A.1. Defining the statistical unit

6.9. For the analysis of production and production processes, the establishment is the most suitable unit from which to gather data, for tourism statistics as well as the TSA and System of National Accounts. As indicated in Box VI.1, “establishment” is defined as “an enterprise, or part of an enterprise, that is situated in a single location and in which only a single productive activity is carried out, or in which the principal productive activity accounts for most of the value added”.

6.10. Establishments are where visitors are actually served, and in this regard, analysis usually encompasses a geographical dimension: restaurants belonging to a chain, for instance, will receive greater or lesser visitor flows depending on where precisely they are located, even within a city. Similarly, establishments belonging to the same hotel chain but situated in different parts of a country – in its capital city, at the beach or at other resort locations – will each receive different categories of customer and be subject to different types of seasonality.

Box VI.2
Economic activities and statistical units

Establishment
As a statistical unit, it is used for the analysis of transactions in goods and services and for compilation of the production account. The concept of the establishment combines both a kindofactivity dimension and a locality dimension (see below).

Enterprise
It is used as the statistical unit for compilation of income accounts, accumulation accounts and balancesheet accounts.

Enterprise group
Enterprises under the control of the same owner form a group. Integration economies lead to formation of vertical groups, where an enterprise takes control over another enterprise. An enterprise group is a set of enterprises controlled by the group head. The group head is a parent legal unit that is not controlled either directly or indirectly by any other legal unit.

Kindofactivity unit
This is an enterprise or part of an enterprise that engages in only one kind of productive activity or in which the principal productive activity accounts for most of the value added. The kindofactivity unit (KAU) groups all the parts of an enterprise contributing to the performance of an activity at the class (4digit) level of the European Union activity classification statistical classification of Economic Activities in the European Community (NACE) and corresponds to one or more operational subdivisions of the enterprise. Kindofactivity units are characterized by homogeneity of activity but there is not restriction on the geographical area in which the activity is carried out.

Local unit: Enterprises often engage in productive activity at more than one location, and for some purposes it may be useful to partition them accordingly. Thus, a local unit is defined as an enterprise, or a part of an enterprise, that engages in productive activity at or from one location. The definition has only one dimension, in that it does not refer to the kind of activity that is carried out.

Unit of homogeneous production
Establishments are designed to be units that are more suitable for analysis of production in which the technology of production plays an important role. However, the appropriate analytical unit for the purposes of inputoutput analysis is a unit of homogeneous production that is defined as a production unit in which only a single (nonancillary) productive activity is carried out. Units of homogeneous production are independent of the location of the activity.

Local kindofactivity unit
The local kindofactivity unit is the part of a kindofactivity unit which corresponds to a local unit. Each kindofactivity unit must have at least one local kindofactivity unit.

Local unit of homogeneous production
The local unit of homogeneous production is the part of the unit of homogeneous production that corresponds to a local unit. This is in line with the definition of an establishment, which would have only one homogeneous activity.

Sources: Eurostat and 2008 SNA, glossary.

6.11. In the case of transport (excluding local transport), however, visitors are served by establishments that are not truly relevant, as they consist mainly of ticket offices. However, management is usually centralized and information can be given, if needed, for all origins and destinations, which is what matters. In this specific case, the relevant unit might be the enterprise.