

Tourism Statistics: Challenges and Good Practices

Regional Workshop for South East Asian countries

Classification of products

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UNWTO



8. Classification of products

- Two focusses
 - Demand: functional view (COICOP)
 - Supply: intrinsic nature CPC

- Classifying products between:
 - Tourism Characteristic products
 - Internationally comparable
 - Country specific
 - Tourism Connected products
 - (always country specific)
 - Other products
 - (not particularly associated with visitors and tourism) though visitors might acquire them



Tourism products

Tourism characteristic products:

- Those that satisfy one or both of the following criteria:
 - Tourism expenditure on the product should represent a significant share of total tourism expenditure (share-on-expenditure/demand condition)
 - 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.
- They can be internationally defined or country specific

Tourism connected products:

- Their significance within tourism analysis for the economy of reference is recognized, although their link to tourism is limited worldwide.
- They are necessarily country specific



Tourism characteristic activities

- Activities that typically produce tourism characteristic products;
- As the industrial origin of a product (the ISIC industry that produces it) is not a criterion for the aggregation of products within a similar CPC category, there is no strict one-to-one relationship between products and industries producing them as their principal outputs.



8. Classification of products and activities: proposed lists

Figure 5.1

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



Links with international classifications

- Products: expressed in terms of CPC rev 2: 5 digits level
list is available in IRTS 2008 Annex 2
- Activities (industries) expressed in terms of ISIC ver 4: 4 digits level
list is available in IRTS 2008 Annex 3

