B.2. Classifications to be applied to visitors and trips

5.17. These classifications refer to countries (e.g., of residence and of destination), to the various forms of tourism and to the demographic and socioeconomic characteristics of visitors, such as age (usually expressed in terms of age groups), gender, occupation, level of income and education (see chap. II, sect. C.2 and IRTS 2008, paras. 3.6-3.8). In particular:

- **Country of residence and of nationality** should be determined for inbound and outbound tourism, using the United Nations Standard Country or Area Codes for Statistical Use. It should be emphasized once more that, in the case of international tourism, visitors should be classified according to their country of residence, not their country of nationality, which, in a globalized world, will tend to be increasingly different (see para. 2.9 and IRTS 2008, chap. 2, sect. B.3.). Countries are nonetheless encouraged to develop significant groupings to enable the meaningful observation of visitors arranged according to each of these criteria, through use of a sample survey of reasonable size.
- **Forms of tourism** should be determined according to IRTS 2008, paras. 2.39 and 2.40.
- **Visitors and other travellers** should be separately categorized for inbound and outbound tourism (see IRTS 2008, figure 2.2).
- **Characteristics of the visitor:** International standards of ILO and the United Nations Educational, Scientific and Cultural Organization (UNESCO) should be used, as adjusted by countries (see chap. II, sect. C.2, and IRTS 2008, paras. 3.6-3.8).

5.18. Other classifications are specific to tourism analysis (see chap. II, sect. C, and IRTS 2008, paras. 3.9-3.38) and encompass duration of trip, purpose of trip, modes of transport used and types of accommodation.

- **Duration of trip:** the international recommendation requires only that same-day visitors (excursionists) be separated from overnight visitors (tourists). Given the trend towards shorter stays, however, it might also be useful to group classes of duration in terms of the number of nights stayed. Visitors staying fewer than four nights, say, could constitute a special grouping (as they do in Europe, for example). Note that while visitor stays are measured in terms of numbers of nights (see chap. II, sect. C.1.3), average expenditure is usually measured in terms of average expenditure per day.
- **Main purpose of trip:** six main categories have been identified (see chap. II, sect. C.1.1, and IRTS 2008, figure 3.1). Countries are reminded that travellers taking trips for the purpose of being employed, or to enter an employer-employee relationship with a business in the place visited, should not be considered visitors (IRTS 2008, paras. 2.35-2.38). For international tourism, it might not be sufficient to rely solely on immigration data for the purpose of excluding such travellers; specific questions on this point should perhaps be included in a survey of them. Again, when creating new categories, care should be taken to observe these new categories properly, with a sufficient number of cases, if sampling is conducted.
- **Modes of transport:** a UNWTO standard classification is proposed (see chap. II, sect. C.1.5, and IRTS 2008, figure 3.2).
- **Types of accommodation:** no classifications are proposed at present, but countries should consider the development of two different types: one for the providers of accommodation services, based on ISIC, Rev.4; and another for their output (accommodation services), based on CPC Ver.2 (see para. 5.30 and chap. II, sect. C.1.6). It is important that classifications of market accommodation providers identify the main categories properly, without mixing market and nonmarket providers, for whether visitors use market or other forms of accommodation makes a significant difference in terms of expenditure and the demands placed on tourism infrastructure. There are also variations within categories. Visitors might stay at nonmarket accommodations which may or may not involve a production process (see Chapter VI), use market accommodation provided by small, unorganized businesses (possibly beyond the reach or scope of licensing procedures), stay at organized businesses, or even use no form of accommodation at all (e.g., they might stay in their car or boat, sleep on a bench or pitch their tent in the wild, outside designated camping areas). Since a visitor might use more than one type of accommodation during a trip, it should be emphasized that data obtained from surveys conducted at accommodation establishments refer only to overnights in that specific type of accommodation, while information gathered through household or visitor surveys allow all possible types of accommodation to be identified and the number of overnights in each to be specified.

5.19. Visitors are classified either as tourists (i.e., overnight visitors) or excursionists (i.e., same-day visitors) (IRTS 2008, para. 2.13).