



Classifications used in tourism statistics



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The importance of classifications in statistics

- Classifications: a crucial component of statistics which importance is too often underestimated;
- The use of strict classifications allows to identify clearly the scope of the required measurement: what is included and what is excluded;
- It makes it possible to confront sources and to make international comparisons (if internationally comparable classifications are used);
- In tourism statistics, where international classifications are used as reference (case of ISIC, CPC, COICOP), it is suggested to generate additional breakdowns which will need to be adjusted to national needs and existing sources of information.
- This is particularly relevant in the case of accommodation, where international classifications are too general (because of the diversity of national situations). Countries will need to define relevant national classifications that allows identifying different forms of accommodation used by visitors/travellers, classifications that should be used, both when observing supply as well as when observing demand.

Classifications used in tourism statistics

- Classification of products: CPC (supply) and COICOP (demand)
- Classification of activities: ISIC
- Classification of purposes of trip
- Classification of types of accommodation
- Classification of origin/destinations
- Classification of occupations
- Etc.



A general recommendation

- When national subclassification are generated, care should be taken that the cases corresponding to the new classes are sufficiently numerous to be observable and meaningful statistically ;
- For instance, in the classification by **origin and destination**, some countries use the whole list of possible territories, though each cannot be meaningfully followed; it is recommended to identify some particularly important partner countries, and then group the others by regions (other Europe, other Asia, etc.);
- **In purposes**, some countries of the region identify separately «honeymooning», or «health», purposes that need to be scrutinize in order to identify if the number of «Honeymooners» or visitors for health purposes are sufficient for statistical identification... (may be, other types of complementary analysis can be developed...)

Classification of products: two points of view: demand and supply

- **Demand point of view: that of visitors/travellers:**

It should be based on the purpose of the expenditure: a sort of «COICOP based classification» (because it is how visitors/travellers perceive their expenditure)

- i. Package travel, package holidays and package tours
- ii. Accommodation
- iii. Food and drink
- iv. Local transport
- v. International transport
- vi. Recreation, culture and sporting activities
- vii. Shopping
- viii. Others

Observe that it differs from the 2010 MSITS alternative presentation for travel (in particular because there is no distinction between goods and services....)



Supply perspective: Tourism characteristic products/tourism characteristic activities :

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

1. Tourism expenditure on the product should represent a significant share of total tourism expenditure (share-of-expenditure/demand condition).
2. 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 a tourism characteristic product would cease to be supplied in meaningful quantities in the absence of visitors.

Tourism characteristic activities (also referred to as “tourism industries”) are productive activities that provide goods and services identified as tourism characteristic products as their typical output.



Classification of products: two points of view: demand and supply

- **Supply point of view: that of analysis of production processes:**
 1. Consumption products, including:
 - 1.1 Tourism characteristic products
 - 1.1.1 Internationally comparable tourism characteristic products
 - 1.1.2 Country specific tourism characteristic products
 - 1.2 Other consumption products
 - 1.2.1 Tourism connected products (relevant for tourism analysis but without meeting the conditions to be considered as tourism characteristic)
 - 1.2.2 Other non-tourism related consumption goods and services
 2. Non consumption products
 - 2.1 Valuables
 - 2.2 Other non consumption products



List of tourism characteristic products

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



List of tourism characteristic industries

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



Example of equivalence with CPC ver 2 and ISIC rev 4: the case of accommodation

<i>Accommodation</i>			
63111	Room or unit accommodation for visitors, with daily housekeeping services	X	5510
63112	Room or unit accommodation for visitors, without daily housekeeping services	X	5510
63113	Room or unit accommodation services for visitors in timeshare properties	X	5510
63114	Accommodation services for visitors, in rooms with multiple occupancy	X	5510
63120	Campsite services	X	5520
63130	Recreational vacation camp services	X	5520
63210	Room or unit accommodation services for students in student residences	X	5590
63290	All other room or unit accommodation services	X	5590
72111	Renting or leasing services involving own or leased residential property (b)	X	6810
72123	Trade services of timeshare properties	X	6810
72211	Residential property management services on a fee or contract basis except of time-share ownership properties (b)	X	6820
72213	Time share (ownership type) property management services on a fee or contract basis	X	6820
72221	Residential building sales on a fee or contract basis except of time share ownership properties (b)	X	6820
72223	Sale of time share properties on a fee or contract basis	X	6820
85521	Reservation services for accommodation (b)	X	7911, 7990
85522	Time-share exchange services	X	7990

CPC	Accommodation services	ISIC
63111	Room or unit accommodation services for visitors, with daily housekeeping services	5510
63112	Room or unit accommodation services for visitors, without daily housekeeping services	5510
63113	Room or unit accommodation services for visitors, in time-share properties	5510
63114	Accommodation services for visitors in rooms with multiple occupancy	5510
63120	Camp site services	5520
63130	Recreational and vacation camp services	5520
63210	Room or unit accommodation services for students in student residences	5590
63290	Other room or unit accommodation services n.e.p	5590
72111	Rental or leasing services involving own or leased residential property	6810
72123	Trade services of time-share property	6810
72211	Residential property management services on a fee or contract basis except of time-share ownership properties	6820
72213	Time-share property management services on a fee or contract basis	6820
72221	Residential building sales on a fee or contract basis, except of time-share ownership properties	6820
72223	Sale of time-share properties on a fee or contract basis	6820
85521	Reservation services for accommodation	7911
85522	Time-share exchange services	7990

Review the coverage of activities corresponding to each category

- This is particularly relevant when measuring employment or other variables related with the tourism industries, where the limits of these industries need to be clearly defined:
 - Accommodation is much more than activity 55
 - Transportation only refers to passenger transportation, not all transportation
 - Recreation activities have also a restricted definition and do not cover all recreation activities
- Need for a measurement with a similar degree of detail...





Thank you!
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