CLASSIFICATION OF TOURISM PURPOSES

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OUTLINE OF PRESENTATION

✓ Definitions
✓ Importance of Classification
✓ Broad Classifications
✓ Lets Zone in (More Detailed Classification)
✓ Challenges with Classification
✓ Montserrat at a Glance
This is defined as the purpose for which the trip was taken.

In the absence of this main purpose the trip would not have been taken.

Where more than one parties travel and have different individual purposes, the main purpose is the one central to the decision to take the trip.

Each tourism trip has one and only one MAIN purpose though a visitor can also undertake secondary activities while on his/her trip.
IMPORTANCE OF CLASSIFYING

- Helps to determine whether the trip qualifies as a Tourism Trip
- Helps to determine whether the traveller qualifies as a Visitor
- Useful for characterizing Tourism Expenditure Patterns
- Assists in identifying Tourism Demands for Planning, Marketing and Promotions

<table>
<thead>
<tr>
<th>Trip Details</th>
<th>Tourism Trip?</th>
<th>Same Day Visitor?</th>
<th>Tourist?</th>
<th>Main Purpose?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor travels to Montserrat to do a workshop. Enters 8:00 AM, Leaves 4:30 PM</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Business</td>
</tr>
<tr>
<td>Doctor Honeymoons in Montserrat for 3 weeks, and does a couple independent consultancies while on his visit.</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Holiday, Leisure &amp; Recreation</td>
</tr>
<tr>
<td>Doctor travels to Montserrat to work for the government for 3 Months pay</td>
<td>✓ OTHER TRAVELER</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Two Broad Classifications

1. PERSONAL

2. BUSINESS AND PROFESSIONAL
BUSINESS AND PROFESSIONAL CLASSIFICATIONS

This category includes the activities of 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.
PERSONAL CLASSIFICATIONS

This category includes all purposes of tourism trips that are not classified as business and professional.
BROAD CLASSIFICATIONS (cont'd)

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
Each main purpose is associated with a group of main activities undertaken during the trip

**Holidays, Leisure & Recreation:**

- Sight-seeing
- Attending sporting or cultural events
- Staying in a vacation home owned or leased by the household
- Cruising, gambling, resting, honeymooning, fine dining
- Participating in professional sports activities
- Attending summer camps for youngsters
- Visiting any recreation and entertainment facilities
- Visiting establishments specialized in wellbeing (i.e. wellness hotels, fitness)
- Concerts, shows and plays
- Visiting natural or man-made sites
- Practicing a sport (skiing, golfing, diving, surfing, hiking, etc.)
Visiting Friends and Relatives:

Travel involving a visit whereby either (or both) the purpose of the trip or the type of accommodation involves visiting friends and/or relatives.

Includes activities such as:
✓ Visiting relatives or friends
✓ Attending weddings, funerals or any other family event
✓ Short-term caring for the sick or old, etc.
Education and Training:

* Taking short-term courses

** On-the-Job Training???

Professional or other special courses,

university sabbatical leaves, etc
Health and Medical Care:

This category includes,

Receiving services from hospitals, clinics, convalescent homes and, more generally, health and social institutions,

Visiting health and spa resorts and other specialized places to receive medical treatments based on medical advice, including cosmetic surgeries

Exclude;
Long term treatments over one year
Religion/Pilgrimage
This category includes attending religious meetings and events, pilgrimages, etc.

Shopping
This category includes, for example, purchasing consumer goods for own personal use or as gifts

Excludes goods purchased for resale or for use in a future productive process, (in which case the purpose would be business and professional), etc.

Transit:
This category refers to travelers stopping at a place without any specific purpose other than being en route to another destination;

Other:
This category includes, volunteer work (n.i.e.), investigating work and migration possibilities; undertaking any other temporary non-remunerated activities not included elsewhere, etc.
Business and professional:

This category includes the activities of 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.

**BUSINESS AND PROFESSIONAL PURPOSES**

- *promoting, purchasing, selling or buying goods or services*
- **participating in foreign government missions**
- **participating in foreign government missions**
- giving lectures
- contracting accommodation and transport services
- trade fairs and exhibitions
- participating in professional sports activities
- participating in non governmental organizations missions;
- ***working as guides or other tourism professionals***
- scientific or academic research;
- formal or informal on-the-job training courses;
- concerts, shows and plays
- meetings, conferences or congresses,
CHALLENGES OF CLASSIFICATIONS

- Difficulty in implementing detailed Classifications

- Responses are heavily dependent on information provided by visitors

- Immigration Officials’ Understanding of the Concepts

- Lack of probing on the part Immigration Officials

- Non-Responses

- Other (Specify)? -- Why do we always drop the “Specify”??
### MONSTERRAT AT A GLANCE

#### Composition of Visitor Arrivals by Purpose

<table>
<thead>
<tr>
<th>Purpose</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure</td>
<td>66%</td>
<td>66%</td>
<td>65%</td>
<td>58%</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
<td>15%</td>
</tr>
<tr>
<td>Business</td>
<td>24%</td>
<td>24%</td>
<td>26%</td>
<td>17%</td>
</tr>
<tr>
<td>Other Tourism</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>11%</td>
</tr>
<tr>
<td>Non-Visitor</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Not Stated</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total Visitor Arrivals</strong></td>
<td><strong>7,335</strong></td>
<td><strong>7,707</strong></td>
<td><strong>7,392</strong></td>
<td><strong>9,910</strong></td>
</tr>
</tbody>
</table>

#### Composition of Tourist Arrivals by Purpose

<table>
<thead>
<tr>
<th>Purpose</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure</td>
<td>66%</td>
<td>63%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>11%</td>
<td>13%</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Business</td>
<td>23%</td>
<td>24%</td>
<td>25%</td>
<td>17%</td>
</tr>
<tr>
<td>Other Tourism</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td>Non-Visitor</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Not Stated</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total Visitor Arrivals</strong></td>
<td><strong>6,311</strong></td>
<td><strong>5,981</strong></td>
<td><strong>5,395</strong></td>
<td><strong>7,304</strong></td>
</tr>
</tbody>
</table>

#### Composition of Same-Day Arrivals by Purpose

<table>
<thead>
<tr>
<th>Purpose</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure</td>
<td>71%</td>
<td>75%</td>
<td>70%</td>
<td>46%</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>14%</td>
</tr>
<tr>
<td>Business</td>
<td>27%</td>
<td>24%</td>
<td>30%</td>
<td>15%</td>
</tr>
<tr>
<td>Other Tourism</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>24%</td>
</tr>
<tr>
<td>Non-Visitor</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Not Stated</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total Visitor Arrivals</strong></td>
<td><strong>1,024</strong></td>
<td><strong>1,726</strong></td>
<td><strong>1,997</strong></td>
<td><strong>2,606</strong></td>
</tr>
</tbody>
</table>
THE END

THANK YOU