

DEVELOPMENT OF STATISTICS ON TOURISM SUPPLY IN THE RUSSIAN FEDERATION

Part I Statistics of Tourism Supply in the Russian Federation

Rosstat carries out the work on development of the Russian tourism statistics in line with the international standards and according to special plan. The main practical results of realization of the Plan with regard to statistics of tourism supply are as follows:

- organization of statistical survey on tourist companies activities and accommodation facilities in line with the international standards;
- realization of single surveys on tourism (excursion services, tourist catering, cruising tourism, car rent);
- expansion of statistical survey on goods and services prices in the sphere of tourism and calculation of a composite index of «a tourist basket» consumer prices with an allocation of internal tourism services;
- introduction of tourist component into developments on labour, construction, finance, transport statistics etc;

As a result of implementation of the activities of mentioned plan the indicators concerning tourism were systematized and on this basis of the official statistical publication «Tourism and tourist resources of Russia» in Russian and English languages was organized.

In frameworks of work on production of tourism statistics in line with international standards special emphasis is placed on interaction with enterprise associations, in particular with the Russian Union of Tourist Industry and Russian Hotel Association.

Characteristic of organizations producing tourist products (goods and services).

Travel agents and tour operators' services

The statistical survey on tour operators and tour-agents is conducted on the basis of specialized, annually processed by Rosstat questionnaire form “travel company”. The questionnaire contains general economic indicators of travel agencies activity (number of employees, incomes from tourist services, commission of travel agents, expenditures etc.), data on distribution of tour operator expenditures when preparing tour derived by types of services provided by outside organizations, number and cost of tourist permits sold, number and structure of the served tourists.

Accommodation facilities

The statistical survey on activities of collective means of accommodation of the tourists is carried out on the basis of the unified questionnaire form “accommodation facilities”, united the earlier form of reporting for hotels and for the specialized means of accommodation (rest bases, health resorts etc.). The data is produced by Rosstat annually or quarterly (under the short program) and contain the items of information on specialization of collective means of accommodation, their personnel, territories, indicators of economic activities, public catering, number and categories of guests.

Public catering services

The data on public catering in collective means of accommodation is also contained in the form “accommodation facilities”. Besides, Rosstat conducted the single survey of public catering organizations on the basis of the form “public catering”. The aim of the survey was to define approximate share of the tourists in the turnover of public catering so that then to use it for calculation of tourist output and value added of "Public catering" sector.

Transport services

For the purposes of tourism statistics the indicators of length of transport routes, passenger turnover and departure of the passengers by separate types of public transport, including internal water transport on tourist routes and motor transport on excursion routes, presence of objects of road service on federal motorways, presence of park and conditions of the rolling-stock and accident rate on transport are used.

Services in the field of organization of rest, entertainments, culture and sports

These services are studied on the basis of data provided by the Ministry of Culture of the Russian Federation and Federal Agency on Physical culture and Sports. In statistics of tourism basically used the data on number of organizations, their incomes from services, number of the visitors. The information is updated annually.

Tourist goods

Rosstat produces the information on volumes of manufacture of tourist, goods including the goods for sports and product of art crafts, within the framework of production statistics.

Tourism employment indicators

According to previous classification the development of indicators was conducted in three areas:

- accommodation facilities;
- recreation organizations and health resorts;

- tourism (including tour operators, travel agents, camp sites, tourist hotels, motels, excursions bureau).

As the Russian statistics do not calculate tourists` share in consumption of tourist branches production, we have to use the data on general number of people engaged in these branches without allocation of tourist employment;

The new classification of economic activity types (OKVED), which is introduced into statistical practice, enables to allocate more representative list of tourist types of activity.

Indicators of financial results of organizations activities` providing services in the field of tourism.

On the basis of the financial reporting data the indicators are produced by Rosstat similarly to labour statistics.

Price statistics in tourism

Rosstat in the area of goods and services - representatives, conducts the statistical survey on prices. The data on average prices and price indexes on the tourist goods and services are available on monthly basis.

Indicators of a fixed capital accumulation

Are represented by Rosstat data on investments and start-up of tourist objects (collective means of accommodation of the tourists, rest and leisure establishments, public catering etc.).

Within the TACIS program the experience of Greece on organization of statistical surveys was studied in the field of tourism and construction of the satellite accounts of tourism. This resulted in organization of statistical surveys on tourist companies` activities, improvement of statistical survey on collective means of accommodation on the basis of unification of the uniform reporting form of hotels, resorts and realization of single statistical survey on activity of organizations of tourist public catering. The single survey on such kinds of tourist services, as excursions, cruises; car rent was conducted in 2001-2004.

Two fundamental methodological developments were prepared within the framework of «State Statistics System Development» program (The World Bank loan).

- «Methodology and information support for development of the satellite accounts of tourism in Russia»;

- «Methodology for realization of the UNWTO recommendations on tourism statistics in Russia».

Part II Problems and future plans to improve tourism statistics

Despite the progress in systematization the available statistical data on tourism, in the whole statistical survey in Russia, is not able yet to capture all spectrum of tourism influence on national economy. The statistical information on tourism is represented by different indicators (basically natural), dispersed on statistical areas and developed by various organizations (Rosstat, Frontier Service, Central Bank of Russia, other ministries and agencies). Therefore there is no uniform methodology for data production.

The Russian system of statistical indicators do not completely corresponds with the international standards on a number of characteristics:

- there is no calculation of the indicators describing scales of tourist activity as a whole at a national level, such as total of tourist trips and nights stayed. The exception is represented by the international trips (published data on the number of the international trips);
- there are no indicators on size and structure of the tourist expenditures (of tourist consumption), except for separate their elements;
- there are no indicators representing a systematized estimation of the tourist goods and services offer in terms of value. Among published indicators there indicators describing separate elements of the offer of the tourist goods and services are prevail;
- there is no national variant of the International standard classification of kinds of activity in tourism (SICTA).

In the nearest future Rosstat is planning to concentrate efforts on the following methodological and organizational issues of tourism statistics.

1) Development of tourism statistical indicators system in line with the recommendations of the World Tourist Organization (UNWTO) and UN Statistical Commission and provision of tourism development characteristics, its contribution to national economy. The special attention thus will be drawn to indicators on tourist expenditures (by type), number of the workers by types of activity in adjacent with tourism branches, tourist flows by the purposes of trips.

2) Development of statistical surveys on inbound tourist flows. Obtaining of the following data will be the main task:

- number of the Russian citizens traveling on territory of Russia with the tourist purposes;
- volumes the tourist expenditures of Russian citizens;
- incomes received by all levels budgets from inbound tourism.

The priority will be given to development of methodology and obtaining data and expert estimates on “non-organized” tourist flows (tourists who stays in private sector, traveling without accommodation, etc.).

3) Development of the methodological approaches and implementation in line with UNWTO recommendations of the following sample surveys on tourism:

- households data on tourist expenditures;
- collective accommodation establishments` clients;
- visitors of tourist objects;
- border surveys on foreign tourists.

4) Development of national version of the standard International classification of kinds of activity in tourism (SICTA).

5) Developed on a regular basis the satellite accounts of tourism allow to define the contribution of tourism to the national economy should become a result of work on creation of tourist statistics system.

This is a long-term task, because it implies reorganization of the whole reporting system, processing of significant files of additional data, realization of a various surveys on enterprises of tourist industry, households and tourists.

For coordination of work in the field of tourism statistics development the Federal State Statistics Service and the Federal Agency for Tourism of the Russian Federation established the working group which also includes the representatives of the Central Bank, the Ministry for Foreign Affairs, the Federal Frontier Service and business associations dealing with tourist and hotel business.