

# **Tourism Statistics: Challenges and Good Practices**

**Regional Workshop for the CIS countries**

**The supply perspective:  
conditions to provide goods and  
services to visitors**

**Item 8**

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# The “tourism industry” vs. the tourism industries



## IRTS 2008, para 6.14-6.21:

- There is not a “tourism industry” as such, only “tourism industries” and “other industries” (non-characteristic) serving visitors (see also Figure 6.1, p. 56);
- There is no separation of a “tourism industry” in the context of NA;
- Both categories – “tourism industries” and “other non-tourism characteristic industries” - are of interest for the analysis of the impact of tourism on an economy (see TDGVA within TSA).

## The main tourism characteristic activities (see also Annex 3):

- Accommodation
- Passenger transportation
- Food and beverage serving activities
- Travel Agencies and Reservation activities
- Cultural Activities
- Sports and Recreation Activities
- Retail Trade

# Developing a country specific typology of providers of accommodation services



## IRTS 2008 (para 6.22-6.34):

- Important characteristics:
  - ✓ Paying/free
  - ✓ Type of associated services
    - Full board,
    - all inclusive,
    - other services, etc.
  - ✓ Link with time-share
  
- Observing accommodation establishments:
  - ✓ accommodation statistics
    - arrivals
    - overnights
    - by country of residence
    - occupancy rates
  - ✓ The UNWTO accommodation kit

# Developing a country specific typology of providers of beverage and food serving services



## IRTS 2008 (para 6.35-6.40):

- Separation between hotel and restaurant activity might be challenging;
- Restaurants as a service but with a “transformation” (i.e. service provided to non-visitors and/or local residents; see para 6.35);
- Types (i.e. full service restaurants, self service restaurants) and sizes (i.e. number of seats);
- Importance of stand or street vendors: informal activities?!
- What is “trade of food” and what is “food serving”?!

# International air transportation



## IRTS 2008, para 6.41-6.45:

- Area in which collaboration with Balance of Payments (BoP) compilers is unavoidable (i.e. international transport; credit/debit)
- Defining what to include and how in cases of interlining, codesharing, etc. are considered
- Sources of information have to be defined and analyst (i.e. business statistics, civil aviation statistics, border surveys)
- Reconciling supply type information (i.e. based on business statistics) with demand related information (i.e. based on household surveys)

# Travel Agencies (TA) and other Reservation services, other industries



## IRTS 2008 (para 6.46-6.54, and 6.59-6.63):

- Production of TA = **gross margin** (or equivalent [commission]): verify the accounting procedures;
- Who is considered to buy the service (i.e. final consumer)?
- What additional information can be collected from those producers (i.e. turnover, margin)?
- Collaboration with **BoP-compilers** is recommended:
  - ✓ Separation of items of a package, in particular hotel and transport services (TSA)
  - ✓ Identifying domestic and non-domestic part (TBoP, TSA)
  - ✓ Identifying gross margin
  - ✓ Identifying monetary flows (TBoP)

**A package tour should not be viewed as a product per se, but rather as the sum of its components!**

## Other industries:

- Production and trade of handicrafts
- The meetings industry (MICE): a problematic type of link (see also para 3.22-3.24)!

# Sources of information on supply



## IRTS 2008 (para 6.55-6.58):

### ■ **Organized activities**

- ✓ **General surveys on economic activities (i.e. economic census):**
  - Accommodation (according to classification requirements)
  - Food serving services (informal providers?)
  - Transportation (see with BoP compilation)
  - Travel agencies and other Reservation services (business statistics)
  - Other services (car rental)
- ✓ **Source of information:**
  - Production accounts: Output, input, prices, quantity, stocks, etc.
  - Financial statements (quarterly, yearly)

### ■ **Unorganized/informal activities?**