Tourism Satellite Accounts: 
The Demand Perspective

20. Concepts and Definitions

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TSA Concepts and definitions

• What is Tourism?
• Who is a visitor?
• Usual environment
• Tourism trips and types of trips
• Duration of trip
• Purpose of trip
• Being employed in place visited
Aim of the TSA

- The goal of the TSA is to measure the economic activity of tourism respecting both:
  
  - System of National Accounts (SNA)
    - internationally accepted macro-economic accounting framework
  
  - TSA: Recommended Methodological Framework
    - establishes common guidelines to use for measuring tourism activity in an economy
    - used by over 70 countries
What is tourism?

- **Tourism** is:

  the activities of persons travelling to and staying in places **outside their usual environment** for **less than a year** for leisure, business and other purposes -- **other than to be employed by a resident entity** in the country or place visited.
Who is a visitor?

- **A visitor** is a traveller taking a trip to a main destination
  - outside his/her usual environment,
  - for less than a year,
  - for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.
What does tourism include?

- Encompasses all that visitors do for a trip or while on a trip.

- It is not restricted to sightseeing, sunbathing, visiting sites, etc.

- Business, for education and training, etc. (if the criteria set up to define tourism are met)
Basic concepts – “usual environment”

- A fundamental element for the definition of tourism

- Defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.

- Exclude those commuting regularly between their place of usual residence and place of work or study, or frequently visiting places within their current life routine:
  - Homes of friends or relatives
  - Shopping centres, religious, health-care or any other facilities that might be at a substantial distance away or in a different administrative area but are regularly and frequently visited.
Determination of usual environment

- the determination of the usual environment should be based on the following criteria:
  - Frequency of the trip (except for visits to vacation homes);
  - Duration of the trip;
  - The crossing of administrative or national borders;
  - Distance from the place of usual residence.
Example in Canada – “usual environment”

- **Old definition (operational)**
  - Greater than 80 kilometres one way from home
  - Crossing an international border -- includes all international trips, no matter the distance (excludes commuters)

- **New definition (2005/2011) – closer to UN-WTO**
  - “same-day” trips that are “out of town” and forty kilometres or more one-way from home
  - all “out of town” overnight trips
  - Routine trips (those that are made at least once a month) are now excluded to better reflect the notion of usual environment
  - Trips for “some other business reason” are all in-scope (2011)

- **Exceptions in both for crews, travel to work, for education, military purposes and migration**
Tourism Trips

- Trips taken by visitors
- Main destination - defined as the place visited that is central to the decision to take the trip.
  - the place where he/she spent most of his/her time during the trip.
  - the place that is the farthest from the place of usual residence

- tourism visit refers to a stay in a place visited during a tourism trip.
Type of trips

- Domestic (can have outbound component)
- Inbound
- Outbound (can have domestic component)
A visitor (domestic, inbound or outbound) is classified as:

- **tourist (or overnight visitor)**, if his/her trip includes an overnight stay
- **same-day visitor (or excursionist)**
Main Purpose of trip

- the purpose in the absence of which the trip would not have taken place
- one of the criteria used to determine whether the trip qualifies as a tourism trip (and the traveller qualifies as a visitor).

- main purpose is to be employed – not tourism
- employment to cover expenses (young people)
Purpose of trip categories

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
Tourism and being employed by a resident entity in the country visited

- Is the purpose of visit – to be employed?
- Is person employed by a resident entity in place visited?
- Is place visited outside the person’s usual environment? Frequency (routine?)
- Is there an employee-employer relationship?
  - based on the same criteria used in the BOP) and labour force statistics
  - payment for the labour input provided has to be considered as compensation of an employee.
For more information visit: 

1. International Recommendations for Tourism Statistics 2008