B.1. Objectives

3.13. For inbound/outbound tourism, guidance will be provided on:

- Establishing the universe of nonresidents (international travellers) on an inbound trip and of residents returning from outbound visits or trips for period of reference[1]
- Identifying, within these universes, those travellers who are visitors and those who are nonvisitors
- Establishing the main characteristics of international visitors’ trips in terms of:
  - duration
  - main purpose
  - modes of transport
  - types of accommodation used
  - other characteristics (either of the visit/trip or of the international visitor)

3.14. In the case of international tourism, the main sources of information will be:

(a) Administrative records (border control, reports by airports and operators of public transportation (buses, airlines, railways));
(b) Physical counts of flows;
(c) Special surveys designed to collect supplementary information, at or near the border, at tourism attractions and at accommodation establishments.

3.15. It is worth emphasizing that any country setting out to develop a system of data collection on international tourism should first identify all available relevant administrative records. (Indeed, even countries with well-developed data collection systems should ensure that they have identified and examined such sources for their possible provision of supplementary data). The main motivation for identifying such data lies in the fact that they have already been collected and thus do not entail the appropriation of any additional resources. This is particularly important for countries without an existing well-developed System of Tourism Statistics, which are usually those whose available resources are most limited. Also, setting up a new survey without investigating what is already available through administrative sources could lead to duplication in cases where the survey data are already available.

3.16. For domestic tourism, guidance will be provided on measurements to:

- Identify in the total population those residents who have travelled within the country one or more times during the reference period
- Distinguish domestic tourism trips from other domestic trips, including outbound trips and outbound visits as part of domestic trips
- Identify tourism trips and characterize them according to:
  - Duration
  - Main purpose
  - Modes of transport
  - Types of accommodation used
  - Other characteristics

3.17. In the case of domestic tourism, information will be obtained mainly through:

(a) Surveying individuals selected directly (most likely through telephone interviews);
(b) Using household surveys either as modules attached to more general multipurpose household surveys or as specific surveys (the statistical sample will be derived from the most recent population census or any other updated registers of households or persons): Surveys at accommodation establishments and at tourism attractions which, as in the case of inbound tourism might also be used but which will likely observe legs of fractions of a tourism trip (rather than an entire round trip).

[1] Again, we speak here of individuals but refer to trips: the same person taking various trips in the period of reference will be counted as various visitors (or travellers for the balance of payments).