relationship with the tourism satellite account, providing guidance on extensions of tourism statistics to the subnational level and recognizing the need to collect data to address sustainability concerns;
- j) By providing recommendations in several new areas, such as metadata, data quality, dissemination of data, inter-agency cooperation, implementation programme and policy for future updates

ISIC Rev. 4/A

The International Standard Industrial Classification of All Economic Activities (ISIC) is the international reference classification of productive activities. Its main purpose is to provide a set of activity categories that can be utilized for the collection and reporting of statistics according to such activities.

In this fourth revision of ISIC, great efforts have been made to address the need for convergence between existing activity classifications at the international and multinational levels. Experience with the implementation of classifications and development work on classifications carried out in countries around the world have greatly contributed to ISIC, Rev.4. Explanatory notes have been extended to provide additional detail, allowing for more accurate interpretation of the content and boundaries of individual classes, which should lead to a less ambiguous application of ISIC, Rev.4.

The rationale for the final ISIC, Rev.4 structure, together with illustrative examples of the interpretation of the classification, will be discussed in the forthcoming UNSD Companion Guide to ISIC Rev. 4 and CPC, Ver. 2.

Related terms:

CPC, Ver.2
 Tourism industries
 Enterprises
 System of National Accounts (SNA 2008)

ISIC Rev4 (explanatory notes) See Complementary Annex C
 (<http://unstats.un.org/unsd/cr/registry/isic-4.asp>)

Itinerary/G A planned displacement undertaken by visitors once arrived at a destination –either the main destination of the trip or as a visit to a secondary one-. Itineraries require coordinated planning, signposting and complementary visitors services

Sub-national tourism authorities are interested in the design of such itineraries taking into account travel behavior and patterns of those visitors staying for some hours or days, in order to make the visit as profitable as possible; in fact, successful itineraries usually become a tourism product

Measurement of itineraries should use information derived from local surveys combined, ideally, with GPS information

The measurement of itineraries include main variables such as distance covered, number of stops and point of interest visited

Itineraries can refer to administrative and analytical units.

Related terms:

Tourism destination
 Tourism research
 Visitors
 Visits
 Stops

Job/E A job is defined as an explicit or implicit contractual relationship (relating to the provision of labour input, not to supplying output of a good or service) between a person and a resident institutional unit to perform work (activities which contribute to the production of goods or services within the production boundary) in return for compensation (including mixed income of self-employed persons) for a defined period or until further notice.

In that definition, both employee and self-employment jobs are covered: that is, an employee job if the person belongs to another institutional unit than the employer and a self-employment job if the person belongs to the same institutional unit as the employer.

The concept of job differs from the concept of employment:

- It includes second, third, etc. jobs of the same person. Those second, third, etc. jobs of a person may either successively follow one another within the reference period (usually, a

http://www.e-unwto.org/doi/book/10.18111/9789284414963 - Friday, January 13, 2017 6:32:47 AM - IP Address: 190.108.212.94

week) or, as when someone has an evening job as well as a daytime job, run in parallel.

- On the other hand, it excludes persons temporarily not at work but who have a 'formal attachment to their job' in the form, for instance, of 'an assurance of return to work or an agreement as to the date of return'. Such an understanding between an employer and a person on lay-off or away on training is not counted as a job in the system.

Related terms:

Employment
Tourism research
Enterprise

Jobs generated by tourism

Jobs that can be directly attributed to tourism demand

Related terms:

Enterprise
Employment
Full-time job
Job
Main job
Tourism research
Tourism sector employment

Jobs (in full-time equivalent units)

Is defined as total hours worked divided by average annual hours worked in full-time jobs. This can be described as full-time equivalent work-years

Related terms:

Enterprises
Employment

Local tourism destination/G

In relation with the INRouTe project, refers to tourism destination at the local level (identified with a municipality) where tourism is relevant

Depending of the degree of maturity and extension of such entity, different tourism areas could be identified (see also *Area*).

Central to such entity is the existence of a specific unit responsible for tourism in the municipality and/or a Destination Management Organization (DMO)

Related terms:

Main destination
Form of tourism
Tourism research
Tourism destination management

Main destination (of a tourism trip)/B*

The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip.

Such characteristic can be requested in personal/household surveys being the other possible destination during a trip, labeled as secondary destinations

Related terms:

Tourism destination
Forms of tourism
Tourism research
Tourism destination management

Main job

The job at which the most hours are worked

Related terms:

Enterprise
Employment
Full-time job
Job
Tourism research
Tourism sector employment

Means of transportation/D*

A mode of travel used for going from one place (origin) to another (destination). Includes private (such as car, motorcycle, etc.) and public modes, as well as walking and other modes (such as plane, buses, ship, bicycle, passenger line/ferry, etc.).

Related terms:

Household vehicle
Transportation

Metadata/C*

Statistical metadata describe statistical data and to some extent processes and tools involved in the production and usage of such data.

Related terms:

Statistics
Tourism research

Meetings industry/B

The term *meetings industry* is preferred by the International Congress and Convention Association (ICCA), Meeting Professionals International (MPI) and Reed Travel over the acronym *MICE* (Meetings, Incentives, Conferences and Exhibitions) which does not recognize the industrial nature of such activities.

To highlight purposes relevant to the *meetings industry*, if a trip's main purpose is business/professional, it can be further subdivided into "attending meetings, conferences or congresses, trade fairs and exhibitions" and "other business and professional purposes".

Related terms:

Tourism research
Meeting tourism
Forms of tourism

MICE

See *Meetings industry*.

NACE Rev. 2/E

NACE ("Nomenclature générale des Activités économiques dans les

Communautés Européennes” - Statistical classification of economic activities in the European Communities) is the acronym used to designate the various statistical classifications of economic activities developed since 1970 in the European Union. It is the European standard classification of productive economic activities. NACE presents the universe of economic activities partitioned in such a way that a NACE code can be associated with a statistical unit carrying them out. NACE provides the framework for collecting and presenting a large range of statistical data according to economic activity in the fields of economic statistics (e.g. production, employment, national accounts) and in other statistical domains.

NACE is derived from ISIC, in the sense that it is more detailed than ISIC. ISIC and NACE have exactly the same items at the highest levels, where NACE is more detailed at lower levels.

Related terms:

Tourism industries
ISIC Rev. 4

National tourism/A

National tourism comprises *domestic tourism* plus *outbound tourism*, that is to say, the *activities* of *resident visitors* within and outside the *country of reference*, either as part of *domestic* or *outbound tourism trips*.

Related terms:

Tourism research
Domestic tourism
Outbound tourism
Residents
Visitors
Trips
Forms of tourism

Occupation/F

A set of jobs whose main tasks and duties are characterised by a high degree of similarity (see also *Tourism characteristic occupations*).

Related terms:

Job
Employment

Outbound tourism/A

Comprises the *activities* of a *resident visitor* outside the *country of reference*, either as part of an *outbound tourism trip* or as part of a *domestic tourism trip*.

Related terms:

Tourism research
Visitors
Trips
Forms of tourism

Package tour/B

A single product provided by a tour operator which elaborates it and sells it directly or through travel agencies, in which travelers receive

a combination of products associated to a trip, which are made of more than one of the following services transport, accommodation sightseeing, entertainment, etc. and other goods and services at will.

Package tours might refer to travel to one or more places within the economic territory of the country of residence of the packager selling the package, and also travel to destinations in one or more places or countries outside this economic territory, or a combination of both circumstances.

Related terms:

Travel
Tour operator
Travel agencies

Place of usual residence/A

The *place of usual residence* is the geographical place where the enumerated person usually resides, and is defined by the location of his/her principal dwelling.

Related terms:

Country of residence
Dwellings
Household
Residents

Person Miles (Kilometers) of Travel/D

A measure of person travel. When a person travels 1 mile (kilometer), 1 person mile (kilometer) of travel results. Where two or more persons travel together in the same vehicle, each person makes the same number of person miles (kilometers) as the vehicle miles (kilometers).

Related terms:

Travel/Tourism

Points of interest/G

The terminology of geographical referenced research uses the term “point of interest, for those coordinates that correspond to a place that has special relevance, from the perspective of the final user of the information”.

Related terms:

Excursionist
Itinerary
Stop
Tourism research
Visitors
Visitor trip
Visit

Post/F

A *post* is a set of tasks which are carried out by one person. Posts are assigned to persons through jobs (see also *Job*).

Related terms:

Job
Employment

*Enterprise***Product (tourist)/G**

A tourist product is branded as such for attracting visitors to a specific territory (either a regional or local tourism destination). It includes a group of services (such as means of transportation, lodging, tours, etc.) ; these services are usually provided by public and private bodies. A tourism product can be identified by a visitor once at destination and can be associated to one main segment as well as to secondary ones. In such products there are imbedded remunerated components (such as lodging, eating, activities undertaken,...) as well as components provided for free (climate, nature, landscape,...); these last ones, related with non-reproducible resources although price-less, influence greatly the consumption of visitors.

Role of the stakeholders in the value chain of a tourist product

Stage	Functions	Stakeholders involved
Pre-purchase	<ul style="list-style-type: none"> To publicise the destination To motivate the purchase of the destination 	<i>Public (or mixed) promotional bodies</i> <ul style="list-style-type: none"> National, regional and local <i>Private operators</i> <ul style="list-style-type: none"> Tour operators, travel agencies, hotels, transport companies, other private operators
Purchase	<ul style="list-style-type: none"> To facilitate and materialise the purchase 	<i>Public (or mixed) promotional bodies</i> <ul style="list-style-type: none"> Booking offices or institutional webs <i>Private operators</i> <ul style="list-style-type: none"> Tour operators, travel agencies, hotels, transport companies, private CRS, tour operators, e-commerce, etc.
Transport and arrival at destination	<ul style="list-style-type: none"> To facilitate transport and access to the destination 	<i>Public (or mixed) promotional bodies</i> <ul style="list-style-type: none"> Dept. Public Works and Transport (national, regional, local) Airports, ports and stations Home Office and Foreign Ministry <i>Private operators</i> <ul style="list-style-type: none"> Transport companies (air, maritime, terrestrial, etc.) Private dealers, infrastructures (motorways, airports, etc.)
Consumption: Use and enjoyment of the experience of the destination	<ul style="list-style-type: none"> Reception and information at the destination Mobility at the destination Enjoyment of tourist resources and attractions (natural, cultural ...) Accommodation Tourist services and complementary supply: restaurants, commerce, shows, excursions, guides, financial services, etc. Basic general services: energy, telecommunications, water and sewage, refuse and cleaning, personal security, healthcare 	<i>Public (or mixed) promotional bodies</i> <ul style="list-style-type: none"> Promotional bodies (Information Offices) Dept. Public Works and Transport (national, regional, local) Dept. Environment (national, regional, local) Dept. Culture (national, regional, local) Museums, parks Security services (national, regional, local) Basic public services <i>Private operators</i> <ul style="list-style-type: none"> Hotels, tourist apartments, campsites, etc. Restaurants, bars, cafeterias, etc. Commerce Tourism services companies: shows, incoming travel operators, congress organisers, guides, translators, etc. Transport companies: buses, taxis, rent-a-car ...
Post-consumption	<ul style="list-style-type: none"> Loyalty building and recommendation 	<i>Public (or mixed) promotional bodies</i> <ul style="list-style-type: none"> National, regional and local <i>Private operators</i> <ul style="list-style-type: none"> tour operators, travel agencies, hotels, transport companies, etc.

Ros Santasusana, J. (2012) "Collaboration and consensus policies between administrations and the private sector". In: Anton Clavé, S. (Ed.) 10 Lessons on Tourism. The challenge of reinventing destinations. Editorial Planeta. Barcelona. Pg 302.12

Related terms:*Excursionist**Tourism destination**Tourism research*

Visitor
Visitor trip
Visit

Purpose of a tourism trip (main and secondary purposes)/B*

The *main purpose* of a *tourism trip* is defined as the purpose in the absence of which the *trip* would not have taken place. Classification of *tourism trips* according to the *main purpose* refers to nine categories: this typology allows the identification of different subsets of *visitors* (business visitors, transit visitors, etc). See also *Tourism destination*.

Classification of tourism trips according to the main purpose

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

For individuals traveling alone, each tourism trip has only one main purpose though a visitor can also undertake secondary activities not proper to this main purpose while on his/her trip, from which secondary purposes can be inferred if relevant for analytical purposes. For instance, a person on a business trip might also spend a couple of days for recreation.

The main purpose of a trip is strongly linked with the main activities a traveller will deploy during his/her stay and determines importantly the level and pattern of his/her expenditure.

In the case of travel parties, the general principle when measuring expenditure is that the main purpose of the trip should be the one that is central to the decision for the travel party as a unit to take the trip, that is, the purpose in the absence of which the party would not have taken the trip.

However, it is evident that, once this central purpose has been defined, each individual member of the travel party might have a different particular purpose. This specific purpose will be considered as a secondary purpose of the trip for those of the accompanying party.

Related terms:

Tourism destination
Trips
Visitors
Tourist behaviour

Region/G

In relation with the INRouTe project, the administrative unit corresponding to the first level of territorial disaggregation of a country in terms of its political and administrative organization – for

instance, NUTS 2 level in the EU, provinces in Canada and China, states in Brazil and Mexico, etc.). Consequently, the definition of a “region” for the INRouTe project refers to a normative criteria as the expression of political will; no other criteria (analytical or functional) is considered.

Related terms:

Geography of tourism

Regional tourism

Regional visitor

Regional tourism/G

In order to separate visitors to a region who have their place of usual residence within this region from those who come from other regions or countries, it is recommended that three subsets of visitors to or in this region be identified:

- Residents from countries other than the country of reference (inbound visitors to the country as a whole)
- Residents from another region of the country of reference
- Residents in the region of reference (being their usual environment located in such region)

Regional tourism comprises the activities of these three subsets of visitors. If deemed appropriate and feasible, additional subsets could also be identified for analytical purposes (basically, residents of a region travelling to another part of the national territory / to other countries / to a neighbour country)

Related terms:

Tourism research

Visitors

Inbound tourism

Domestic tourism

Outbound tourism

Geography of tourism

Regional tourism

Regional visitor

Regional tourism destination/G

Refers to tourism destinations at the regional (sub-national) level meaning all the territory of the region administrative borders, a significant part of it where tourism is relevant or a more extended territory including other such territories of contiguous regions

Central to such entity is the existence of Regional public institutes and agencies for tourism development and management

Related terms:

Geography of tourism

Regional tourism

Regions

Regional Tourism Information System (R-TIS)/G

A Regional Tourism Information System should include different sets of information:

- The statistical information obtainable as a disaggregation of operations carried out with national coverage and in an official

capacity mainly by National Statistical Offices and National Tourism Administration.

- Official statistical operations carried out by regional (sub-national) bodies (such as Regional Statistical Offices, Regional Tourism Administrations, Regional Development Agencies, and other official bodies). This information would have to be complementary to the first set;
- A third data set (not necessarily of a statistical nature) considered to be relevant for the design / monitoring of tourism initiatives, carried out by the regional tourism authority or other regional entities, other entities of supra-regional scope or even by national bodies.

The first two information sets mentioned above should be understood as the Regional System (R-STs) proper of Tourism Statistics.

Related terms:

Statistics
Tourism research
Region
Regional tourism
Regional visitors
Geography of tourism
System of Tourism Statistics

Regional visitor/G

Those residents in the region of reference travelling for tourism purposes within such region.

Related terms:

Geography of tourism
Regional tourism
Regions
Visitor

Regional System of Tourism Statistics (R-STs)

See *Regional Tourism Information System*.

Relevance (of tourism)/G

The term relevance at the regional level implies both the territorial scale under consideration as well as the number of establishments in the tourism industries –and, consequently, also the number of associated jobs- and the value added generated by them, in relation to the economy in such territory.

Such industries include accommodation for visitors as well as others. It should be highlighted that the concept of relevance:

- Might be redundant in mature destinations.
- Is defined from the supply side: in order to provide a more stable criteria than a demand side approach one –like number of tourist arrivals or overnight- that in addition to be more volatile would require more frequent information updates of data sources.
- The concept of relevance is related with that of critical mass of existing establishments providing services (to visitors in a given destination); that's to say that it focuses strictly on the supply

side, just the opposite as in IRTS 2008 where the criteria to define tourism characteristic products referred either to a demand criteria –tourism expenditure on the product should represent a significant share of total tourism expenditure- or a supply condition –tourism expenditure on the product should represent a significant share of the supply of the product in the economy (this criterion implies that the supply of a tourism characteristic product would cease to exist in a meaningful quantity in the absence of visitors).

Consequently, the very concept of tourism sector is central to define and measure tourism destinations at the sub-national level

- Can be adapted to those tourism destinations that are part of regional administrative borders (see *Area*)

Related terms:

Establishment

Enterprise

Employees

Job

Tourism destination

Residents/A

The residents of a country are individuals whose center of predominant economic interest is located in its economic territory.

Related terms:

Outbound tourism

Residence

Dwellings

Household

Same-day visitor

See *Excursionist*

Seasonal adjustment/C*

Seasonal adjustment is a statistical technique to remove the effects of seasonal calendar influences on a series. Seasonal effects usually reflect the influence of the seasons themselves, either directly or through production series related to them, or social conventions. Other types of calendar variation occur as a result of influences such as number of days in the calendar period, the accounting or recording practices adopted or the incidence of moving holidays (such as Easter).

The seasonal component of a tourism services is extremely important, because time plays a more prominent role here than does any other component.

Related terms:

Statistics

Metadata

Tourism demand

Seasonality

See *Seasonal adjustment*

Segment (of visitors)/G

A cluster of visitors (either tourist or same-day visitors) that share a common travel pattern. The term “segment” refers to “slices of the market”

Also referred as “types of tourism”

Related terms:

Visitors
Visits
Tourism research
Segmentation
Types of tourism

Segmentation/G

Procedure to identify segments considered relevant for analytical or policy design purposes.

Related terms:

Segment
Visitors
Visits
Tourism research

Skill/F

The ability to carry out the tasks and duties of a given job

Related terms:

Job
Employment

Small and medium-sized enterprises/E

Enterprises that belong to size categories defined by staff headcount and financial ceilings.

1. The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.
2. Within the SME category, a small enterprise is defined as an enterprise which employs fewer than 50 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 10 million.
3. Within the SME category, a micro-enterprise is defined as an enterprise which employs fewer than 10 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 2 million.

In addition, an SME must be ‘autonomous’, it cannot belong to an enterprise group or be a ‘partner enterprise’. The main criterion (with some exceptions that must not lead to dominant influence), is holding 25 % or more of the capital or voting rights of another enterprise.

Related terms:

Enterprises
Employment
Establishment
Job
Tourism industries

Stop/D

Those places where people stops but are not always predefined as point of interest. The concept of stop is specially relevant in relation with itineraries once at destination.

Related terms:

Destination

Visitors

Visits

Itinerary

Structural business statistics/E

The objective of the E.U. Council Regulation on structural business statistics is to establish a common framework for the collection, compilation, transmission and evaluation of Community statistics on the structure, activity, competitiveness and performance of businesses in the Community. The compilation of structural business statistics has as its purpose, in particular, to analyse:

- (i) the structure and evolution of the activities of businesses;
- (ii) the factors of production used and other elements allowing business activity, performance and competitiveness to be measured;
- (iii) the regional, national, Community and international development of businesses and markets;
- (iv) business conduct;
- (v) small and medium-sized enterprises;
- (vi) specific characteristics of enterprises related to particular groupings of activities.

Related terms:

Statistics

Enterprises

Administrative data use

Establishment

System of Tourism Statistics/B

Concepts, definitions, classifications and indicators presented in International Recommendations 2008 should be viewed as an important foundation of the system of tourism statistics. As such, they should be used as a reference for coordination, reconciliation and interpretation of the information in the area of tourism, although this information might extend beyond the still restricted domain these Recommendations touch upon.

In addition to the basic data that are referred to in the IRTS 2008, countries might also develop other data and indicators derived from official and non-official sources, broadly consistent with the concepts and classification used in this Compilation Guide, in order to generate supplementary information relevant for key tourism stakeholders such as, tourism satisfaction, tourism “products” (like sun and beach, cultural tourism,...), attractions visited, etc., as well as other information requested by relevant users (for instance on prices, and comparisons of prices, etc.).

Related terms:

Regional Tourism Information System

Statistics
Tourism research

Time share/B

There has been a trend towards the development of innovative types of vacation home ownership or something similar (as the outright ownership of a fixed asset is not always involved) that combine the privacy of an owned vacation home with the amenities, services and flexibility offered by collective accommodation as well as a reduction of costs for the “owner” over the periods in which he/she is not making use of the “property” for himself/herself. In the original timeshare system, what was purchased was a “right to use” a given physical property at a specific moment in time over its lifetime. Flexibility was gradually introduced in the system along different lines, relaxing the conditions concerning of a specific physical asset, the lifetime of the project, or the fixity of the period of use through the design of different types of administrative and financial constructs.

Related terms:

Accommodation for visitors
Tourism services

Tourism characteristic occupations

Those occupations that predominantly lie within tourism industries (See occupation)

Tourism (economic consequences)/B

The comprehensive term including all economic effects, both positive (benefits) and negative (costs), both direct and secondary, produced by visitors their consumption expenditures and the reaction of business firms, non-profit organizations and government agencies to visitors and their activities in a national economy.

Related terms:

Statistics
System of National Accounts (SNA 2008)
Tourism economic impact
Tourism Satellite Account (TSA 2008)
Tourism research
Visitor
Visitor trip
Visit

Tourism (economic contribution)/B

The direct, positive effects of the Tourism Satellite Account (TSA) basic aggregates on the national economy.

Related terms:

Statistics
System of National Accounts (SNA 2008)
Tourism Satellite Account (TSA 2008)
Tourism economic impact

Tourism (economic impact)/B

The sum of the direct and secondary effects of TSA basic aggregates on the national economy. Because the TSA does not include secondary effects, other complementary methodologies should be used instead.

Related terms:*Statistics**Tourism satellite account (TSA 2008)**System of National Accounts (SNA 2008)**Tourism economic contribution**Job**Employment***Tourism destination/G**

Is a territory in which tourism is relevant (see *Relevance*) and recognizable in the decision of potential visitors to stay in it. Such relevance implies the existence of resources used already or potentially relevant to attract visitors, as well as the required infrastructure to access and host such visitors

A destination might include one or more administrative units or part of them

Each destination can be associated to a main segment of visitors.

For analytical purposes, especially in mature destinations, a destination might include two or more areas (see *Area*)

Related terms:*Area**Destination**Relevance**Visitors**Visit***Tourism expenditure/A**

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

Related terms:*Tourism Satellite Account (TSA 2008)**Visitors***Tourism industries/A**

Tourism industries (also referred to as *tourism activities*) are the activities that typically produce *tourism characteristic products*.

Tourism characteristic products are those that satisfy one or both of the following criteria:

- (a) *Tourism expenditure* on the product (either good or service) 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.

List of categories of tourism characteristic products and tourism industries

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

Related terms:*Tourism activities**Tourism sector**ISIC Rev. 4**System of National Accounts (SNA 2008)**Tourism Satellite Account (TSA 2008)***Tourism Satellite Account (TSA)/B**

The *Tourism Satellite Account* (described in the *Tourism Satellite Account: Recommended Methodological Framework 2008*) is, besides the *International Recommendations for Tourism Statistics 2008*, the second international recommendation on tourism statistics that has been developed in a framework of consistency with the System of National Accounts. Both recommendations are mutually consistent and provide the conceptual framework for measuring and analyzing tourism as an economic activity.

As a statistical tool for the economic accounting of tourism, the TSA can be seen as a set of 10 summary tables, each with their underlying data and representing a different aspect of the economic data relative to tourism: inbound, domestic tourism and outbound tourism expenditure, internal tourism expenditure, production accounts of tourism industries, the Gross Value Added (GVA) and Gross Domestic Product (GDP) attributable to tourism demand, employment, investment, government consumption, and non-monetary indicators.

Related terms:*System of National Accounts (SNA 2008)***Tourism sector/G**

The *tourism sector* is the cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are called *tourism industries*.

It should be highlighted that:

- such term is not mentioned in the 2008 international standards on tourism statistics but is applied to tourism in the 2008 System of National Accounts official document, and
- only part of the production of such industries is related with tourism demand –see also Tourism industries for further clarification.

Related terms:

System of National accounts (SNA 2008)

Tourism industries

Tourism sector employment

Not all business units in an industry identified as part of the tourism sector may actually be providing services directly to visitors, and those that do offer tourism goods and services may not be providing those services exclusively to visitors. However, regardless of whether or not an individual's work is completely attributable to tourism, the level of service provided and the skills or occupational requirements involved is the same whether a visitor or another type of consumer is involved in the commercial transaction. For example, whether or not a bartender serves tourists or local patrons, the profile of the occupation and the human resources needs of that individual will be the same.

Therefore, for human resource planning purposes (i.e. training, recruitment, labour supply/demand imbalances, etc.) there is the need to understand the total number of people employed in the sector.

Related terms:

Enterprise

Employment

Establishment

Full-time job

Job

Small and medium size enterprise

Tourism research

Tourist (or overnight visitor)/A

A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay.

Related terms:

Tourism research

Visitors

Trips

Domestic tourism

Inbound tourism

Outbound tourism

Tourist behaviour/G

Refers to activities undertaken by visitors at destination, such as general type of activities (including consumption), attraction visited, specific activities undertaken during displacements (tracks) through itineraries (either organized or not), etc.

In addition to associated characteristics of trips and visitors, tourist behavior is a key element for measuring and analyzing tourism at sub-national levels; while IRTS 2008 refers extensively to the first two, no special reference is made to tourist behavior in the UN international standards regarding the measurement and analysis of tourism

An overall measurement of tourist behavior should qualify the “tourism experience”

Related terms:

Activities of visitors
Tourism destination
Itinerary
Stops
Tourism research
Visitors
Visits

Tour operator/A

Tour operators are businesses that combine two or more travel services (for example, transport, accommodation, meals, entertainment, sightseeing) and sell them through travel agencies or directly to final consumers as a single product (called a package tour) for a global price.

Related terms:

Travel/Tourism
Travel agencies
Package tours

Transportation (modes)

See *Means of transportation*

Travel /A

Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations, for any purpose and any duration. The visitor is a particular type of traveller and consequently tourism is a subset of travel.

Related terms:

Travel agency
Trips
Visitors
Visitor accommodation
Tourism flows
Destination
Forms of tourism

Travel agencies/A

Visitors (or potential visitors), when planning and organizing their trip, often use the services of travel agencies in order to get information on alternatives and for making their bookings (transport, accommodation, recreation activities either packaged or individually purchased, etc.). Their function consists mainly of selling the right to use a certain service provided by others at a certain moment in time and within certain conditions. Their role is to provide information and

other services to the visitor and they are the intermediary in the purchase of certain services, although they might also provide additional services such as accompanying tours, guiding services, etc. Finally, it should be mentioned that travel agencies are under the specific jurisdiction of most national tourism administrations.

Related terms:

Travel

Tourism operators

Package tours

Travel pattern (of visitors)/G

Refers to a homogenous subset of visitors in terms of one or more characteristics considered relevant. Each of such characteristics are also referred as “travel choices”

The set up of travel patterns (also referred as “travel styles”) would require, ideally, in addition to characteristics of both trips and visitor (main purpose of the trip, means of transportation used, type of lodging chosen, organization of the trip, etc. -all of them are objective ones-), complementary ones associated to tourist behaviour at destination (these might also include qualitative ones).

The knowledge about what particular travel styles are prominent within a market is very useful for marketing campaigns, destination management and investors.

Related terms:

Tourism research

Trips

Visitors

Visits

Travel party/A

A travel party is defined as visitors travelling together on a trip and whose expenditures are pooled.

Related terms:

Trips

Visitors

Trip (tourism)/B*

Viewed from the perspective of the person having taken a trip, the term trip refers to a “round trip” – from the time of departure from his/her usual residence until he/she returns and therefore, the key criteria is the usual residence of the visitor- while in the passenger transportation community it is used as “movements from one location to another”. Instead the term “journey” –usually understood as “a sequence of trips starting and ending at home”- is closer to “tourism trip”.

This perspective corresponds with the measurement of trips in domestic and outbound tourism statistics.

In the case of inbound tourism statistics, the term trip refers to the “travel of a visitors from the time of arriving in a country to the time of leaving”.

Related terms:

Tourism research
Visits
Visitors
Itineraries

Turnover [business statistics]/E Turnover comprises the totals invoiced by the enterprise or establishment during the reference period, and this corresponds to market sales of goods or services supplied to third parties.

Related terms:

Enterprises
Statistics
Tourism research
Visitors
Visitor trip
Visit

Types of tourism/G

See *Segment (of visitors)*

Usual environment/A

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.

Related terms:

Surveys
Tourism research
Dwellings
Place of usual residence

Vacation home/A

A *vacation home* (sometimes also designated as a holiday home) is a secondary dwelling that is visited by the members of the household mostly for purposes of recreation, vacation or any other form of leisure.

Related terms:

Dwelling
Accommodation for visitor
Household

Vehicle Occupancy/D

The number of persons, including driver and passenger(s), in a vehicle; also includes persons who did not complete a whole trip.

Related terms:

Means of transportation
Tourism research

Vehicle Trip/D

A trip by a single vehicle regardless of the number of persons in the vehicle.

Related terms:

Trip
Means of transportation
Tourism research

Visit/B

A trip (whether seen from its origin or from the places visited) might be made of one or more visits to different places, seen as different destinations, or as a unique (aggregated) destination. There might be as many visits as stays in different places visited.

As a consequence, trips measured at the regional level will not add up to the total of trips at the national level.

Related terms:

Tourism research
Trip
Tourists
Visitors
Tourism flows

Visitor/A

A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

Related terms:

Tourism research
Trip
Visit
Tourism flows
Household
Residents

Visitor-trip/G

A trip by one or more visitors in any mode of transportation; each visitor is considered as making one visitor-trip.

Related terms:

Visitors
Visits
Tourism flows
Means of transportation
Tourism research

ANNEX 4. EXPLORING POTENTIAL CONNECTIONS BETWEEN TRAVEL/MOBILITY AND TOURISM ²²

Following the outline presentation of the conceptual framework used for the measurement and analysis of tourism activity (see paras. 2.15 and 2.16), it seems clear that there exist connections between tourism and travel / mobility (as areas of statistical analysis and measurement) and therefore it would be feasible to identify some initiatives of mutual interest. In short, it would make sense to reflect:

- a. on the one hand, the possible complementarity in terms of the information needed and of the corresponding sources of information (the case of household surveys would be the most obvious example), and,
- b. on the other hand, the contributions for tourism of the more extensive research tradition in mobility with regard to traffic flows (where the recent efforts have focused on establishing the foundations of a set of data and indicators that is sufficiently robust to meet the needs of the public authorities responsible for tourism, i.e. the IRTS 2008).

The following paragraphs contain some initial comments that could orient this search for coordination of potential initiatives between the two disciplines.

Observation units and associated characteristics. While in mobility research it is assumed that all movements are carried out by the resident population, tourism activity by non-residents could distort the proper measurement of those flows (provided that these are significant in the specific scope of investigation). It is obvious that in certain countries the use of infrastructure elements, their maintenance and even their design is affected by the phenomenon of tourism.

The difference between the present population and the resident population at specific times of the year is enormous in many countries (France and Spain are notable examples). For example, in the archipelago of the Balearic Islands, the resident population is approximately 1 million persons and the arrival of non-residents for tourism purposes annually reaches a figure of nearly 12 million, with over 60% of this flow being concentrated in the months from June to September.

Moreover, because it is also critical for tourism to identify the main purpose and main destination of the trip as well as the principal activities undertaken while on a trip (there is a list of examples of activities associated with each of the 9 purposes identified), research on mobility can find references of interest in IRTS 2008.

Measurement of visitor activity. The use of GPS devices in research on mobility is making it necessary to develop post-processing data software. Beyond the implications for the purpose of avoiding the over-burdening of respondents and correcting underestimations of trips in household surveys, these experiments can be of enormous interest for the tourism community in a very specific aspect of the measurement of visitor activity: tourism statisticians cannot directly ask respondents whether they are tourists or same-day-visitors, or ask them directly how many tourism trips they carried out during the period of reference. That is to say, the main variables of the study (trip and visitor) are necessarily variables derived from some related characteristics: subjects are asked about the number of trips taken, their duration and their main purpose, etc., and with this information it is possible to derive whether the traveler in question qualifies as a visitor or not.

²² This annex is an adaption of chapter D of "Developing tourism statistics at the sub-national level: the measurement of flows of trips and visitors" (Document presented by UNWTO at the International Conference on Measuring Tourism Economic Contribution at Sub-National Levels, 29 - 31 October 2008, Málaga, Spain).

Household surveys as a privileged source of statistical information. Tourism is beginning to have these sources on a periodic basis (the model case is that of Europe, where the European Parliament legally requires all member countries of the European Union to report quarterly statistics, for example, on domestic tourism) while mobility has a long tradition in this respect. It could be appropriate to discuss whether it would be beneficial to pool efforts with regard to the conduct of high-powered surveys every 5/8 years (certain countries have already been conducting Household Travel Surveys for some time) although it would seem obvious that in the case of tourism, it would be necessary to have additional household surveys with greater periodicity (whose articulation with the aforementioned surveys would constitute an issue that would have to be defined). On the other hand, there is growing evidence with respect to the enormous complexity of household surveys for the case of tourism, and especially so, with regard to the efficiency of the sample (many households do not undertake tourism trips), as well as the underestimation of the number of trips (especially those of short duration).

Statistical and other types of errors. Tourism and travel / mobility statisticians share the concern that in the case of the measurement of traveler flows, errors unrelated to sampling could be of capital importance when assessing the robustness of the data generated by the surveys.

In-depth studies of outbound-tourism markets. The strong orientation of Tourism Administrations (both national and sub-national) with respect to tourism promotion campaigns, explains that the necessary tourism information (both statistical and non-statistical) must make reference to the degree of satisfaction in destinations and to an entire set of characteristics associated with both the visitor and the trip. These types of studies necessarily do not tend to have a precise periodicity (due to their high cost as these are studies with large samples and due to the complexity of the questionnaires normally used).

Linking survey data and administrative records. In tourism there is an increasingly widespread culture with respect to the importance of using statistics based on administrative records in terms of both integrating this data with survey data, as well as for completing the information of national Systems of Tourism Statistics (STS). Concrete examples can be found in Annex 7.

The development of tourism statistics at sub-national levels. The experience of research studies on travel and mobility and the use of new technologies in a good many of them is especially valuable for the development of tourism statistics at sub-national levels.

The local tourism destination as a framework of analysis. One fairly obvious possibility of a joint venture between tourism and travel / mobility in sub-national domains is the case of local tourism destinations as the central focus of many research studies: besides measuring the trips to these territories there is also the need to measure the visits through them. From the perspective of tourism, aside from the need for a definition of a local tourism destination, there is also the need to have precise information on the corresponding routes carried out by visitors.

International comparability. With the adoption of the IRTS 2008, the international tourism community consolidated out an enormous effort to update the concepts, definitions and classifications used over the past 15 years in order to obtain tourism statistics that are comparable and which make it possible to better identify and measure the tourism reality. This effort is something that the community of travel and mobility researchers could take advantage of as an element of reflection.

On the possible institutional support by tourism administrations. Tourism administrations (especially at the national level) are assuming leadership, in an increasingly determined manner, regarding the development of national STSs with a growing participation from National Statistical Offices with respect to boosting household and border surveys for the measurement of the different forms of tourism. Consequently, it is feasible to propose to National Tourism Administrations, and possibly to certain Regional Tourism Administrations in regions where tourism is especially significant, to provide institutional support to initiatives shared between statisticians and researchers of tourism and travel / mobility.

ANNEX 5. THE USUAL ENVIRONMENT OF AN INDIVIDUAL²³

The concept of usual environment is specific to tourism statistics: it is used neither in Balance of Payments, nor in National Accounts. In tourism statistics, it is used as a condition, additional to that of residence (which, as indicated, is a concept shared with Balance of Payments and National Accounts).

In tourism statistics, the concept of usual environment plays a major role, as a trip to be a tourism trip must take a traveller outside his/her usual environment (*IRTS 2008* para. 2.9., http://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf).

IRTS 2008 provides the following definition (*IRTS 2008* para. 2.21., http://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf): 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.

Although more crucial for domestic tourism, it is also important to define precisely the usual environment for international tourism, in particular for populations living in the vicinity of national borders, and when specific conditions have been set up by migration authorities facilitating their crossing of the border without complying with the current immigration procedures.

Nevertheless, and although repeated efforts have been made, because of the differences in density of population, transportation accessibility, cultural behaviours, vicinity to national or administrative borders, etc., between countries and often also within countries, it has not been possible to develop a unique world-wide statistical and operational definition of the usual environment of an individual (*IRTS 2008*, para. 2.24., http://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf).

Box 2.1.

A working group, under the leadership of the Canadian Tourism Commission (CTC) and the Instituto de Estudios Turísticos (IET) of Spain was setup in 2002 in order to study different country experiences in defining the usual environment and to present an operative proposal. (Research on National Practices Defining the Usual Environment: Basic Findings: www.unwto.org/statistics/material/usualenv.pdf).

Within this framework, the IET included a research on the effect of choosing different criteria to define the usual environment on the number of tourism trips (other than short trips to vacation homes).

Some important consequences that derive from this research deserve to be quoted:

“... It has been empirically demonstrated by research in both Spain and Canada that differences in the choice of operational definitions of the usual environment concept... produce significant differences in the size of estimates in the total volume of tourism...”

No international or domestic consistency exists in the operational definitions employed by different countries, or within some national jurisdictions, in their domestic travel surveys and analyses;

Using the usual environment concept as a respondent category introduces subjectivity, confusion and unsystematic variation in reported travel activity;

Using a simple travel distance criterion, on the other hand, introduces a false appearance of objectivity by masking subjective differences in respondents' abilities to recall and accurately measure travel distance, thereby contributing to increased uncontrolled variance and volatility in subsequent data;

A different measurement criterion for a departure from the usual environment – “crossing an administrative boundary” – could potentially provide an arbitrary gross standard as a ‘minimum basis of comparison’ for the purpose of international reporting, cumulative statistics and analysis;

²³International Recommendations for Tourism Statistics 2008 – Compilation Guide, Provisional Draft/UNWTO 2011.

For Canada however (and possibly other countries with very large areas and similarly low population densities such as Australia and Russia), the exceedingly large size of some administrative units in sparsely settled regions (which are larger than many other whole countries) requires some supplementary criterion”

Based on the evidences and the reflections induced by this research, that are globally still valid today, as well as on *IRTS 2008* recommendations (*IRTS 2008* paras. 2.21. to 2.28. and 2.50. to 2.53., http://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf), the operational definition should allow for flexibility and the recommendations will only indicate the main and complementary criteria to be used. Each country should clearly indicate the criteria that have been used when disseminating the results.

The main criterion should be the crossing of an administrative border combined, if needed, with distance (expressed in terms of physical distance); as a consequence, in some small countries,(in particular small island countries), all displacements of residents within the country are within the usual environment and consequently, there is no domestic tourism;

A place visited frequently within the regular life routine is considered as within the usual environment of an individual: regular shopping trips that might even happen over national borders (and make it difficult and may be meaningless to count all such trips); commuting for work or study; weekly visits to church, hospital, to visit family members, to go to medical control, etc., all these trips are considered as happening within the usual environment (thus not considered as tourism trips);

Nevertheless, vacation homes, though frequently and routinely visited are usually considered as outside the usual environment (*IRTS 2008* para. 2.28., http://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf), as they are visited as a breakaway from the current routine of (mostly urban) life. In some exceptional cases though, in particular when they are located within the same locality so that visiting them does not suppose the crossing of administrative borders, trips to those vacation homes might not be considered as tourism trips (cases in Europe, in particular Austria);

Staying at paid accommodation (a hotel, a spa), within the usual environment, will not be considered as a tourism activity, because the condition of crossing an administrative border is not met;

The repetition of trips by an individual has an influence on their consideration or not as tourism trips:

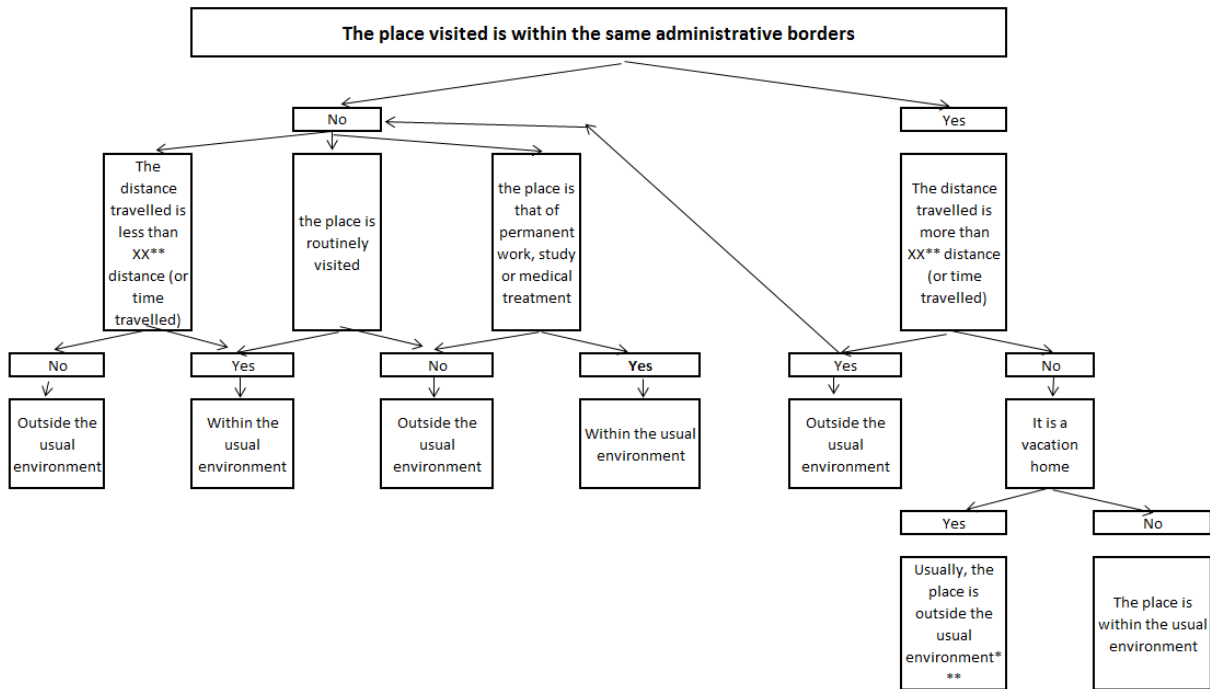
- routine displacements, once a week or more frequently, to the same place leads to the inclusion of this place within the usual environment of the traveller so that trips to that place are no longer considered as tourism trips (the frequency criterion applied to the definition of the usual environment);
- trips undertaken (frequently or not) by students between the place of usual residence of the household to which they belong and their place of study are also outside the scope of tourism, as both places are within their usual environment.

Box 2.2. The repetition of trips

Nevertheless, for the purpose of marketing analysis, identifying the “repetition” of trips by the same individuals is often viewed as an important indicator of satisfaction. In fact, many countries, in the information they collect from travellers, include questions on the repetition of trips, tabulate such results and consider that a high incidence of repetitions is a positive indication of interest of the destination for visitors. Nevertheless, this repetition should not be so intensive that it converts the place visited as part of the usual environment.

Based on the previous examples, it should be concluded that the first criterion is that of the crossing of an administrative border. Nevertheless, it has to be combined with distance travelled (in terms of physical distance or duration of travel), and then frequency. This combination provides for the exclusion of routine trips over the subnational (municipalities, regions) or national borders, in particular for the population that lives in their vicinity or that because of their work or study, have to travel very frequently between the place where their household stays and their place of work or study.

Determining the usual environment



* the recommended frequency is a week, but according to the current routine behaviors (for instance of shopping trips) countries might decide for a different frequency

** each country should determine this distance according to the current behavior

*** this an exceptional case, only to be considered in exceptional situations: usually, second homes are considered to be located outside the usual environment

http://www.e-unwto.org/doi/book/10.18111/9789284414963 - Friday, January 13, 2017 6:32:47 AM - IP Address: 190.108.212.94

ANNEX A. UNWTO COMPENDIUM OF TOURISM STATISTICS: INDEX OF INDICATORS AND BASIC DATA

Basic data and indicators	Notes	Units
1. INBOUND TOURISM		
Data		
Arrivals		
1.1 Total		('000)
1.2 ♦ Overnight visitors (tourists)		('000)
1.3 ♦ Same-day visitors (excursionists)		('000)
1.4 * of which, cruise passengers		('000)
Arrivals by region		
1.5 Total		('000)
1.6 ♦ Africa		('000)
1.7 ♦ Americas		('000)
1.8 ♦ East Asia and the Pacific		('000)
1.9 ♦ Europe		('000)
1.10 ♦ Middle East		('000)
1.11 ♦ South Asia		('000)
1.12 ♦ Other not classified		('000)
1.13 * of which, nationals residing abroad		('000)
Arrivals by main purpose		
1.14 Total		('000)
1.15 ♦ Personal		('000)
1.16 * holidays, leisure and recreation		('000)
1.17 * other personal purposes		('000)
1.18 ♦ Business and professional		('000)
Arrivals by mode of transport		
1.19 Total		('000)
1.20 ♦ Air		('000)
1.21 ♦ Water		('000)
1.22 ♦ Land		('000)
1.23 * railway		('000)
1.24 * road		('000)
1.25 * others		('000)
Arrivals by form of organization of the trip		
1.26 Total		('000)
1.27 ♦ Package tour		('000)
1.28 ♦ Other forms		('000)
Accommodation		
Total		
1.29 ♦ Guests		('000)
1.30 ♦ Overnights		('000)
Hotels and similar establishments		
1.31 ♦ Guests		('000)
1.32 ♦ Overnights		('000)
Expenditure		
1.33 Total		US\$ Mn
1.34 ♦ Travel		US\$ Mn
1.35 ♦ Passenger transport		US\$ Mn
Expenditure by main purpose of the trip		
1.36 Total		US\$ Mn
1.37 ♦ Personal		US\$ Mn
1.38 ♦ Business and professional		US\$ Mn
Indicators		
1.39 Average size of travel party		Persons
Average length of stay		
1.40 Total		Days
1.41 ♦ For all commercial accommodation services		Nights
1.42 * of which, "hotels and similar establishments"		Nights
1.43 ♦ For non commercial accommodation services		Days
1.44 Average expenditure per day		US\$

Basic data and indicators	Notes	Units
2. DOMESTIC TOURISM		
Data		
Trips		
2.1	Total	('000)
2.2	◆ Overnight visitors (tourists)	('000)
2.3	◆ Same-day visitors (excursionists)	('000)
Trips by main purpose		
2.4	Total	('000)
2.5	◆ Personal	('000)
2.6	* holidays, leisure and recreation	('000)
2.7	* other personal purposes	('000)
2.8	◆ Business and professional	('000)
Trips by mode of transport		
2.9	Total	('000)
2.10	◆ Air	('000)
2.11	◆ Water	('000)
2.12	◆ Land	('000)
2.13	* railway	('000)
2.14	* road	('000)
2.15	* others	('000)
Trips by form of organization		
2.16	Total	('000)
2.17	◆ Package tour	('000)
2.18	◆ Other forms	('000)
Accommodation		
Total		
2.19	◆ Guests	('000)
2.20	◆ Overnights	('000)
Hotels and similar establishments		
2.21	◆ Guests	('000)
2.22	◆ Overnights	('000)
Indicators		
2.23	Average size of travel party	Persons
	Average length of stay	
2.24	Total	Days
2.25	◆ For all commercial accommodation services	Nights
2.26	* of which, "hotels and similar establishments"	Nights
2.27	◆ For non commercial accommodation services	Days
2.28	Average expenditure per day	US\$
3. OUTBOUND TOURISM		
Data		
Departures		
3.1	Total	('000)
3.2	◆ Overnight visitors (tourists)	('000)
3.3	◆ Same-day visitors (excursionists)	('000)
Expenditure		
3.4	Total	US\$ Mn
3.5	◆ Travel	US\$ Mn
3.6	◆ Passenger transport	US\$ Mn
Expenditure by main purpose of the trip		
3.7	Total	US\$ Mn
3.8	◆ Personal	US\$ Mn
3.9	◆ Business and professional	US\$ Mn
Indicators		
3.10	Average length of stay	Days
3.11	Average expenditure per day	US\$

Basic data and indicators		Notes	Units
4. TOURISM INDUSTRIES			
Data			
Number of establishments			
4.1	Total		Units
4.2	◆ Accommodation for visitors		Units
4.3	* of which, "hotels and similar establishments"		Units
4.4	◆ Food and beverage serving activities		Units
4.5	◆ Passenger transportation		Units
4.6	◆ Travel agencies and other reservation services activities		Units
4.7	◆ Other tourism industries		Units
Accommodation for visitors in hotels and similar establishments			
Monetary data			
4.8	◆ Output		US\$ Mn
4.9	◆ Intermediate consumption		US\$ Mn
4.10	◆ Gross value added		US\$ Mn
4.11	◆ Compensation of employees		US\$ Mn
4.12	◆ Gross fixed capital formation		US\$ Mn
Non-monetary data			
4.13	◆ Number of establishments		Units
4.14	◆ Number of rooms		Units
4.15	◆ Number of bed-places		Units
Indicators			
4.16	Occupancy rate / rooms		Percent
4.17	Occupancy rate / bed-places		Percent
4.18	Average length of stay		Nights
4.19	Available capacity (bed-places per 1000 inhabitants)		Units
Travel agencies and other reservation service activities			
Monetary data			
4.20	◆ Output		US\$ Mn
4.21	◆ Intermediate consumption		US\$ Mn
4.22	◆ Gross value added		US\$ Mn
4.23	◆ Compensation of employees		US\$ Mn
4.24	◆ Gross fixed capital formation		US\$ Mn
Non-monetary data			
◆ Domestic trips			
4.25	* with package tour		Percent
4.26	* without package tour		Percent
◆ Inbound trips			
4.27	* with package tour		Percent
4.28	* without package tour		Percent
◆ Outbound trips			
4.29	* with package tour		Percent
4.30	* without package tour		Percent

Basic data and indicators		Notes	Units
5. EMPLOYMENT			
Data			
Number of employees by tourism industries			
5.1	Total		('000)
5.2	◆ Accommodation services for visitors (hotels and similar establishments)		('000)
5.3	◆ Other accommodation services		('000)
5.4	◆ Food and beverage serving activities		('000)
5.5	◆ Passenger transportation		('000)
5.6	◆ Travel agencies and other reservation services activities		('000)
5.7	◆ Other tourism industries		('000)
Number of jobs by status in employment			
5.8	Total		('000)
5.9	◆ Employees		('000)
5.10	◆ Self employed		('000)
Indicators			
Number of full-time equivalent jobs by status in employment			
5.11	Total		('000)
5.12	◆ Employees		('000)
5.13	* male		('000)
5.14	* female		('000)
5.15	◆ Self employed		('000)
5.16	* male		('000)
5.17	* female		('000)
6. COMPLEMENTARY INDICATORS			
Demand			
6.1	Gross travel propensity		Units
6.2	Carrying capacity (arrivals/population)		Units
Macroeconomic indicators related to international tourism			
6.3	Inbound tourism expenditure over GDP		Percent
6.4	Outbound tourism expenditure over GDP		Percent
6.5	Tourism balance (inbound minus outbound tourism expenditure) over GDP		Percent
6.6	Tourism openness (inbound plus outbound tourism expenditure) over GDP		Percent
6.7	Tourism coverage (inbound over outbound tourism expenditure)		Percent
6.8	Inbound tourism expenditure over exports of goods		Percent
6.9	Inbound tourism expenditure over exports of services		Percent
6.10	Inbound tourism expenditure over exports of goods and services		Percent
6.11	Inbound tourism expenditure over current account credits		Percent
6.12	Outbound tourism expenditure over imports of goods		Percent
6.13	Outbound tourism expenditure over imports of services		Percent
6.14	Outbound tourism expenditure over imports of goods and services		Percent
6.15	Outbound tourism expenditure over current account debits		Percent

ANNEX B. MEASURING SUPPLY OF TOURISM INDUSTRIES²⁴

Tourism has been defined as an economic activity that is determined principally by demand (*IRTS 2008* para. 1.12., http://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf). Nevertheless, in its description and measurement, it is necessary to take also supply into consideration, as without any economic activity supplying goods and services to meet that demand expressed by visitors, tourism economic effect on production could not be stated and described.

Additionally, with the purpose of properly including the analysis of tourism within that of the total economy, it is necessary to ensure that what is measured as the supply to visitors is consistent with what is measured from the demand side, even though a global coherence and consistency of the data is only specifically pursued when setting up a TSA.

Traditionally the focus of tourism statistics has been on the demand side and on physical data and indicators. This was the focus of the 1993 Recommendations. The *IRTS 2008* and UNWTO brings a new focus to the supply perspective:

- understanding tourism supply as the *direct* provision to visitors of the goods and services that make up tourism expenditure;
- describing the processes, the production costs and the economic performance of the suppliers in the tourism industries;
- identifying the establishment as the observation unit (*IRTS 2008* paras. 6.7. to 6.13., http://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf); and
- rising awareness about the relevance of administrative records (and business registers as a key information resource) for the development of national Systems of Tourism Statistics particularly in developed countries.

Box

The majority of enterprises by number engage in only one sort of production. The majority of production, though, is carried out by a relatively small number of large corporations that undertake many different kinds of production, there being virtually no upper limit to the extent of diversity of production in a large enterprise. If enterprises are grouped together on the basis of their principal activities, at least some of the resulting groupings are likely to be very heterogeneous with respect to the type of production processes carried out and also the goods and services produced. Thus, for analyses of production in which the technology of production plays an important role, it is necessary to work with groups of producers that are engaged in essentially the same kind of production. This requirement means that some institutional units must be partitioned into smaller and more homogeneous units, which the SNA defines as establishments. **An establishment is 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.** Further, the SNA defines industries in terms of establishments. **An industry consists of a group of establishments engaged in the same, or similar, kinds of activity.** In the SNA, production accounts and generation of income accounts are compiled for industries as well as sectors.

System of National Account, 2008, para. 5.2., <http://unstats.un.org/unsd/nationalaccount/docs/SNA2008.pdf>

²⁴International Recommendations for Tourism Statistics 2008 – Compilation Guide, Provisional Draft/UNWTO 2011.

Tourism statisticians should be aware of a relevant issue that needs to be clarified and related to the credibility of tourism industries' basic data and indicators and that NTAs, NSOs as well as other governmental agencies publishing tourism data should warn users about: it is the fact that only part of the output of each tourism industry is attributable to visitors' expenditure. This issue is explicitly identified and treated in the TSA by the use of "tourism shares" (*TSA:RMF 2008*, paras. 4.50. and 4.55., http://unstats.un.org/unsd/publication/Seriesf/SeriesF_80rev1e.pdf) within their total output.

It should also be recalled that visitors also acquire goods and services that are not tourism specific (as for instance, purchases of newspapers, of clothes, etc., visitors might need to visit a doctor or a hospital, have their belongings cleaned by cleaners, go the hairdresser, etc...) so that studying tourism characteristic activities does not cover either all acquisition by visitors.

ANNEX C. INTERNATIONAL STANDARD INDUSTRIAL CLASSIFICATION OF ALL ECONOMIC ACTIVITIES (ISIC) REV.4 EXPLANATORY NOTES

These explanatory notes refer exclusively to internationally comparable tourism characteristic activities and follow the same order as the list of tourism industries (see Table 1).

They have been extracted from *International Standard Industrial Classification of All Economic Activities (ISIC), Rev. 4*. Statistical papers (Series M No. 4/Rev.4), United Nations. New York, 2008.

The complete document can be consulted in <http://unstats.un.org/unsd/cr/registry/regdntransfer.asp?f=135>

Accommodation for visitors

5510 Short term accommodation activities

This class includes the provision of accommodation, typically on a daily or weekly basis, principally for short stay by visitors. This includes the provision of furnished accommodation in guest rooms and suites or complete self-contained units with kitchens, with or without daily or other regular housekeeping services, and may often include a range of additional services such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, recreational facilities and conference and convention facilities.

This class includes the provision of short-term accommodation provided by:

- hotels
- resort hotels
- suite / apartment hotels
- motels
- motor hotels
- guesthouses
- pensions
- bed and breakfast units
- visitor flats and bungalows
- time-share units
- holiday homes
- chalets, housekeeping cottages and cabins
- youth hostels and mountain refuges

This class excludes:

- provision of homes and furnished or unfurnished flats or apartments for more permanent use, typically on a monthly or annual basis, see division 68

5520 Camping grounds, recreational vehicle parks and trailer parks

This class includes:

- provision of accommodation in campgrounds, trailer parks, recreational camps and fishing and hunting camps for short stay visitors
- provision of space and facilities for recreational vehicles

This class also includes accommodation provided by:

- protective shelters or plain bivouac facilities for placing tents and/or sleeping bags

5590 Other accommodation

This class includes the provision of temporary or longer-term accommodation in single or shared rooms or dormitories for students, migrant (seasonal) workers and other individuals.

This class includes accommodation provided by:

- student residences
- school dormitories
- workers hostels
- rooming and boarding houses
- railway sleeping cars

6810 Real estate activities with own or leased property

This class includes:

- buying, selling, renting and operating of self-owned or leased real estate, such as:
 - apartment buildings and dwellings
 - non-residential buildings, including exhibition halls, self-storage facilities, malls and shopping centers
 - land
- provision of homes and furnished or unfurnished flats or apartments for more permanent use, typically on a monthly or annual basis

This class also includes:

- development of building projects for own operation, i.e. for renting of space in these buildings
- subdividing real estate into lots, without land improvement
- operation of residential mobile home sites

This class excludes:

- development of building projects for sale, see 4100
- subdividing and improving of land, see 4290
- operation of hotels, suite hotels and similar accommodation, see 5510
- operation of campgrounds, trailer parks and similar accommodation, see 5520
- operation of workers hostels, rooming houses and similar accommodation, see 5590

6820 Real estate activities on a fee or contract basis

This class includes the provision of real estate activities on a fee or contract basis including real estate related services.

This class includes:

- activities of real estate agents and brokers
- intermediation in buying, selling and renting of real estate on a fee or contract basis
- management of real estate on a fee or contract basis
- appraisal services for real estate
- activities of real estate escrow agents

This class excludes:

- legal activities, see 6910
- facilities support services, see 8110

- management of facilities, such as military bases, prisons and other facilities (except computer facilities management), see 8110

Food and beverage serving activities

5610 Restaurants and mobile food service activities

This class includes the provision of food services to customers, whether they are served while seated or serve themselves from a display of items, whether they eat the prepared meals on the premises, take them out or have them delivered. This includes the preparation and serving of meals for immediate consumption from motorized vehicles or nonmotorized carts.

This class includes activities of:

- restaurants
- cafeterias
- fast-food restaurants
- pizza delivery
- take-out eating places
- ice cream truck vendors
- mobile food carts
- food preparation in market stalls

This class also includes:

- restaurant and bar activities connected to transportation, when carried out by separate units

This class excludes:

- concession operation of eating facilities, see 5629

5629 Other food service activities

This class includes industrial catering, i.e. the provision of food services based on contractual arrangements with the customer, for a specific period of time.

Also included is the operation of food concessions at sports and similar facilities. The food is often prepared in a central unit.

This class includes:

- activities of food service contractors (e.g. for transportation companies)
- operation of food concessions at sports and similar facilities
- operation of canteens or cafeterias (e.g. for factories, offices, hospitals or schools) on a concession basis

This class excludes:

- manufacture of perishable food items for resale, see 1079
- retail sale of perishable food items, see division 47

5630 Beverage serving activities

This class includes the preparation and serving of beverages for immediate consumption on the premises.

This class includes activities of:

- bars
- taverns
- cocktail lounges
- discotheques (with beverage serving predominant)
- beer parlors and pubs
- coffee shops
- fruit juice bars
- mobile beverage vendors

This class excludes:

- reselling packaged/prepared beverages, see 4711, 4722, 4781, 4799
- operation of discotheques and dance floors without beverage serving, see 9329

Railway passenger transport

4911 Passenger rail transport, interurban

This class includes:

- passenger transport by inter-urban railways
- operation of sleeping cars or dining cars as an integrated operation of railway companies

This class excludes:

- passenger transport by urban and suburban transit systems, see 4921
- passenger terminal activities, see 5221
- operation of sleeping cars or dining cars when operated by separate units, see 5590, 5610

Road passenger transport

4922 Other passenger land transport

This class includes:

- other passenger road transport:
 - scheduled long-distance bus services
 - charters, excursions and other occasional coach services
 - taxi operation
 - airport shuttles
- operation of telfers (téléphériques), funiculars, ski and cable lifts if not part of urban or suburban transit systems

This class also includes:

- other renting of private cars with driver
- operation of school buses and buses for transport of employees
- passenger transport by man- or animal-drawn vehicles

This class excludes:

- ambulance transport, see 8690

Water passenger transport

5011 Sea and coastal passenger water transport

This class includes:

- transport of passengers over seas and coastal waters, whether scheduled or not:
 - operation of excursion, cruise or sightseeing boats
 - operation of ferries, water taxis etc.

This class also includes:

- renting of pleasure boats with crew for sea and coastal water transport (e.g. for fishing cruises)

This class excludes:

- restaurant and bar activities on board ships, when provided by separate units, see 5610, 5630
- operation of "floating casinos", see 9200

5021 Inland passenger water transport

This class includes:

- transport of passenger via rivers, canals, lakes and other inland waterways, including inside harbours and ports

This class also includes:

- renting of pleasure boats with crew for inland water transport

Air passenger transport

5110 Passenger air transport

This class includes:

- transport of passengers by air over regular routes and on regular schedules
- charter flights for passengers
- scenic and sightseeing flights

This class also includes:

- renting of air-transport equipment with operator for the purpose of passenger transportation
- general aviation activities, such as:
 - transport of passengers by aero clubs for instruction or pleasure

Transport equipment rental

7710 Renting and leasing of motor vehicles

This class includes:

- renting and operational leasing of the following types of vehicles:
 - passenger cars (without drivers)
 - trucks, utility trailers and recreational vehicles

This class excludes:

- renting or leasing of vehicles or trucks with driver, see 4922, 4923
- financial leasing, see 6491

Travel agencies and other reservation service activities

7911 Travel agency activities

This class includes:

- activities of agencies primarily engaged in selling travel, tour, transportation and accommodation services to the general public and commercial clients

7912 Tour operator activities

This class includes:

- arranging and assembling tours that are sold through travel agencies or directly by tour operators. The tours may include any or all of the following:
 - transportation
 - accommodation
 - food
 - visits to museums, historical or cultural sites, theatrical, musical or sporting events

7990 Other reservation service and related activities

This class includes:

- provision of other travel-related reservation services:
 - reservations for transportation, hotels, restaurants, car rentals, entertainment and sport etc.
- provision of time-share exchange services
- ticket sales activities for theatrical, sports and other amusement and entertainment events
- provision of visitor assistance services:
 - provision of travel information to visitors
 - activities of tourist guides
- tourism promotion activities

This class excludes:

- activities of travel agencies and tour operators, see 7911, 7912
- organization and management of events such as meetings, conventions and conferences, see 8230

Cultural activities

9000 Creative, arts and entertainment activities

This class includes the operation of facilities and provision of services to meet the cultural and entertainment interests of their customers. This includes the production and promotion of, and participation in, live performances, events or exhibits intended for public viewing; the provision of artistic, creative or technical skills for the production of artistic products and live performances.

This class includes:

- production of live theatrical presentations, concerts and opera or dance productions and other stage productions:
 - activities of groups, circuses or companies, orchestras or bands
 - activities of individual artists such as authors, actors, directors, musicians, lecturers or speakers, stage-set designers and builders etc.
- operation of concert and theatre halls and other arts facilities
- activities of sculptors, painters, cartoonists, engravers, etchers etc.
- activities of individual writers, for all subjects including fictional writing, technical writing etc.
- activities of independent journalists
- restoring of works of art such as paintings etc.

This class also includes:

- activities of producers or entrepreneurs of arts live events, with or without facilities

This class excludes:

- restoring of stained glass windows, see 2310
- manufacture of statues, other than artistic originals, see 2396
- restoring of organs and other historical musical instruments, see 3319
- restoring of historical sites and buildings, see 4100
- motion picture and video production, see 5911, 5912
- operation of cinemas, see 5914
- activities of personal theatrical or artistic agents or agencies, see 7490
- casting activities, see 7810
- activities of ticket agencies, see 7990
- operation of museums of all kinds, see 9102
- sports and amusement and recreation activities, see division 93
- restoring of furniture (except museum type restoration), see 9524

9102 Museums activities and operation of historical sites and buildings

This class includes:

- operation of museums of all kinds:
 - art museums, museums of jewellery, furniture, costumes, ceramics, silverware
 - natural history, science and technological museums, historical museums, including military museums
 - other specialized museums
 - open-air museums
- operation of historical sites and buildings

This class excludes:

- renovation and restoration of historical sites and buildings, see section F
- restoration of works of art and museum collection objects, see 9000
- activities of libraries and archives, see 9101

9103 Botanical and zoological gardens and nature reserves activities

This class includes:

- operation of botanical and zoological gardens, including children's zoos
- operation of nature reserves, including wildlife preservation, etc.

This class excludes:

- landscape and gardening services, see 8130
- operation of sport fishing and hunting preserves, see 9319

Sports and recreational activities

7721 Renting and leasing of recreational and sports goods

This class includes:

- renting of recreational and sports equipment:
 - pleasure boats, canoes, sailboats,
 - bicycles
 - beach chairs and umbrellas
 - other sports equipment
 - skis

This class excludes:

- renting of video tapes and disks, see 7722
- renting of other personal and household goods n.e.c., see 7729
- renting of leisure and pleasure equipment as an integral part of recreational facilities, see 9329

9200 Gambling and betting activities

This class includes:

- bookmaking and other betting operations
- off-track betting
- operation of casinos, including “floating casinos”
- sale of lottery tickets
- operation (exploitation) of coin-operated gambling machines
- operation of virtual gambling web sites

This class excludes:

- operation (exploitation) of coin-operated games, see 9329

9311 Operation of sports facilities

This class includes:

- operation of facilities for indoor or outdoor sports events (open, closed or covered, with or without spectator seating):
 - football, hockey, cricket, baseball, jai-alai stadiums
 - racetracks for auto, dog, horse races
 - swimming pools and stadiums
 - track and field stadiums
 - winter sports arenas and stadiums
 - ice-hockey arenas
 - boxing arenas
 - golf courses
 - bowling lanes
 - fitness centers

- organization and operation of outdoor or indoor sports events for professionals or amateurs by organizations with own facilities

This class includes managing and providing the staff to operate these facilities.

This class excludes:

- renting of recreation and sports equipment, see 7721
- operation of ski hills, see 9329
- park and beach activities, see 9329

9319 Other sports activities

This class includes:

- activities of producers or promoters of sports events, with or without facilities
- activities of individual own-account sportsmen and athletes, referees, judges, timekeepers etc.
- activities of sports leagues and regulating bodies
- activities related to promotion of sporting events
- activities of racing stables, kennels and garages
- operation of sport fishing and hunting preserves
- activities of mountain guides
- support activities for sport or recreational hunting and fishing

This class excludes:

- breeding of racing horses, see 0142
- renting of sports equipment, see 7721
- activities of sport and game schools, see 8541
- activities of sports instructors, teachers, coaches, see 8541
- organization and operation of outdoor or indoor sports events for professionals or amateurs by sports clubs with/without own facilities, see 9311, 9312
- park and beach activities, see 9329

9321 Activities of amusement parks and theme parks

This class includes:

- activities of amusement parks or theme parks, including the operation of a variety of attractions, such as mechanical rides, water rides, games, shows, theme exhibits and picnic grounds

9329 Other amusement and recreation activities n.e.c.

This class includes:

- activities of recreation parks, beaches, including renting of facilities such as bathhouses, lockers, chairs etc.
- operation of recreational transport facilities, e.g. marinas
- operation of ski hills
- renting of leisure and pleasure equipment as an integral part of recreational facilities
- operation of fairs and shows of a recreational nature
- operation of discotheques and dance floors
- operation (exploitation) of coin-operated games
- other amusement and recreation activities (except amusement parks and theme parks) not elsewhere classified

This class also includes:

- activities of producers or entrepreneurs of live events other than arts or sports events, with or without facilities

This class excludes:

- fishing cruises, see 5011, 5021
- provision of space and facilities for short stay by visitors in recreational parks and forests and campgrounds, see 5520
- beverage serving activities of discotheques, see 5630
- trailer parks, campgrounds, recreational camps, hunting and fishing camps, campsites and campgrounds, see 5520
- separate renting of leisure and pleasure equipment, see 7721
- operation (exploitation) of coin-operated gambling machines, see 9200
- activities of amusement parks and theme parks, see 9321

ANNEX D. COHERENCE AND CONSISTENCY IN TOURISM STATISTICS: AN OVERVIEW²⁵

Introduction

There is a reciprocal relationship between integrated statistical information systems and basic statistics: the former state the basic statistics that are required for their implementation; the latter have to be produced using concepts, definitions, classifications that are determined by the reference frameworks that establish both the concepts and the tables of results. As a consequence, integrated systems stand as the centre of gravity for statistical work in all areas.

The System of Tourism Statistics (STS) constitutes such a system for which the new *International Recommendations for Tourism Statistics 2008* (IRTS 2008) and *Tourism Satellite Account: Recommended Methodological Framework 2008* (TSA:RMF 2008) hold as the updated reference framework: both documents share the same concepts, definitions and classifications and should be used as reference for the identification of data gaps and for the design of new statistical sources as well as for promoting coherence and consistency of available tourism statistical data.

The scope of these recommendations might extend in the coming years beyond the still restricted domain they touch upon to include for instance, other components of demand (such as collective consumption and gross fixed capital formation), to develop the sub-national perspective, or to explore the link of the TSA with other conceptual frameworks (in particular with the System of Economic and Environmental Accounts –SEEA-) and such extensions will obviously also affect the scope of the STS.

Statistical data derived from different statistical procedures, administrative sources or obtained using different methodologies cannot usually be directly integrated into a system of information, but require the use of additional statistical techniques (adjustments, confrontations, reconciliations, validations, etc.) that are common practices for NSOs but that NTAs should also develop when in charge of the statistical production if tourism statistics are to be viewed as a system.

In the present annex, the concepts of coherence and consistency (defined widely in the next paragraphs) are used to refer to those statistical practices by which the available tourism statistical data are integrated, that is to say, made coherent and mutually consistent. In practice, *coherence* is achieved through the application of the same concepts, definitions and classifications, whereas *consistency* is achieved through the application of the same measurement rules in the entire STS.

“*Coherence* is defined as the adequacy of statistics to be combined in different ways and for various uses. When originating from different sources, and in particular from statistical surveys using different methodology, statistics are often not completely identical, but show differences in results due to different approaches, classifications and methodological standards. There are several areas where the assessment of coherence is regularly conducted: between provisional and final statistics, between annual and short-term statistics, between statistics from the same socio-economic domain, and between survey statistics and national accounts. The concept of coherence is closely related to the concept of comparability between statistical domains. Both coherence and comparability refer to a data set with respect to another. The difference between the two is that comparability refers to comparisons between statistics based on usually unrelated statistical populations and coherence refers to comparisons between statistics for the same or largely similar populations. Coherence can be generally broken down into “Coherence - cross domain” and “Coherence – internal”.”

²⁵Introduction to Annex 7 of the *International Recommendations for Tourism Statistics 2008 – Compilation Guide, Provisional Draft/UNWTO 2011*.

“Consistency is defined as logical and numerical coherence. An estimator is called consistent if it converges in probability to its estimand as sample increases. Consistency over time, within datasets, and across datasets (often referred to as inter-sectoral consistency) are major aspects of consistency. In each, consistency in a looser sense carries the notion of “at least reconcilable”. For example, if two series purporting to cover the same phenomena differ, the differences in time of recording, valuation, and coverage should be identified so that the series can be reconciled. Inconsistency over time refers to changes that lead to breaks in series stemming from, for example, changes in concepts, definitions, and methodology. Inconsistency within datasets may exist, for example, when two sides of an implied balancing statement - assets and liabilities or inflows and outflows - do not balance. Inconsistency across datasets may exist when, for example, exports and imports in the national accounts do not reconcile with exports and imports within the balance or payments”.

In this annex the following statistical practices will be identified in relation with the measurement of tourism as an economic sector:

- internal coherence and consistency of tourism statistics between:
 - A. Different data sets on demand side statistics
 - B. Tourism demand and supply statistics
- external coherence and consistency:
 - C. Integration of tourism statistics in the TSA and thus with the National Accounts
 - D. Comparison of tourism statistics and the Balance of Payment “travel” and “passenger transport services” items.

The objective common to all these cases should be to identify and explain differences, justify and document statistical adjustments in order to help users to avoid misunderstanding the process. Those that have never carried on such an exercise might tend to overlook how challenging these processes are, and might think that, as in each phase and for each variable, the utmost care has been taken to realize an accurate measurement, data should naturally be consistent and the required adjustments small.

In most cases, when no checks have been done at any intermediate stages, and particularly when doing this exercise for the first time, many unsuspected inconsistencies will appear, that need to be corrected. This correction, if the process is to converge, has to be conducted in a logical way, and needs to take into consideration all the possible implications of the decision that are taken at each stage of the process: For example, when comparing data on demand and on supply, and if considering (first assumption) that the data on supply is more reliable than the data on demand, though finding that demand of accommodation services for instance is far lower than supply, this implies that demand for accommodation should be adjusted; new additional questions then need to be asked to which logical answers have to be provided: should this adjustment also be extended to other components of demand by visitors (second assumption); should the whole level be reviewed (third assumption), maintaining the observed structure of expenditure, or should only the consumption on accommodation be reviewed. These kinds of issues need to be addressed and will be discussed in this annex though without providing ready-made answers as such answers do not exist.

As a first general comment, it is necessary to study data and indicators at an aggregated level, as well as data within a certain detail: looking only at total expenditure, or expenditure by product classified according to COICOP for instance should not be sufficient, as these global data will provide no clue about the possible sources of differences. Adjustments made on the basis of global values will tend to be rather arbitrary; as a consequence, changes might be decided that will not provide an interesting input for understanding the behavior of visitors and although the resulting data will apparently be consistent, they might lack relevance and link with the reality they are supposed to represent. The same

applies to physical indicators such as arrivals and overnights, which review should be associated with some logical analysis, and not be aligned on supply without any additional consideration, for instance on average expenditure per person per night.

The analysis should be developed step by step, looking at the different components of the differences, checking additional data sources (f.i. mirror statistics) and taking decisions in each of the steps, mainly if the precise sources involved in the estimations that are compared are different. The analysis might require going back to earlier stages as, when developing the process, some assumption will have been made, that a further stage of process of coherence and consistency might contradict. In such a case, it might be necessary to move back and follow a different path; for this reason, it is necessary to keep a complete record of the process of coherence and consistency that has been followed, in order to be able to modify and review the process at any stage.

ANNEX E. INROUTE GUIDELINES FOR DOCUMENTING TOURISM STATISTICS AT THE SUB-NATIONAL LEVELS²⁶



International Network
on Regional Economics,
Mobility and Tourism

In support of the World Tourism Organization



Presentation

Because tourism statistics include a wide range of data produced by different type of institutions (both at a national and international levels), there is a need for standards for the presentation of *metadata* (which comprise data and other documentation that provide information about the process of producing and using data).

In fact, “users are often confronted by some difficulties of interpretation when comparing statistics compiled over time within one agency and by agencies in different countries as well as by different international organizations:

- conceptual differences arising from the use of different variable definitions, units and classifications;
- operational differences flowing out of differences in data collection and processing practices by countries, and;
- different practices in the presentation of data.”

This document pursues two objectives which complement each other:

- the first one is to help regions to develop a useful database regarding not only the sources of information from which data integrating the Regional System of Tourism Statistics but also other relevant information not necessarily of statistical nature (see chapter 2, para. 2.12.);
- the second one is to share part of this documentation at international level in such a form that it could be easy to consult, to exchange experiences and to compare the procedures used in the different regions so that best practices might be derived.

For some regions, this project might seem too ambitious or somewhat unnecessary as the objective might seem to be to rapidly put data together and get some idea of what tourism looks like. Nevertheless, UNWTO's experience is that too much haste, using data whose quality has not been sufficiently assessed, might lead to difficult situations in which low-quality data, used carelessly, might show a picture of tourism that is quite far from reality, compared to what more solid statistical work could show. This, in turn, might generate a general distrust towards the whole process of estimation of the economic impact of tourism.

²⁶ The present guidelines are an adaptation of UNWTO Tourism Statistics Metadata Project: General Guidelines for documenting tourism statistics”, vers.2 May 2005.

These guidelines are geared toward identifying and discovering existing sources, the information a region has for measuring the economic impacts of tourism activity, the quality of the available data, etc. In other words, the guidelines have to do with the documentation relative to the coverage, temporal reference, distribution and an entire set of technical characteristics of the methodology used in obtaining the data used building up Regional Tourism Information Systems.

The project designed by UNWTO is a medium-term project, and aims at documenting information from two complementary perspectives. It concerns:

- existing statistical and non statistical source of Regional-Tourism Information Systems. The outcome will be an “Inventory of data sources”;
- the type and nature of available information viewed from the perspective of the main tourism variables to be measured. The outcome will be an “Inventory of available data”;
- the two perspectives entail a twofold inventory (on sources and available information) and are therefore descriptive.

I. The inventory of data sources

Normally, the term *survey* is used in a general sense to refer to any activity that collects or acquires statistical data. Included as such are:

- a *census*, which attempts to collect data from all members of a population;
- a *sample survey*, in which data are collected from a (usually random) sample of population members;
- collection of data from *administrative records*, in which data are derived from files originally collected for non-statistical purposes;
- a *derived statistical activity*, in which data are estimated, modelled, or otherwise derived from existing statistical data sources.

We have respected this typology, albeit with a slight terminological adaptation:

- we consider two types of surveys: *surveys applied to travellers or visitors*, and, eventually, household or *surveys applied to enterprises / establishments of those productive activities serving visitors*;
- we prefer to use the term *statistical syntheses* to refer to those sources (such as Regional Accounts/Input-Output or other models) that could be included in the category of *derived statistical activity*;
- and we have also included, as another type of source, *databases* as well as *statistical publications on tourism*, as supports used for the storage/dissemination of the data obtained for the other mentioned sources.

Consequently, our inventory proposal consists of seven types of data sources:

- T.1 **Surveys applied to the whole population of travellers or visitors or to clearly predefined segments of this population.** These surveys (derived from the demand perspective) typically occur at the borders for inbound and outbound visitors; at hotels or other places of collective accommodations; at tourism attractions, or can be modules of other types of statistical observations such as household budget surveys, etc.
- T.2 **Surveys applied to enterprises / establishments of those productive activities serving visitors.** All of them share a supply perspective and might be general purposes surveys, or surveys specifically designed to supply information on tourism productive activities. Usually, it is the National Statistical Office which shall be in charge of general-purpose surveys encompassing also tourism characteristic activities, whereas the National Tourism Administration might develop specific surveys for the activities under its direct responsibility.
- T.3 **Statistics based in data collection from administrative records.** These usually concern passenger transport and border control statistics, registration of guests in hotels, etc.
- T.4 **Census or directories.** Censuses are complete enumerations of the target population (see also Annex 2/Census). It must be mentioned that the fact for a variable to be based on a Census, that is, on an exhaustive enumeration, is not a guarantee of having a perfect estimation of the variable as there are many reasons for omission and duplication which have to be identified (errors of observation) and which importance has to be measured.
- T.5 **Statistical synthesis.** This category includes those sources (basically Regional Accounts and models) which elaboration requires the use of information stemming from some of those previously enumerated.
- T.6 **Databases.** These can be from a unique source or combine various sources.
- T.7 **Statistical publications on tourism.** These may incorporate quantitative as well as qualitative data from various sources.

A standard format is proposed although it needs to be slightly adapted to each of the seven types of data sources already defined.

INVENTORY OF DATA SOURCES: BASIC FORMAT

Country

Region

The statistical procedure

Title

Data source

Description

Administration

Institutional framework

 Institution in charge

 Unit responsible within this institution

 Other units and/or institutions involved

Data dissemination

 Name of publication

 Published by

 Frequency

 Length of time series available

 Reference period for the latest available publication

 Timeliness

 Access to data via the Internet

Coverage

Geographical coverage

Frequency

Reference period for the first procedure

Reference period for the last procedure conducted

Concepts

Specific subjects

Variables of reference

Data collection, manipulation / accounting conventions, etc.

Frame

Type of enumeration

Sampling

Distribution of the sample over time

Data collection principles

Geographical breakdown

Reporting units

Other issues

Observations on its use

Additional documentation

II. The inventory of available data

It has been mentioned that this inventory is geared toward identifying the existence or non-existence of a basic set of data and indicators that are essential for the analysis of tourism activity.

The proposal would be to structure a matrix where the rows contain the selected tourism variables and the columns contain the corresponding available information sources. The corresponding cells should be marked to identify where there is information in any or all the existing sources, and the periodicity of the data should also be noted (monthly, quarterly, every six months, annual, or no predefined periodicity).

INRouTe suggests some priority areas for the purpose of identifying the amount of information available on those variables or characteristics, for both the demand and supply sides, which are the basic core of Regional-TIS. Such areas should correspond to those mentioned in Chapter 4, para 18.



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