



Community
methodology on
TOURISM
statistics



EUROPEAN COMMISSION

Community methodology on tourism statistics

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A. Van de Voorde (INS, Belgium): *Cultural tourism*

N. Tzanoudakis (Greece): *Tourism prices, rates and costs*

E. Tenes (Banco de Espana, Spain): *Tourism and the Balance of Payments*

R. Meier (FSO, Switzerland): *Tourism and employment*

I. Fångström (Statistics Sweden): *Tourism and the environment*

A great deal of additional information on the European Union is available on the Internet. It can be accessed through the Europa server (<http://europa.eu.int>).

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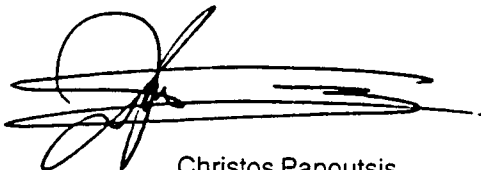
Foreword

The apparent paradox between the widespread perception of the important role which tourism plays in Europe and the imprecise vision of its identity has somehow affected the recognition of tourism as an industry on its own right.

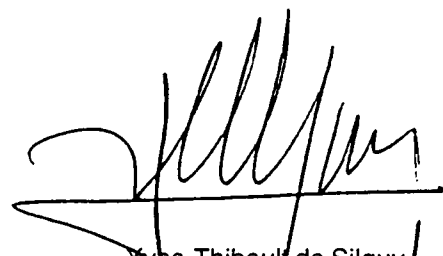
With the progressive development of the European Statistical System on Tourism, the European Commission is increasing the awareness of the contribution of tourism activities in terms of growth and employment for the economy of our countries.

The establishment of methods and definitions which can ensure an effective assessment of the structure and impact of the heterogeneous and multi-faceted nature of tourism activities is an important step in this process.

This report, presenting the results of the work carried out to date in cooperation with the Member States, other international organisations and representatives from the industry, should help the production and the use of comparable and reliable tourism statistics at the Community and at the international level.



Christos Papoutsis
European Commissioner



Yves-Thibault de Silguy
European Commissioner

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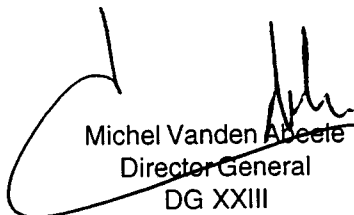
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INTRODUCTION

1. Aware that an essential prerequisite for Community action to support tourism is a thorough knowledge of basic statistics, the Community institutions have emphasized the need for the European Union to play an active role in the production and dissemination of harmonised tourism statistics.
2. The Council Decision of 17 December 1990¹ confirmed the need to establish a Community reference framework with a view to developing reliable tourism statistics at Community level by harmonising the concepts and methods used by the Member States. As a result of the implementation of the working programme, the following objectives were achieved:
 - analysis and evaluation of the long-term needs of the main users (Community Institutions, national administrations, international organisations and economic operators) with regard to tourism statistics;
 - collection and dissemination of existing data on tourism;
 - analysis of the systems that exist in the member countries and those used by international organisations;
 - preparation of methodological manuals for the compilation of Community tourism statistics.
3. Further development of the work conducted by the Commission on tourism statistics has been supported by the Council Decision of 13 July 1992 on a Community action plan to assist tourism² (covering a period of three years starting from 1 January 1993) and by the Council Decision of 22 July 1993 on the framework programme for priority actions in the field of statistical information 1993-1997³.
4. The establishment of a European statistical system on tourism through the implementation of the Directive, adopted by the Council in November 1995, on the collection of statistical information in the field of tourism⁴, represents further progress.
5. *The Community methodology on tourism statistics* is a complementary tool for ensuring a better understanding of facts and figures on tourism. Although its coverage is not exhaustive, it will facilitate the introduction of methods of data collection by providing guidelines on the methods and definitions which should be used for elaborating harmonised and reliable statistics.

The Community methodology on tourism statistics, which is also the result of the fruitful cooperation established with OECD and WTO, takes into account the Recommendations on Tourism Statistics prepared by the World Tourism Organisation and adopted by the United Nations Statistical Commission at its twenty-seventh session in 1993.

The establishment of a methodology on tourism statistics is an evolving process. We would welcome any comments or remarks on this report with a view to improving and updating it where possible.



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¹ OJ N° L358, 21.12.90, p.89

² OJ N° L231, of 13.08.92, p.26

³ OJ N° L219 of 28.08.93, p.1

⁴ OJ N° L 291 of 06.12.95, p.32

GENERAL CONCEPTS AND BASIC DEFINITIONS

6. Tourism is a subset of travel.

Tourism is the activities of persons travelling to and staying in places *outside their usual environment* for not more than one consecutive year for leisure, business and other purposes.

7. *THERE ARE THREE ELEMENTARY FORMS OF TOURISM* in relation to a given area (e.g. region, country, group of countries):

- i) *Domestic tourism*⁴. This is defined as comprising the activities of residents of a given area travelling only within that area, but outside their usual environment;
- ii) *Inbound tourism*. This is defined as comprising the activities of non-residents travelling in a given area that is outside their usual environment;
- iii) *Outbound tourism*. This is defined as comprising the activities of residents of a given area travelling to and staying in places outside that area (and outside their usual environment).

8. *CATEGORIES OF TOURISM*: when the area of reference is a *country*, the three basic forms of tourism can be combined in various ways to derive the following categories of tourism:

- i) "*internal tourism*", which comprises "domestic tourism" and "inbound tourism";
- ii) "*national tourism*", which comprises "domestic tourism" and "outbound tourism";
- iii) "*international tourism*", which consists of "inbound tourism" and "outbound tourism".

9. To avoid misunderstanding, it is recommended that these terms be reserved for tourism concerning a country as the unit of reference. In other cases it should be made explicitly clear to which geographic or administrative level the terms refer, e.g. "provincial inbound tourism", "internal tourism of the Euro-

pean Union".

THE DOMAIN OF TOURISM

10. Tourism is a comprehensive and extensive phenomenon. Tourism is demand led and influenced by many external factors. It generates physical and financial flows that have strong economic, socio-cultural and environmental impacts.

11. To study the domain of tourism one must quantify and interrelate the various characteristics of tourism. In practice most tourism statistics take the transactors in the tourism process as their starting point, in particular visitors (tourism demand) and direct supplier (tourism supply). Factors influencing tourism, the impact of tourism and the interrelation between supply and demand are usually tackled by integrating data from a great number of sources followed by model type analysis⁵.

12. The table overleaf shows the interlinkage between the following tourism-related issues:

Part 1: Main external factors influencing tourism demand

Part 2: The different **consumer** markets in tourism from the point of view of **existing** statistics, to be divided into same-day visits and visits including overnight stays

Part 3: Impact of tourism demand (different segments) expressed by economic indicators and indicators pointing out the social and environmental impact of tourism

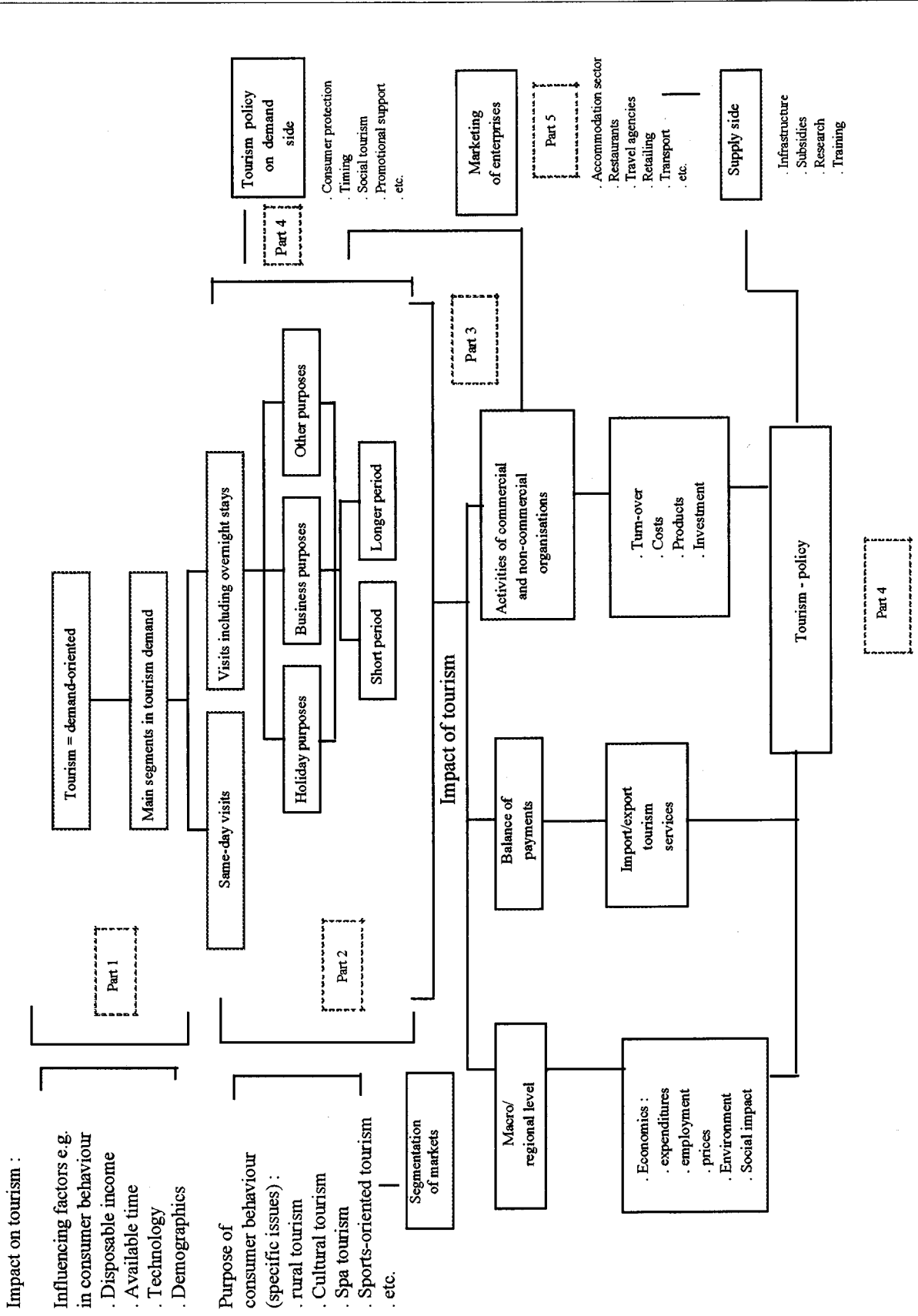
Part 4: Tourism policy by governmental organisations on different aspects affecting both the supply and the demand side

Part 5: Connecting demand and supply on different markets within the scope of **marketing** (product strategy, pricing, channelling and promotion decisions).

⁴ The term "**Domestic**" in the tourism context differs from its use in the System of National Accounts. In the national accounts context it refers to activities and expenditures of both residents and non-residents travelling within the given area, which in tourism terms is domestic and inbound tourism.

⁵ See methodological work developed by Eurostat in this field : "Concepts for integrated analysis", 1993.

Domain of Tourism



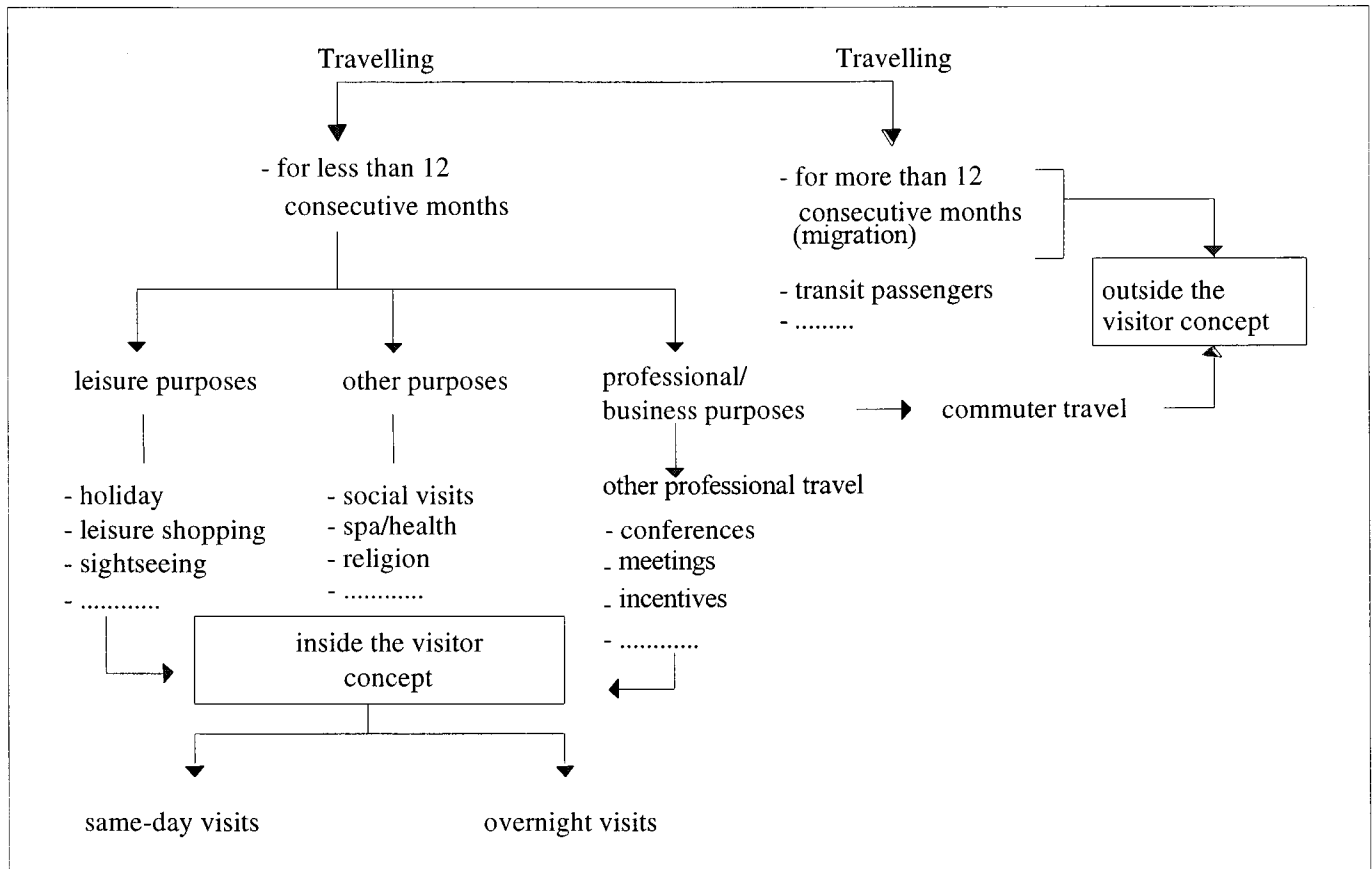
PART ONE

BASIC METHODOLOGY

1. TOURISM DEMAND

1.1 Overnight visits and same-day visits

13. 1.1.1 Concepts and basic definitions



14. Tourism is primarily a demand-side oriented concept, i.e. oriented by those persons engaging in tourism. These persons are called **Visitors**.

The term visitors (domestic and international) comprises **tourists** and **same-day visitors**.

The term **visitor** describes: “any person travelling to a place other than that of his/her usual environment for less than twelve consecutive months and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited”.

15. The three fundamental criteria that appear sufficient to distinguish visitors from other travellers are as follows:

- i) the trip should be to a place *other than that of the usual environment*,
- ii) the stay in the place visited should not last *more than twelve consecutive months*,

iii) the main purpose of the visit should be *other than the exercise of an activity remunerated from within the place visited*.

16. THE USUAL ENVIRONMENT

The usual environment of a person consists of the direct vicinity of his/her home and place of work or study and other places frequently visited.

The concept of usual environment and therefore tourism, has two dimensions: Frequency - places which are frequently visited by a person (on a routine basis) are considered as part of their usual environment even though these places may be located at a considerable distance from the place of residence.

Distance - places located close to the place of residence of a person are also part of the usual environment even if the actual spots are rarely visited.

17. **LENGTH OF STAY - USUAL RESIDENCE**

The second criterion is that visitors should not stay 12 consecutive months or more in the place visited. This is in fact an extension of the usual environment concept, since if a person resides within an area during 12 consecutive months, this area can be considered to have become his/her "usual environment". A person staying or intending to stay one year or more in a given area is considered a resident of that place and therefore not a visitor from the point of view of tourism statistics.

18. *Resident in a country/in a place*: for the purposes of international/domestic tourism statistics, a person is considered to be a resident in a country/place if he/she:

- (a) has lived for most of the past year (12 months) in that country/place, or
- (b) has lived in that country/place for a shorter period and intends to return within 12 months to live in that country/place.

19. *The place/country of usual residence* determines whether a person arriving in a region/country is a visitor or other traveller, as well as that person's origin. The underlying concept in the classification of international visitors by places of origin is the country of residence, not their citizenship/nationality¹. Foreign citizens residing in a country are assimilated to other residents for the purpose of domestic and outbound tourism statistics. Citizens of a country residing abroad who return to their home country on a temporary visit are included among non-resident visitors, though it may be desirable to distinguish them in some studies.

20. **REMUNERATION FROM WITHIN THE PLACE VISITED**

The third criterion is that the main purpose of the visit should be other than the exercise of an activity remunerated from within the place visited. The term "remuneration" refers to payments which cover the reward for labour, i.e. wages and salaries (including payment in kind) and not travel allowances or small participation fees.

21. **ORIGIN AND DESTINATION : TRIP AND STAY**

Whatever form or category of tourism is studied, we can have an origin-based or a destination-based perspective. To distinguish the two it is recommended to use the term "trip" to describe tourism from the standpoint of the generating place or country (the origin) and "stay" to

describe tourism from the standpoint of the receiving place or country (the destination or place visited).

The "trip" covers the whole period during which the person engages in tourism, while the "stay" covers only part of it.

The volume and character of tourism depend on the point of measurement. To avoid double counting and ambiguity, the following conventions should be applied:

- Every tourism stay has only one corresponding origin of the trip, which is the actual place of residence of the visitor;
- Every tourism trip can have several destinations but only one main destination;
- Every tourism trip has only one main purpose, which is the purpose in the absence of which the trip would not have taken place.

22. **DESTINATION**

This is a significant place visited during a trip/stay. It may be defined as the farthest point away from home visited (distance destination), the place where the most amount of time is spent (main destination), or the place the visitor thinks of as the primary place visited (motivating destination).

Reference to the structure of the GEONOMENCLATURE developed by the Statistical Office of the European Communities and supported by the Council Regulation² could serve as a guide for the development of a classification of the world geographical breakdown for both the country of origin (residence) and the destination (see Appendix 6).

23. **DURATION OF A VISIT**

The duration of a visit (stay or trip) is measured in the units of the number of hours for same-day visits, and of nights for staying visits. The duration is measured either in terms of time spent in the receiving place/country for inbound tourism (= Duration of the stay), or time away from the usual residence for outbound tourism (= Duration of the trip).

24. **MAIN PURPOSE OF THE VISIT**

This is the purpose in the absence of which the trip would not have been made or the given destination would not have been visited (see Appendix 1).

¹ The nationality of a visitor is that of the government issuing his/her passport or other identification document, even if she/he normally resides in another country.

² OJ N° L26 of 02.02.93, p.11.

1.1.2 Overnight visits

25. DEFINITIONS AND CLASSIFICATION

Short and long stays concern the activities of visitors who stay overnight in collective or private accommodation in the place (region, country) visited.

This overnight visitor is a **Tourist**.

An **international tourist** is an international visitor who stays at least one night in collective or private accommodation in the country visited.

A **domestic tourist** refers to a domestic visitor who stays at least one night in collective or private accommodation in the place visited.

An **overnight stay** may be defined differently depending on the statistical approach taken. From a destination-based perspective a person is counted as spending the night in a place visited only if the data of his/her arrival and departure are different³. From an origin-based perspective a person spends a night on a qualifying trip if (a) the date of his departure and return are different, and (b) s/he sleeps in collective or private accommodation during his absence.

26. **Duration of the visit** is measured in nights (the number of overnight stays during a trip) and should be presented separately according to the following major and minor groups:

<p>1. 1 to 3 nights</p> <p>1.1 one night</p> <p>1.2 2-3 nights</p>	<p>4. 29 to 91 nights</p> <p>4.1 29 to 42 nights</p> <p>4.2 43 to 56 nights</p> <p>4.3 57 to 70 nights</p> <p>4.4 71 to 91 nights</p>
<p>2. 4 to 7 nights</p>	<p>5. 92 to 365 nights</p> <p>5.1 92 to 182 nights</p> <p>5.2 183 to 365 nights</p>
<p>3. 8 to 28 nights</p> <p>3.1 8 to 14 nights</p> <p>3.2 15 to 21 nights</p> <p>3.3 22 to 28 nights</p>	

1.1.3 Same-day visits

27. DEFINITIONS AND CLASSIFICATION

Same-day visits concern the activities of visitors who do not stay overnight in collective or private accommodation in the place (region, country) visited.

A *same-day visitor* is defined as a visitor who does not spend the night in collective or private accommodation in the place or country visited.

An *international same-day visitor* is an international visitor who does not spend the night in collective or private accommodation in the place or country visited.

A *domestic same-day visitor* is a domestic visitor who does not spend the night in collective or private accommodation in the place visited.

28. The same criteria and delimitations as for visitors apply to same-day visitors. To avoid ambiguity it is important to distinguish three types of same-days visits based on the place of departure and arrival:

- Round trips starting from the place of usual residence (and other places to which one is not a visitor)
- Round trips from a place at which one is an overnight visitor
- Stopovers as part of transit travel

29. Only visits of the first type, round trips starting from the place of usual residence, are classified as same-day visits from an origin-based as well as a destination-based perspective.

Visits of the second type are part of long/short overnight visits and will only be classified as a same-day visit from a destination-based perspective.

Visits of the third type differ from the other two types by the fact that the nights before and after the same-day visit are spent in different places, which are also different from where the transit stop takes place. They will only be classified as a same-day visit from a destination-based perspective.

To avoid double counting with overnight visits, data on the first type of same day visits should always be distinguished from the other two types.

30. The duration of the visit is measured in hours, which can be presented separately for the following major and minor groups:

<p>1. Less than three hours (optional)</p> <p>1.1 less than two hours</p> <p>1.2 2-3 hours</p>	<p>3. 6 to 8 hours</p> <p>3.1 6 hours</p> <p>3.2 7 hours</p> <p>3.3 8 hours</p>
<p>2. 3 to 5 hours</p> <p>2.1 3 hours</p> <p>2.2 4 hours</p> <p>2.3 5 hours</p>	<p>4. 9 to 11 hours</p>
	<p>5. 12 hours or more</p>

³ In practice, visitors arriving after midnight in a hotel or other accommodation establishment will generally be considered as overnight visitors as well. The date of arrival in the register will be that of the preceding day.

31. The first category, “less than three hours”, refers to very short same-day visits, e.g. sporting activities, visiting friends and family. They only account for a very small portion of same-day visits, since the limited duration of the visit often means they take place within the usual environment.

1.1.4. Statistical units

32. DEFINING THE STATISTICAL UNIT:

The statistical **unit** to be measured in tourism demand surveys carried out in homes may be:

- (i) A *household* whose tourism participation is reported by one respondent speaking for the visits made by all members of the household, or an *individual* selected randomly from within a household, responding only for him/herself, or an *individual* identified by quota controls set by an agency responsible for the conduct of a quota sample.

In tourism demand surveys carried out at destinations or international arrival and departure transport points, it may be:

- (ii) A *visitor* selected by a random or quota control procedure, or a *travelling party*, selected by a random or a quota control procedure. A travelling party is not necessarily the same as a household group.

33. THE RECOMMENDED STATISTICAL UNIT:

The sampling for surveys in respondents’ homes, as well as in destination surveys and at international arrival and departure points, should be of *individuals* aged 15 or over, selected at random or according to a quota control procedure. The tourism activity of children can be measured by asking the adults about the children’s tourism habits.

1.1.5. Information to be collected - variables and classifications

This section concerns the type of information which can be collected from the demand side, i.e. the visitor.

34. DATA ON THE VOLUME OF TOURISM

- (a) Estimates of the generation of tourism demand (percentage and characteristics of each country’s population and number of people participating in tourism on one or more occasions).

- (b) Estimates of the number of visits made by the population participating in tourism (domestic and outbound = national tourism).

- (c) Estimates of the number of visits of non-residents received within a country (inbound visitors).

- (d) Estimates of the number of visits generated by the residents of a country to other countries (outbound visitors).

35. DATA ON VISITOR PROFILE

Information on the visitor profile provides vital data for analysing the nature of tourism demand. It tells us who the visitors are, i.e. the personal characteristics of the visitor: sex, age, level of education, economic activity status, occupation, income, household composition.

In order to analyse tourism demand (and its various market segments), it is important to link information on the personal characteristics of the visitor (profile) with information on the purpose, behaviour and habits of the visitor (characteristics of the visit).

36. DATA ON THE CHARACTERISTICS OF THE TRIP, INCLUDING PURPOSE OF VISIT

These data describe the trip itself and involve relating the variables to the classification of the purpose of the visit, duration of the stay, accommodation used, transport used, activities engaged in and destination types visited. They also cover the areas/destinations visited, months of departure and types of overall tourism product purchased — including use of packages/inclusive tours or independent travel.

Information on the purpose of the trip is useful in segmenting the tourism markets. In order to obtain a more accurate picture, it is useful to include the secondary purpose (e.g. business trip combined with a long weekend leisure trip). Questions covering destination types, purpose of the visit and visitor activities are needed to calculate estimated participation in rural tourism, cultural or specific kinds of tourism markets.

The duration of the trip is a very important item of data: it is the most significant measure of the volume of the various tourism activities, such as accommodation; it is instrumental in establishing the maximum limit beyond which the trip is no longer considered to be part of tourism (one year); it distinguishes the tourist from the same-day visitor.

Furthermore, *the means of transport* has a strong bearing on visitor behaviour and expenditure. The mode of transport used refers to the mode used by the visitor to

travel from his/her place of usual residence to the places visited. **Appendix 4** presents the classification of the modes of transport according to the major and minor group headings.

The main mode of transport used is defined as the conveyance used to cover the greatest distance. In many cases it is also interesting to know the secondary or other modes of transport which may have been used during the visit. Information on the distance covered to the destination and back (by mode of transport) is also a valuable variable, which can be linked to transport, energy and environment statistics. The classification breakdown of the distance covered may be finer for same-day visits than for short and long stays. Links with transport statistics on passenger mobility can provide useful information.

37. DATA ON TOURISM EXPENDITURE

Data on tourism expenditure form part of the processes involved in estimating the balance of payments and employment attributed to tourism. The approach may be different according to whether it is origin-based or destination based. In the first case, one would be interested in all the expenditures for the trip, including advance outlay necessary for the preparation and undertaking of the trip and travel-related outlays made in the place of residence after returning from the trip. From a

destination-based perspective, the primary interest would be the expenditures made in the place visited. But this does not affect the variables or classifications as such. A breakdown of tourism expenditure is presented in **Appendix 7**. Tourism expenditure in general and international tourism expenditure transactions are discussed in more detail in the chapter on tourism in the Balance of payments.

38. TABLE OF VARIABLES AND RELATED CLASSIFICATIONS

The following section recommends the core content for standardised surveys of tourism demand. The *origin, main destination and main purpose of the visit* should always be determined, irrespective of the point of measurement and survey method used. Data on same-day visits and overnight visits should always be classified separately.

The importance of the variables may vary depending on the subject of the study. Certain variables concerning the profile of the visitor (e.g. V10, V11) may be rather too detailed for inbound tourism. Information on non-participation by the resident population can only be measured through demand-side surveys. In this case the main variables concerned are those relating to the **PROFILE**, and naturally an additional question would have to be asked in this specific case : the main reason why the individual did not participate in tourism.

SHORT/LONG STAYS AND SAME-DAY VISITS

39. LIST OF VARIABLES AND CLASSIFICATIONS FOR SURVEYS OF VISITORS AND RESIDENT POPULATION (INCLUDING RESIDENTS NOT PARTICIPATING IN TOURISM)

		Classification ⁴ breakdown	Comments
VISITOR PROFILE			
V1	Place of Permanent/ Usual Residence	See APPENDICES 5 and 6	Provides origins for origin/destination analyses. Note: for survey of residents, the actual resident address (village, town) should be recorded. Possible analysis of address by post codes.
V2	Citizenship/nationality:	See APPENDIX 6	
V3	Community Size/ level of urbanisation	See APPENDIX 5	This concerns classifying according to population size of place of residence. For a more detailed approach, the LOC level should be used.

⁴ The classification breakdown may be extended or reduced as required, but to ensure comparability the main structure of the categories should be maintained.

V4	Age of Respondent:	0 - 14 years 15 - 24 years 25 - 44 years 45 - 64 years 65 years and over	NOTE: actual age to be recorded (00-99+) Five tourism markets segments can be distinguished : - Children, travelling mainly with their parents, - Youngsters, constituting the important market of youth travel, - Relatively young, economically active people, travelling mainly with children, - Middle-aged, economically active people, travelling mainly without children, - Retired people.
V5	Sex	- male - female	
V6	Household Composition	- 1 adult without children; - 1 adult with children; - 2 or more adults without children; - 2 or more adults with children.	NOTE: specify by age/sex each member of the household
V7	Education:	- Pre-primary education - First level or primary education - Second level - first stage or lower secondary education - Second level - second stage or upper secondary education - Third level or higher education	For detail, see the International Standard Classification of Education (ISCED), UNESCO 1976. Note: Refers to the most advanced level a person has completed in an education system. Domestic visitors may be classified more specifically according to the country's education system, while still observing the main groups for international comparison.
V8	Economic activity status	1. Economically active 1.1 Employed 1.2 Unemployed 2. Not economically active 2.1 Students/pupils 2.2 Homemakers 2.3 Income recipients 2.4 Others (e.g. disabled)	This variable refers to the main daily engagements of the visitor from an economic perspective (International Labour Organisation).
V9	Professional occupation	1. Legislator, senior officials and managers 2. Professionals 3. Technicians and associate professionals 4. Clerks 5. Service workers and shop and market sales workers 6. Skilled agricultural and fishery workers 7. Craft and related trades workers 8. Plant and machine operators and assemblers 9. Elementary occupations 10. Armed forces	For detail, see the International Standard Classification of Occupations [ISCO-88 (COM)] of the ILO. NOTE : this information should be linked to the economic sector of activity (NACE Rev. 1) in which the individual works (see breakdown used for Community Labour Force survey).
V10	Income Level	National income categories. Community categories to be set up according to PPS.	Average monthly GROSS income of household (for 12-month period prior to visit). NOTE: Income data for international visitors should be collected in the currency of their country of residence.
V11	Ownership of tourism-related products	1. Accommodation 2. Transport 3. Recreational and sports equipment For detailed list of products see CPA and SICTA (APPENDIX 9)	Mobility can encourage ownership. Questions concerning ownership, for example, of a second home, caravan/ mobile home, tent, boat, passenger cars, bicycles, skis, surf boards, etc. may be interesting to analyse with supply-side data.
TOURISM PROPENSITY			
V12	Number of Visits	- None - 1 visit - 2 visits - 3 visits - 4 visits 1. Same day visits 2. Overnight visits	Actual number of visits during the period surveyed. Distinguish between: - Number of same-day visits - Number of short overnight visits (1 to 3 nights) - Number of long overnight visits (4 nights plus) NOTE: Used to quantify volume of visits generated.

VISIT CHARACTERISTICS			
V13	Main purpose of the Visit	See APPENDIX 1	The MAIN purpose defines the type of tourism visit undertaken. Interesting to also inquire on the secondary purpose. Note: information on the activities undertaken may also be linked to this variable, in order to obtain a better picture of the services used.
V14	Place of Origin	See APPENDICES 5 & 6	NOTE: distinguishes domestic/outbound visits. For same-day visits, the place of origin is the place where the overnight stays are made.
V15	Places of destination	See APPENDICES 5 & 6	NOTE: distinguishes domestic/outbound visits; may separate intermediate, main and final destinations. May provide information on international same-day visits taken during short and long stays.
V16	Main mode of transport used	See APPENDIX 4	NOTE: the secondary means of transport used may also be included.
V17	Distance covered during the visit	One-way distance travelled: - under 50 km* - 50 to 99 km - 100 to 199 km - 200 to 299 km - 300 to 499 km - 500 to 999 km - 1000 to 1999 km - 2000 to 4999 km - 5000 to 7999 km - 8000 km or more	*The lower boundary of the lowest category will depend on the minimum distance threshold applied for defining the usual environment. NOTE : The distance to the destination and back should be noted.
V18	Main mode of accommodation stayed in	See APPENDIX 3	NOTE : this does not apply to same-day visits
V19	Month of Departure:	- Classification according to day of the week, month)	Record actual date of departure from the usual environment (place of residence) Reveals seasonality of visits by type.
V20	Duration of the trip	For short and long trips : see pg.8 For same-day visits : see pg.8	Refers to total duration. It is recommended that interviewees be asked the time of day they left home and the time they arrived home again. Frequency distributions and times of day when there is pressure on the transport infrastructure can be deduced from this.
V21	Destination Type	See APPENDIX 2	Overlying character of the main destination (target area)
V22	Travel party size & composition	Breakdown according to number of persons and distinction between adults or children	NOTE: ages of children to be established : under 6; 6-10; 11-14. Information on travel party composition can be linked to information on household composition (V6).
V23	Activities undertaken during the visit	See APPENDIX 8	NOTE: this information can be linked up with information on V13 categories. Can also be linked to services and products offered (supply-side categories, e.g. NACE Rev.1, CPA).

V24	Organisation of visits	<ol style="list-style-type: none"> 1. Booking direct with accommodation/transport operator 2. Using travel agency, tour operator 2.1 For package tours 2.2 Other 3. No booking in advance 	<p>NOTE: "No booking in advance" means that the visit was not organised ("just up and go").</p>
V25	Expenditure	<p>See APPENDIX 7</p> <p>These expenditure categories are considered to be the maximum possible within overall interviews (which are in some cases carried out more than six months after the event and may involve questions for more than one visit). Fuller information on expenditure would require separate surveys in co-ordination with supply-side estimates.</p>	<p>Concerns total expenditure on the visit by the visitor and others on his/her behalf (during the trip and before)</p> <p>NOTE: Where a private vehicle is used, average costs per kilometre and the distances covered should be asked for and incorporated in the analysis. Expenses in a currency other than the home currency should be converted.</p>

1.1.6 Links with supply and other statistics

40. To optimise the total resources devoted to measuring tourism activity, information on demand and supply should be co-ordinated. The services and products in demand can be linked to the supply of these by studying tourism expenditure and activities. This presupposes that demand statistics are recorded in detail and that the statistics on supply are compiled according to the tourism demand classifications. Two important tourism-related statistics in this field are services statistics and the commodity accounting of input-output accounts.
41. For some key statistical variables in countries with registration requirements and some form of voluntary or legal enforcement, important aspects of tourism demand may be measured indirectly through the statistics on tourism accommodation:
 - estimates of the total number of visitors staying in commercial accommodation in a country or a particular destination may be derived directly through guest registrations;
 - if the regulations covering accommodation regis-

tration require visitors to complete registration forms, or if international transport data can be supplemented with limited data available from immigration/emigration cards, supply-side data may also be used to help estimate purpose of travel (business/holiday etc.), size of travelling party, and place of residence or origin of visitors. Such methods only produce valid results, however, where strict controls are applied to the data collection process.

42. Demand for a country or region may be partly estimated through an analysis of passenger transport data. In each of the cases above, however, for the data to meet identified user needs for demand purposes, it is necessary to know what proportion of all tourism uses the supply of products and services offered. Such proportions can only be derived from surveys of overall demand.

Finally, time-use surveys can provide valuable additional information on tourism demand, particularly on same-day visits.

1.1.7 Guidelines for collection

Basic distinctions must be made in demand measurement, between:

43. a) **National population sample surveys carried out in respondents' homes.**

These are essential to achieve statistically valid results for the generation of each country's **domestic** and **outbound** tourism, and to measure the propensity and frequency of participation in travel. Such surveys provide the data needed to assess and forecast variables influencing the demand for tourism. These surveys can also measure non-participation in tourism and the reasons for it. If all countries in Europe were to conduct surveys of residents' tourism demands - using the variables mentioned in this chapter - it would be possible to construct overall estimates of the flows of intra-European travel and of travel by residents to destinations outside Europe. However, sample size would be a limiting factor for identifying the flow of visitors to minor destinations. The results for same-day visits abroad (usually an adjacent country) also provide important information for these adjacent territories on the repercussions and significance of incoming journeys by same-day visitors.

The recommended survey method is representative random sampling in households, involving interviews with one or all of the members of the household (by direct interview, postal questionnaire or conducted over the phone) on the tourism experiences of each individual. The more detailed the characteristics programme, the greater the random sample size must be in order to be able to ensure reliable extrapolations.

Annual surveys are sufficient to measure **long-stay trips** (i.e. trips of four or more consecutive nights away from the usual place of residence).

The details of *short stays and same-day visits* should be measured through *monthly/bi-monthly* surveys or with a *diary panel* method. Many waves of interviews spread

overall 12 months of the year and each covering a survey period which can still be readily remembered by the interviewee are needed. The survey period, survey intervals and the number of interviewees should always correspond to one another so as to achieve an adequate volume of evaluable interviews for an entire survey year.

44. b) **Sample surveys at international arrival and departure points**

These are used to measure **international** tourism (inbound and outbound) and also provide the only comprehensive means of measuring accurately the volume, value and characteristics of tourism entering the E.E.A. from other regions of the world. They can provide useful estimates for the Balance of payments travel and tourism-related items. Such surveys can measure international short/long stay visits and international same-day visits.

Collection of data may be through specialised, stratified multi-stage random sample surveys. Direct interviews combined with questionnaires (sometimes returned by post) are generally used. One should be careful to distinguish visitors from other travellers. Knowledge of traffic volume and of passenger movements by season and by day of the week improves the accuracy of the results.

45. c) **Sample surveys of visitors in visitor destinations**

Such surveys also provide information on **internal** tourism (inbound and domestic) for both short/long stays and same-day visits. These surveys are used more on a regional and local level than at national level, and are often conducted on an ad hoc basis. They provide detailed information for marketing and development purposes and for assessing expenditure patterns. Special cases of visitor destinations are various tourist attractions and events. These surveys are particularly useful to measure certain specific tourism markets, such as cultural and rural tourism. They are conducted by direct interview with the visitors at the destinations, and also provide information on the volume of tourism relative to the destination.

2. TOURISM SUPPLY

2.1 Definition of tourism supply

46. The definition of tourism supply should result from the definition of tourism. Thus it can be defined as the *supply of all assets, services and goods to be enjoyed or bought by visitors and occasioned by the journeys of visitors.*
47. Statistics on tourism supply may be approached in two ways:
- statistics on the production (structure) of enterprises etc., e.g. supply has been interpreted as **activities of enterprises** such as the supply of HORECA, transport and retail services;
 - statistics on the results of such activities, i.e. **products**, which also may be services, consumed by visitors;
48. The general purpose of statistics on tourism supply is to assess the contribution of the tourism sector to a country's general socio-economic process and to identify the effects of tourism, distinguishing between direct effects and indirect or induced effects.

2.2 Supply of tourism activities

49. Some economic activities depend on tourism for their survival, e.g. tourist accommodation, travel agencies, long-distance passenger transport. Other activities such as restaurants and bars, car rental services, entertainment and attractions services also tend to rely strongly on tourism. The dependency of certain activities of enterprises on tourism may also depend on their location.

50. *Thus the supply of tourism activities comprises diverse economic activities, and presented as a sector is very heterogeneous, encompassing different activities some of which are directly dependent on tourism and others only partly. In order to delimit which activities should be considered as supplying goods and services to tourism, the following approach⁵ can be taken:*

Total output of characteristic tourism producers

- + characteristic tourism output of non-tourism producers
- non-characteristic tourism output of characteristic tourism producers

= **TOTAL SUPPLIERS OF PRODUCTS CHARACTERISTIC OF TOURISM**

51. With such an approach we distinguish between those activities⁶ considered to be primary tourism suppliers (mainly) and those considered as secondary tourism suppliers (partly).

To delimit and define in more detail tourism activities, the WTO has drawn up the International Standard Classification of Tourism Activities: SICTA. This classification was adopted by the Statistical Division of the United Nations and is based on the revised International Standard Industrial classification (ISIC Rev.3). SICTA remains at present a provisional classification. It attempts to distinguish between activities which receive their revenue primarily from tourism (labelled "T") and activities which have a partial relationship with tourism (labelled "P").

Appendix 9 presents those activities which are linked to tourism, in accordance with NACE Rev.1. and SICTA.

52. Many types of data can be observed from the activities of enterprises (production units):
- Data on the unit itself, such as type of activity, size, legal status
 - Data on the production factors, such as breakdown of fixed assets, labour
 - Accounting data, such as the breakdown of turnover or valued added
 - Data on the output (goods and services) of the unit, expressed in physical quantities and distinguished according to the nature of the product and use of the production capacity
 - Data on the prices and tariffs of goods and services sold.
53. Institutional statistics on the sectors of activities related to tourism generally fall within the framework of **Business statistics**, so that direct reference can be made to the **Methodological Manuals for Business statistics** (General Framework, the Transport Services manual, the HORECA/Ta manual, Distributive trade manual and Information and Communication and Other Business Services manual) developed by the Statistical Office of the European Communities⁷.

⁵ As defined in the OECD manual on Tourism Economic Accounts/1991

⁶ To be classified according to NACE Rev.1 and ISIC Rev.3

⁷ Eurostat/1991

2.3 Supply of tourism products

2.3.1 Concepts and definitions

54. *The global product approach* deals not only with products as direct results of economic activities but all products (diversions, goods and services) that are enjoyed or bought by visitors.

Tourism products may be considered as follows:

- products (goods and services) consumed by visitors that can be described by a standard product classification such as the Central Product classification by Activities (CPA - see **Appendix 9**) or the CPC (Central Product Classification);
- natural assets of a location, such as mountains, beaches, lakes, etc. and weather conditions, the environment in general;
- attitude of the population to visitors, the lifestyle and culture of the receiving area

55. *The products supplied* represent more than tourism expenditure. Tourism expenditure is the counterpart of the majority of products having the shape of goods and services, although not every good or service has to be paid for by the consumer.

The use of assets (e.g. roads, historical areas, national park, nature) in many cases is free, in other cases visitors have to pay for the facility offered (a 'service'). In fact, most assets offer 'services' to their users or to the people enjoying them, regardless of whether visitors have to pay for them or not. Nevertheless, free 'services' of the type which benefit from the infrastructure of a country (nice weather, fresh air, beaches, mountains, landscape, roads) belong to the supply of tourism products. Free for the visitor does not mean that the free service is also free for the supplier (a country); the country has to spend money in order to maintain fresh air, etc. Because these types of products are hard to quantify, they are excluded from the statistical analysis.

56. To make the definition of the supply of tourism products practical, only products which can be identified in a standard product classification are taken into account. In defining the supply of tourism products, two considerations (representing two sides of the same coin) must be kept in mind:

- the supply of tourism products includes all products supplied to the visitor, including non-characteristic tourism products.
- products that are consumed by visitors may also be consumed by other types of consumer.

Therefore, when attempting to measure the supply of tourism products, one must attempt to identify the share of the product which is consumed by visitors.

2.3.2 Statistical units

57. The reporting unit that can best supply information about the product under review depends on the type of product to be observed. In general the following may be used as a reporting unit: enterprise, local unit, kind-of-activity-unit (KAU), local KAU, (local authorities) of a community, province etc. These statistical units of the production system are defined in Council Regulation No. 696/93 of 15 March 1993⁸.

Since the observation unit is the product, the reporting unit should be asked to provide information on the breakdown of their activities according to kind-of-activity units or supply the breakdown by sales of products.

2.3.3 Classifications

58. *classification of tourism products by CPA (CPC) and classification of production NACE Rev.1 (ISIC Rev.3) (see **Appendix 9**)
- * regional classification - NUTS (see **Appendix 5**)

2.3.4 Variables

59. Here a distinction is made between sets of variables directly relating to the product (the actual term used to describe the variable will depend on the product) and variables relating to the production unit producing the product.

60. SETS OF VARIABLES RELATING DIRECTLY TO THE PRODUCT

SUPPLY OF TOURISM PRODUCTS (GOODS AND SERVICES):

- number of products (e.g. number of hotels, number of sunglasses produced)

⁸ Official Journal N° L 76 of 30.03.1993, p. 1.

CAPACITY:

- maximum reception capacity (e.g. number of seats, beds)
- type of facilities offered (e.g. sauna room, ski lift installation) (this will depend on the type of tourism product, and is not applicable to all tourism products)

USE OF SUPPLY:

- number of visitors/users/guests/passengers or number of products sold, tickets sold, etc.

ECONOMIC VARIABLES:

- value added
- costs of production
- turnover
- prices, tariffs,

In each case we are interested in the share of the product being supplied to **visitors**.

61. **VARIABLES RELATING TO THE PRODUCTION UNIT**

- NACE and SICTA code of the local unit/enterprise
- legal status of the enterprise
- location (NUTS, postal code)

ECONOMIC VARIABLES:

- employment in the local unit/enterprise involved in the supply of the product under concern
- share of the turnover of the product realised by the local unit compared to the turnover of the product realised by the enterprise as a whole
- turnover or value added and costs of the production of the product concerned.

2.3.5 *Links with demand*

62. As tourism is basically a demand-oriented concept, the need to collect information from the demand side is essential in order to know the destination of goods and services produced and therefore complete the supply-side data. The demand of residents can be estimated by demand-side statistics, the total tourism demand within a certain country can be estimated via supply-side statistics. By deducting demand of residents from total demand, the non-resident tourism demand may be calculated.

2.3.6 *Guidelines for collection*

63. Administrative data such as registers of enterprises and establishments maintained by the tax authorities, regis-

ters of establishments prepared by the CSOs, register of establishments maintained by health or licensing authorities, can be used to identify production units supplying tourism products and to obtain basic information on the production unit.

In many cases, information relating to tourism products can be obtained from enterprises or other statistical units via the methods presented in the Services Enterprises Statistics manual of the Statistical Office of the European Communities.

Information on some types of facilities may be gathered through accommodation statistics. Information on certain tourism products may be derived from enterprise, transport, consumption statistics and statistics on prices.

2.4 **Tourist accommodation statistics**

64. A large share of short-term accommodation supply is taken up by tourists. The basic aim of tourism accommodation statistics is to measure the capacity and use of collective accommodation establishments and (if possible) of private means of accommodation.

2.4.1 *Definitions*

65. **Tourist accommodation is defined as:** "any facility that regularly (or occasionally) provides overnight accommodation for tourists".

It is important to distinguish facilities that commercially service the bulk of overnight stays away from the guest's usual environment and those providing occasional overnight accommodation. Thus tourist accommodation has been divided into two main groups:

- **collective accommodation establishments and**
- **private tourist accommodation.**

COLLECTIVE TOURIST ACCOMMODATION

66. Collective tourist accommodation is defined as an accommodation establishment providing overnight lodging for the traveller in a room or some other unit, but the number of places it provides must be greater than a specified minimum for groups of persons exceeding a single family unit and all the places in the establishment must come under a **common commercial-type management**, even if it is not for profit.

The major group "collective tourist accommodation establishment" is subdivided into three minor groups: hotels and similar establishments, specialised establish-

ments, and other collective establishments. These minor groups are further subdivided into nine unit groups.

HOTELS OR SIMILAR ESTABLISHMENTS

67. This category is typified:
...as being arranged in rooms, in number exceeding a specified minimum; as coming together under a common management; as providing certain services including room services and daily bed-making and cleaning of the sanitary facilities; as grouped in classes and categories according to the facilities and services provided; and as not falling in the category of a specialised establishments.

68. - *Hotels*
Comprises hotels, apartment-hotels, motels, roadside inns, beach hotels and similar establishments providing hotel services, including more than daily bed-making and cleaning of the rooms and sanitary facilities.

69. - *Similar establishments*
Comprises rooming and boarding houses, bed-and-breakfast establishments, tourist residences and similar accommodation arranged in rooms and providing limited hotel services, including daily bed-making and cleaning of the rooms and sanitary facilities.

SPECIALISED ESTABLISHMENTS

70. This category is typified:
as being any establishment intended for tourists, which may be non-profit making; as coming under a common management; as providing minimum common services (not including daily bed-making); as not necessarily being arranged in rooms but perhaps in dwelling-type units, camp sites or collective dormitories; and as engaging in some activity besides the provision of accommodation, such as health care, social welfare, conferences or transport.

This minor group consists of establishments that, besides providing accommodation, have another specialised function. This minor group is subdivided into four unit groups: health establishments, work and holiday camps, conference centres and accommodation in collective means of transport, which are described as follows:

71. - *Health establishments*
This unit group comprises health treatment and health care establishments providing accommodation, such as spas, thermal resorts, (mountain) sanatoria, convalescent homes, health farms, fitness resorts and other similar establishments.

72. - *Work and holiday camps*
This unit group comprises camps providing accommodation for holiday activities, such as agricultural, archaeological and ecological work camps, (children's) holiday camps, scout camps, riding and sailing schools, other sports centres, and other similar establishments.

73. - *Passenger transport*
This unit group consists of the accommodation with sleeping facilities associated with collective public transport and inseparable from it in terms of fare. It comprises cruise ships of all kinds (usually not using marinas to stay overnight), accommodation in scheduled passenger ships and sleeping-car and couchette accommodation in trains and motor coaches, and other accommodation in public or hired means of transport (e.g. horse caravans). This is a special category of accommodation in the sense that it is mobile.

74. - *Conference centres*
This unit group includes establishments offering accommodation and specialised in facilities for congresses, conferences, courses, vocational training, meditation, retreats, etc. The sleeping accommodation is generally only available to the participants of the specialised activities organised in or by the establishment.

75. OTHER COLLECTIVE ESTABLISHMENTS

This category is typified:
as being any establishment intended for holiday-makers, which may be non-profit making; as coming under a common management; as providing minimum common services (**not including daily bed-making**); and as not necessarily being arranged in rooms but perhaps in dwelling-type units, camp sites or collective dormitories. This minor group consists of establishments arranged as holiday dwellings, tourist campsites and social tourism accommodation.

76. - *Holiday dwellings*
This unit group includes collective facilities under common management, such as apartment buildings, clusters of houses or bungalows arranged as dwelling-type accommodation. Often tourist services such as recreational activities, canteen, laundry facilities and information services are provided.

77. - *Tourist campsites*
This unit group consists of collective facilities in enclosed areas for tents, caravans, trailers and mobile

homes. All come under common management and provide some tourism services (shop, information, recreational activities, canteen, laundry facilities).

78. - *Other collective establishments n.e.c.*

This unit group comprises social and group tourist accommodation establishments and marinas. Social tourist accommodation includes youth hostels, tourist dormitories, group accommodation, holiday homes for the elderly, holiday accommodation for employees and workers' hotels, halls of residence for students and school dormitories and other similar facilities that come under common management, have a social interest and are often subsidised.

Marinas are also included under this unit group. Marinas include boating harbours where boat owners can hire a permanent berth in the water or a place on the land for the sailing season or the year (long-term hire) and ports for passing vessels where sailors pay mooring per nights. At least some sanitary facilities are provided.

PRIVATE TOURIST ACCOMMODATION

79. Private tourist accommodation comprises forms of accommodation that do not conform to the definition of collective tourist accommodation. These provide limited numbers of places for rent or free of charge.

The major group "Private tourism accommodation" is subdivided into two minor groups and five unit groups. It is important to distinguish between the minor group "private rental accommodation" and "private non-rental accommodation", as the former generates lodging expenditures and an associated economic impact that the latter does not.

PRIVATE RENTAL ACCOMMODATION

80. - *Rented rooms in family houses*

The accommodation covered by this unit group differs from the boarding house in that the tourist stays with the family that usually lives in the home and pays rent.

81. - *Dwellings rented from private individuals or professional agencies*

This unit group comprises apartments, villas, houses, chalets and other dwellings rented or leased as complete

units between households, on a temporary basis, as tourist accommodation.

In major resort areas, this type of accommodation often competes directly with certain types of collective accommodation.

PRIVATE NON-RENTAL ACCOMMODATION

This minor group concerns lodging places offered free of charge to guests.

82. - *Owned dwelling*

This unit group comprises immobile units such as second homes/apartments, villas, houses, chalets, and other dwellings used by visitors who are members of the owner household. This group also includes dwellings incorporated in a time-sharing contract (owned by various people).

83. - *Accommodation provided without charge by relatives or friends*

The accommodation of this unit concerns tourists allowed by relatives or friends to use all or part of their home free of charge.

84. - *Other private accommodation*

This unit group does not fit entirely into the major group of private tourist accommodation. It includes other types of accommodation such as tents, caravans, trailers, campers at non-organised sites (not placed in collective tourism accommodation) and vessels at unofficial moorings.

2.4.2 Classifications

- 85. * tourist accommodation (**Appendix 3**)
- * countries (**Appendix 6**)
- * NUTS (**Appendix 5**)
- * classification of tourism products by CPA and of tourism activities by NACE and SICTA (**Appendix 9**)

2.4.3 Statistical Units

86. The Council defines a set of statistical units of the productive system in its Regulation No 696/93 of 15 March 1993.⁹

Because regional aspects and characteristics of the accommodation establishment itself are very important to the results of accommodation statistics,

⁹ Official Journal N° L 76 of 30.03.1993, p.1.

local kind-of-activity units (KAU) should be used as the basic statistical unit, e.g. the observation unit in accommodation statistics. Alternatively the **local unit** can be used as the basic statistical unit of tourism accommodation establishments. In some cases the enterprise and the local unit coincide, but it is quite common for one enterprise to comprise two or more establishments or facilities of the same kind (e.g. chains of hotels, motels, holiday villages) or of a different kind (combination of holiday dwellings and hotels, hotels and restaurants, etc.). This is one reason why the tourism accommodation establishments classification used for tourism statistics described on the previous pages does not have a one-to-one relationship with activity or product classifications, such as NACE Rev.1 and CPA (see Appendix 3).

2.4.4 Variables and definition of the variables

87. The supply and capacity of tourist accommodation concerns information on the number of establishments providing their services to tourists, and on the structure and quality of this supply. The Use of tourist accommodation concerns information on guest flows.

VARIABLES ON THE SUPPLY AND CAPACITY OF TOURIST ACCOMMODATION ESTABLISHMENTS:

88. (i) *NUMBER OF ESTABLISHMENTS ACCORDING TO EACH TYPE OF ACCOMMODATION*
(cf. the above classification and definitions)

89. (ii) *OVERNIGHT CAPACITY, NUMBER OF:*

a) Bed-places

The number of bed-places in an establishment or dwelling is determined by the number of persons who can stay overnight in beds set up in the establishments, ignoring any extra beds that may be set up by customer request. The term bed-place applies to a single bed. A double bed is counted as two bed-places. This unit serves to measure the capacity of any type of accommodation. A bed-place is also a pitch or, in a boat, a mooring to accommodate one person. A pitch for a tent (if counted), caravan, mobile home and similar shelter, or a boat on a mooring, usually counts for 4 bed-places if the actual number is not known.

b) Bedrooms

A *bedroom* is a unit formed by one room or groups of rooms constituting an indivisible rental whole in an accommodation establishment or dwelling. Rooms may be single, double or multiple, depending on

whether they are equipped permanently to sleep one, two or several people. The number of existing rooms is the number the establishment habitually has available to accommodate guests (tourists). If a room is used as a permanent residence (for more than one year) it should not be included. Bathrooms and toilets do not count as a room. This number should generally coincide with the number of units recorded in the establishment recorder. *Apartments* are a special type of room. They consist of one or more rooms and have a kitchen unit and own bathroom and toilet. Apartments may be with or without hotel services.

Cabins, cottages, huts, chalets, bungalows, villas and summerhouses can be treated like bedrooms and apartments, i.e. to be let as a single unit.

c) Pitch and mooring

The majority of camp sites let pitches for tents, caravans, mobile homes and similar shelter to tourists who want to stay on a 'touring' pitch for only a couple of consecutive days or weeks, as well as to people who want to hire a 'fixed' pitch for a season or a year.

Moorings on boats in marinas can be dealt with similarly to pitches.

Hired fixed pitches and moorings for long-term rent (more than a year) may also be considered as private accommodation.

It is advisable to obtain monthly data on the number of bed-places, bedrooms, pitches and moorings because they may change according to the season and are needed in order to calculate occupancy rates.

90. (iii) *MONTHS (OR DAYS) OPEN DURING THE YEAR*

This variable is necessary to get an impression of the seasonal aspects of the business, and to calculate the occupancy rates.

91. (iv) *SERVICES OFFERED - NUMBER OF ESTABLISHMENTS OFFERING:*

a) Restaurant services (for staying guests and other clients) is the most important variable of services offered. Hotels are divided into two categories (hotels with and without restaurants) in the NACE Rev.1 classification, but information on the availability of a restaurant is equally important for other types of tourist accommodation. Other variables may be b) breakfast (buffet/other), c) lunch, d) dinner, e) bar services (only for staying guests /for other clients also), f) m² conference rooms, g) swimming pool, h) sauna or solarium, i) sports

facilities, j) (other) facilities for health treatment, k) shops, l) children's playgrounds / play room, m) laundry service, n) self-service laundry, o) self-catering kitchen, p) guarded or closed parking, q) amusement (e.g. dancing).

92. (v) OTHER QUALITY CRITERIA -

NUMBER OF ESTABLISHMENTS WITH:

- a) Awarded quality classifications, e.g. stars, crowns, flags, etc.
- b) Bathrooms for individual use
- c) (Bedrooms) provided with heating and suitable for all-year accommodation

Other variables may be d) soundproof rooms, e) rooms provided with air conditioning, f) length of the majority of the beds, g) rooms with audio equipment and television

VARIABLES ON THE USE OF TOURIST ACCOMMODATION CAPACITY:

93. (i) GUEST FLOWS -

NUMBERS OF ARRIVALS AND OVERNIGHT STAYS:

- a) Arrivals (or departures) of accommodation establishment guests

- by country of residence of the guest (see Appendix 6)
- by month

A guest arrival/departure is defined as a person who arrives at/leaves a collective accommodation establishment or private tourism accommodation and checks in/out.

Because tourists arrive at and leave from an accommodation establishment within a relatively short time, there is statistically not much difference between the numbers of arrivals and departures. The arrivals of non-tourists (refugees, guests on medical referral, etc.) should be counted separately, if possible.

- b) Overnight stays of accommodation establishment guests

- by country of residence of the guest (see Appendix 6)
- by month.

An overnight stay (or night spent) is each night that a traveller stays or is registered in a collective accommodation establishment or in private tourism accommodation, his or her physical presence there being unnecessary.

The overnights stays of non-tourists should be counted separately if possible.

94. (ii) AVERAGE LENGTH OF STAY

This variable is obtained by dividing the number of overnight stays by the number of arrivals (can calculate also according to country of residence of guests). It is more relevant at local and regional level because at country level, the effect of same persons spending nights in several places obscures the measurement.

95. (iii) PURPOSE OF THE VISIT

This can be counted either by number of guests or overnight stays, (see Appendix 1 for classification of purpose of visit).

96. (iv) VARIABLES ON OCCUPANCY

Occupancy rates give information on differences in use between various types of accommodation and, when measured on a monthly basis, indicate the seasonal patterns.

- a) Net occupancy rate of bed-places

The net occupancy rate of bed-places in one month is obtained by dividing total overnight stays by the product of bed-places on offer and the number of days when the bed-places are actually available for use (net of seasonal or other temporary closures for decoration, police order, etc.) for the same group of establishments, multiplying the quotient by 100 to express the result as a percentage.

$$\text{Formula : } U_n = (P/G_d) \times 100$$

where P is the number of registered overnight stays during the month (or year) and G_d is the number of bed-days actually available during the month (year).

- b) Gross occupancy rate of bed-places

The gross occupancy rate of bed-places in one month is obtained by dividing total overnight stays by the product of bed-places on offer and the number of days in the corresponding month (sometimes termed bed-nights) for the same group of establishments, multiplying the quotient by 100 to express the result as a percentage.

$$\text{Formula : } U_e = (P/G_p) \times 100$$

where G_p is the number of potential bed-days.

- c) Net occupancy rate of rooms (houses, pitches, moorings)

For hotels and similar establishments, the room occupancy rate can be a better measure of capacity utilisation than bed occupancy because a room with a double bed is

very often occupied by only one person. This is calculated by dividing the total number of rooms used during the month (the sum of the rooms in use per day) by the average number of rooms available for the month multiplying the quotient by 100 to express the result as a percentage

Formula : $V_n = (Q/Hd) \times 100$

where Q is the monthly (yearly) sum of occupied rooms and Hd is the number of rooms actually available for use, net of seasonal or other temporary closures.

Occupancy rates for houses, chalets, etc., can be calculated like rooms.

d) Gross occupancy rate of rooms (houses, pitches, moorings)

This can be calculated in the same way as for bed-places.

2.4.5 Links with demand and other statistics

97. Accommodation statistics figure partially as a second-best alternative to gain information on the demand side of tourism, especially on tourists from abroad.

Results of accommodation statistics provide information on the use of accommodation, as well as on some variables of some categories of tourists (i.e. purpose of visit). In this way they give information on demand. Accommodation statistics data in one country provide additional information to demand-side tourism data of another country.

98. A solid connection can be found between accommodation statistics and services statistics on the HORECA sector (see Eurostat, 1991, Chapter Horeca/Travel agencies). Generally, accommodation statistics are census-based and services statistics are sample-based, but if both use the same address register, it is then possible to connect data on an individual basis and to interpret financial data on tourism. Important variables such as the proprietorship of the establishment, the number of persons employed, and general monetary variables can be obtained from business registers, services statistics, labour force surveys.

2.4.6 Guidelines for collection

99. - SOURCES OF DATA ON ACCOMMODATION CAPACITY

An updated register of names and addresses of accom-

modation establishments is extremely important. Business registers generally provide information on the names, addresses and NACE classifications of accommodation establishments. Guidebooks and tourism organisations are good sources of capacity, services offered and quality classifications. For commercial private accommodation, the intermediary agencies are an important source. For non-commercial private accommodation, housing registers, censuses and surveys may give information, e.g. the number of second homes.

100. - CENSUS OR STRATIFIED SAMPLING

As there is a strong interest in regional data, most European countries have census surveys for tourist establishments. For larger countries it is possible to use samples without losing much reliability at country level.

101. - MINIMUM CAPACITY
(STATISTICAL REPRESENTATIVENESS)

Countries use different legal or statistical standards for excluding minimal-capacity tourist accommodation suppliers. The threshold is usually based on the number of rooms, (or pitches) or beds. The threshold chosen should be determined in such a way that at least 95% of all nights spent in the groups of accommodation establishments included in accommodation statistics are covered.

102. - LEGAL OBLIGATIONS

In some countries there are legal obligations for the guests to give information to the establishment. If there is no legal act that requires tourist to fill in registration forms, information can be obtained on a voluntary basis, or simply from the night registers of the establishment. In some countries businesses are required to fill out and send the questionnaires of accommodation statistics to the national statistical authority. When the replies are checked regularly and reminders sent to the establishments failing to send the data on time, high response rates are possible.

If a country has a computerised link between the postal code of the establishments' real address and the regional classification, it is sufficient to put in only the postal codes and to deduce from that all other regional classifications, such as the locality/municipality level (LOC), NUTS classification (**Appendix 5**), destination type (**Appendix 2**), tourism region.

PART TWO

TOURISM MARKET SEGMENTS

1. RURAL TOURISM AND REGIONAL ASPECTS OF TOURISM

1.1.1 Basic concepts and definitions

103. Rural tourism is a subset of tourism. It should not, however, be considered as an exclusive segment of tourism or in opposition to other tourism market segments, e.g. cultural tourism, business tourism, spa tourism, winter sports tourism. No internationally accepted definition of rural tourism exists at present. Nevertheless, since tourism is more a demand-side concept, the following basic definition can be used to describe rural tourism:

Rural tourism is the activities of persons travelling to and staying in rural areas (*without mass tourism*) other than those of their usual environment for less than one consecutive year for leisure, business and other purposes (*excluding the exercise of an activity remunerated from within the place visited*).

104. Since rural tourism involves travelling to and staying in rural areas, one must define the rural tourism area. The proposed definition of tourism rural areas is based on two basic criteria:

- size and density of population
- tourism accommodation supply of each locality.

105. Rural tourism areas are thinly populated areas supplying limited tourist accommodation capacity. Therefore the study of rural tourism excludes all tourism activities in urban areas and in over-exploited rural tourism areas¹ (i.e. tourism resorts).

The rural visitor is defined according to the definition of the *visitor*. The term “rural” simply describes the type of destination visited.

With the above-mentioned definition, however, rural tourism is determined solely by the group of internal visitors and by the territories involved. Neither products nor enterprises enter into the definition. Thus, to identify rural tourism both *demand* and *supply* must be taken into account. All products purchased by rural visitors or sold by enterprises to rural visitors in the rural area are regarded as part of rural tourism.

1.1.2 Statistical units

106. Three fundamental types of statistical unit are involved in surveys and analysis of rural tourism:

- *the consumer unit*: individual or household which is used in demand surveys
- *the producer unit*: enterprise, establishment (local unit or KAU) which is used in supply surveys or censuses
- *the territorial unit*: NUTS or LOC unit (see **Appendix 5**)

1.1.3 Variables and classifications

107. Since rural tourism is both demand- and supply-oriented, the basic methodology for tourism demand and supply (Part 1) also applies to rural tourism statistics, as a subset of tourism demand and supply-side statistics.

108. *On the demand side*

The demand variables and classifications presented in Part 1.1 should be used. Special attention should be placed on the **destination (Appendix 2 and 5)**, **purpose (Appendix 1)** and **activities** undertaken during the visit (**Appendix 8**).

The main purpose of the topographical grouping of the destination (**Appendix 2**) is to identify classes of territorial units (NUTS III, LOC) which are homogeneous with regard to their main natural tourism resources. This would allow us to compare the development of similar locations within countries or regions.

Variables on income, age, and the household and travelling party composition may be of importance in determining the destination. The desire to visit rural areas may also depend of the place of residence of the visitor, the topography of his place of residence and housing conditions. The purpose of the visit (see pages 10-12) (V13) should be closely linked to the activities (V23) undertaken by the visitor in the rural area, and if possible the frequency of these activities during the visit. As well as the main means of transport used (V16) for the visit, the means used in the rural area should be recorded. Likewise, more than one type of accommodation (V18) may be used during a visit spent totally or partly in a rural area, so all types used

¹ Over exploited rural tourism areas are defined, for statistical purposes, as contiguous sets of thinly populated localities possessing an accommodation capacity superior to an agreed minimum threshold of bed places per square kilometre and minimum total threshold of bed places per set of localities. The threshold of bed-places per square kilometre will be determined in relation to the number of inhabitants per square kilometre. The capacity of all types of tourist accommodation should be taken into account.

should be recorded according to the number of nights spent per type of accommodation. Information on the organisation of visits (V24) may be a useful input in deciding how to promote rural tourism. Finally, concerning expenditure (V25), only the expenditure on goods and services consumed from the rural area should be taken into account. This will ensure that the analysis of the impact of tourism on the rural area can be measured.

109. *On the supply side*

Rural tourism products are defined as goods and services provided to visitors in rural areas. *The goods and services whose production has used resources from the rural area should be presented separately.* The classifications to be used are the tourist accommodation classification (**Appendix 3**), the classification of tourism products by CPA and the classification of tourism activities by NACE Rev.1 and SICTA (**Appendix 9**).

For certain economic activities and products, it is proposed to distinguish those especially relevant to rural tourism.

In principle, all the groups of tourist accommodation may be provided in rural areas. To obtain a fuller picture of “spa” tourism (which is often located in rural areas), it is proposed to distinguish the services of hotels and similar establishments which provide health facilities. Accommodation in farmhouses (either part of “Other collective accommodation n.e.c.” or under “Private accommodation”) may be specifically mentioned in the classification, as it is a characteristic accommodation type of rural areas. Children’s holiday camps are also typical accommodation to be found in rural areas (part of “Work and holiday camps”).

The transport services supplied to rural visitors to take them to the rural area are generally not profitable to the rural economy. Therefore, the transport services supplied during the visitor’s stay in the rural area are to be presented separately. This means that passenger land and water transport will be the most relevant activities (services).

Rental services of cars, motorcycles, caravans, and leisure and pleasure equipment supplied in the rural area are all relevant for the rural visitor. Concerning leisure and pleasure services, it is proposed identify those which are of importance for rural tourism, e.g.: bicycles, pleasure boats, rowing boats, canoes and kayaks, winter

sports equipment, horses used for riding. Finally many recreational, cultural and sporting products are supplied to visitors in the rural area.

The same variables as presented in section 1.2 on tourism supply apply to rural tourism supply. Concerning tourism accommodation, data on the capacity of bed-places per territorial LOC unit should be collected in order to classify administrative territories into rural and non-rural areas. It is useful to analyse the development of the low-capacity groups, especially in relation to rural tourism policy.

Other variables which are of specific interest to the analysis of rural tourism relate to general data on turnover for different activity and product groups, value added and employment (full-time / part-time, seasonal, by sex).

1.1.4 *Links with other statistics*

110. The methodological framework drawn up for rural tourism statistics uses generally accepted classifications for products and activities. This means that links to other general sectoral statistics are possible. The geographical classifications proposed, i.e. the NUTS and LOC, also facilitate comparisons with other statistics at regional level. Rural tourism also holds links with population and environment statistics.

111. With regard to agricultural statistics, agri-tourism is considered to be part of rural tourism as a whole, and can only be identified from the establishments classified as agricultural holdings within the NACE Rev1. Given the criterion of “main activity”, only part of the agricultural holdings in the Farm Structure Survey population will be considered as agricultural tourism establishments. Statistics on agri-tourism as such must, therefore, use the farm population as a starting point. Efforts must be made to avoid double counting and the assignment of agri-tourism to other parts of rural tourism.

1.1.5 *Guidelines for collection*

112. Data on the demand for rural tourism can be obtained from the survey methods presented in Part I section 1.1. If detailed questions are asked about the region visited, the topography of the destination, kind of accommodation used, reasons for the visit and activities performed during the trip, these surveys may be able to describe the

general demand pattern for visits to rural areas. Restrictions placed upon sample size and costs of coding do not normally allow for the detailed geographical breakdown required for a classification of the destination (especially outbound ones) with regard to its "rurality". As a result, detailed information on tourism demand relating to a local area must be obtained through on-the-spot surveys in the form of interviews or questionnaires filled in by the visitor personally. All types of demand surveys are relevant since they may be used to support each other.

Supply surveys are well suited to obtain information at the local level: NUTS III and LOC level, as the establishment is normally classified with regard to its geographical situation. However, since the reporting statistical unit may not know the NUTS III or LOC name, the postal district code can be used to actually collect the data.

2. CULTURAL TOURISM

2.1.1 Concepts and definitions

113. Since the study of cultural tourism is fairly new, no internationally recognised definition exists at present. However, it is determined according to the basic definitions of tourism and thus can be considered as a segment of the tourism phenomenon.
114. In his dictionary of tourism, C.S Metalka describes cultural tourism as "tourism that focuses upon the rich past of people or areas as preserved and portrayed in monuments, historic sites, architecture and artefacts". Another definition suggested is: "Cultural tourism is defined as being a trip principally or additionally undertaken to increase one's appreciation and knowledge of cultural patrimony"². However these definitions only include part of cultural tourism, since culture cannot simply be limited to the past (history of a people or areas). Culture³ is also a dynamic and living phenomenon.

Moreover such definitions focus on the demand approach. To identify cultural tourism, both *demand* and *supply* must be taken into account.

Thus the following definition is proposed:

Cultural tourism encompasses all cultural activities undertaken by visitors and the supply of products for cultural visitors during their visit.

The cultural "activity", which may consist of attending artistic or other events as a spectator or non-professional participant, visiting museums, exhibitions, etc., can be

combined with other activities; nevertheless, the visit can be considered as part of "cultural tourism". Cultural activities may be undertaken with any main purpose of the visit (**Appendix 1**), since any purpose of travel away from the usual environment can generate cultural tourism.

115. Cultural tourism can be evaluated by combining information on:
- tourism activities undertaken during trips
 - consumption of tourism products
 - the destination

2.1.2 Statistical units

116. For household demand-side surveys the statistical reporting unit can be the household and the individual within the household. For surveys held in the very location where the visitor carries on his cultural activity, the statistical unit is the visitor or travelling party (refer to section 1.1.4 of tourism demand). As far as the supply of cultural tourism is concerned, the statistical units to be considered are found at the enterprise level, the local unit level and the Kind of Activity unit level (refer to section 2.3.2 of tourism supply).

2.1.3 Classifications

117. *On the demand side*
The classifications mentioned in section 1.1 on tourism demand should be used. Special attention should be placed on the **destination (Appendix 2 and 5)**, **purpose (Appendix 1)** and **activities** undertaken during the visit (**Appendix 8**).

² Tourism study, November 1988, EEC, Brussels

³ The term "Culture" is defined in the Oxford English dictionary as: "the customs, civilisation, and achievements of a particular time or people" and "the arts and other manifestations of human intellectual achievement regarded collectively".

With regards to destination typology (**Appendix 2**), “designated heritage/cultural town or city” are specifically mentioned under “Urban areas”. There is no fixed label to distinguish such destinations, however to be considered as such, two basic criteria can be used:

- a minimum concentration of cultural supply must be available;
- a large proportion of overnight stays must be due to the cultural attractions.

Nevertheless, cultural tourism is not limited to cultural towns and cities in urban areas, so that the cultural

tourism destination or location of cultural activities should also be identified at local level: NUTS III or LOC (**see Appendix 5**).

118. *On the supply side*

Most activities (and products) relating to culture fall within NACE Rev.1 (CPA) 92: recreational, cultural and sporting activities (services) (**see Appendix 9**). However, attending language courses, exhibitions, cultural meetings and partaking in guided tours can also be considered as part of cultural tourism, and are included in the list below.

NACE Rev.1	CPA	
92.13	92.13.11	Motion picture projection
92.31	92.31.21	Theatrical producer's, singer groups', bands and orchestras' entertainment (e.g. theatre, ballet, opera)
92.31	92.31.22	Services provided by authors, composers, sculptors, entertainers and other individual artists
92.33	92.33.10	Fair and amusement parks
92.34	92.34.11	Circus
92.34	92.34.13	Other entertainment services n.e.c. (e.g. temporary shows, carnivals, other festivals)
92.51	92.51.1	Libraries and archives
92.52	92.52.11	Museums
92.52	92.52.12	Preservation of historical sites and buildings (e.g. archaeological sites, ruins, architecture, buildings and historical centres)
92.53	92.53.11	Botanical and zoological gardens
92.53	92.53.12	Nature reserves
63.30	63.30.14	Tourist guide activities/services
74.84	74.84.15	Exhibition, fair and congress services
80.42	80.42.	Adult and other education services n.e.c. (e.g. language courses, literature, studying for a short period during trip)
91.31	91.31.10	Religious services
91.33	91.33.14	Other services provided by membership organisations (e.g. fraternal, archaeology, cultural clubs and associations)

119. The link between cultural supply in an area and its effects on other tourism-related activities (suppliers) exists. For example, the cultural supply, or more specifically the use made of this supply (consumption) will affect the supply of other tourism activities.

Likewise, there are two types of cultural tourism product:

- typically cultural products;
- general products part of whose consumption is linked to the consumption of cultural products (e.g. tourist accommodation, restaurants, transport).

Thus, total cultural tourism supply comprises typical cultural activities (products) and the supply of other tourism-related activities (products) when the consumption of the latter is linked to the consumption of cultural products.

2.1.4 Variables

120. *On the demand side*

Variables on the demand side are the same as those presented in section 1.1 on tourism demand. The level of detail which can be obtained to identify cultural tourism will depend on the survey method used. If the survey is conducted at the destination, very detailed questions on the place visited can be asked. Most variables on the visitor profile (e.g. residence, age, sex, education, economic activity, profession) will provide valuable information on what types of visitors engage in cultural tourism. Information on the propensity to travel (see pages 10-12) (Number of visits: V12) will provide estimates on the volume of tourism and, within this, the share of cultural tourism can be estimated. More detailed questions on the propensity to engage in cultural tourism may also be asked (e.g. when did the visitor last make a cultural visit). To obtain a good picture of cultural visits, all the variables concerning the characteristics of the trip should be taken into account. The determining variable is *activities undertaken during the visit* (V23). This will be linked to all the other variables. Concerning V13: main purpose of visit, the secondary motive should be asked as well. Linking detailed information on the destination(s) (V15), (making the distinction between intermediary, main and final destination) and on destination types (V20) can be used to assess the cultural component within a visit. Likewise, the duration of the visit (V20), particularly the distinction between overnights visits and same-day visits, will provide information on the degree of the cultural element within a visit.

The period of year chosen (V19) can in some cases be directly linked to the cultural activity (e.g. attending exhibitions, festivals, etc.). Questions on the travel party composition (V22) and organisation of the visit (24) could perhaps be made more detailed in order to distinguish certain elements e.g. school trips, package tours specialising in cultural tours. Finally, if possible, one can try to single out tourism expenditure on cultural activities (V25).

121. *On the supply side*

The variables to be taken into account are:

Supply:

- Number of establishments, local units
- Number of festivals, parks, exhibitions
- Number of opening days (seasonality)
- Period of access

Capacity:

- Maximal reception capacity, e.g. number of seats

Use of supply:

- Number of arrivals, of visitors
- Number of tickets issued (to groups, with reduction, free of charge, etc.)
- Number of units sold (tickets)
- Entrance fees

Economic variables:

- Investments value, incl. value of restorations
- Employment: number of full-timers
number of part-timers
incl. guides
- Turnover
- Promotion evaluation: publicity costs, number of commercials in media, number of posters distributed, agreements with tour-operators
- Inventory of promoted products: specific products (i.e. tours, events, exhibitions, etc.)

Note: only attractions where access can be measured or estimated are to be considered.

2.1.5 Links with other statistics

122. Statistics on culture can give an overall view of cultural consumption for different sectors which, with a few exceptions, are more or less connected to tourism also. However, in statistics on culture it is very often impossible to separate the share of local people from the share of visitors, but quite often estimates are available or can be derived from other sources such as tourist accommodation statistics or passenger transport statistics.

Time use surveys can offer important information about the time spent by residents on different cultural activities during trips. However, because of the sample size of such surveys, information can only be at country and not regional level.

2.1.6 Guidelines for collection

123. *On the demand side*

Household surveys and sample surveys at international arrival and departure points may provide limited information on the cultural activities undertaken by visitors; however this would require a detailed questionnaire and thus a large sample size. Better and more detailed information can be collected by conducting sample surveys at cultural destinations.

Demand-side sample surveys at the destination or cultural sites of visitors attracted by the cultural supply can

be carried out in parallel to investigations of holiday makers in order to estimate the share of the cultural tourism market.

124. *On the supply side*

Use of administrative data: all databases and files which are linked to culture, tourism or both together should be used. Especially concerned are the business registers of enterprises classified by NACE/Rev. 1 and local units' files of cultural products and activities. From such sources an inventory of suppliers can be made and economic data (e.g. turnover, employees, investments) can be obtained.

Supply-side surveys on enterprises or local units classified according to cultural tourism supply criteria using a representative sample can provide more detailed information on capacity, use of supply and economic data.

PART THREE

STATISTICS RELATED TO TOURISM (IMPACT)

1. ECONOMIC SYSTEMS

1.1 Tourism expenditure and tourism in the balance of payments

1.1.1 Tourism expenditure: Basic concepts and definitions

125. *Tourism expenditure* is defined as “the total consumption expenditure made by a visitor, or on behalf of a visitor, for and during his/her trip and stay at destination”.

This concept encompasses a wide variety of items, ranging from the purchase of consumer goods and services inherent in travel and stays to the purchase of small durable goods for personal use, souvenirs and gifts for family and friends. Tourism expenditure is not restricted to payments made during the visit. It also includes advance outlays necessary for the preparation and undertaking of the trip and travel-related purchases made in the place of residence after returning from a trip. These categories refer to payments for travel insurance, transport, the purchase of travel guides, etc.

126. There are certain types of outlays or acquisitions which are to be excluded from tourism expenditure. These are purchases for commercial purposes, capital-type investments or transactions (e.g., real estate, cars, boats, etc.), even if they may in the future be used for tourism purposes¹, and cash or donations made to private persons or institutions which do not represent payment for tourism goods or services.

127. Total tourism expenditure can be broken down from different perspectives:

- Domestic and international tourism expenditure;
- Within international expenditure, between transport fares and other types of expenditure;
- Expenditures on same-day visits and overnight stays;
- The products to which the expenditures relates.

128. *Domestic tourism expenditures* are defined as expenditures incurred as a direct result of resident visitors travelling within their own country of residence.

129. *International tourism expenditures* are defined as expenditures of outbound visitors in other countries, including their payments to foreign carriers for international transport (although for the sake of consistency with the Balance of Payments recommendations of the International Monetary Fund (IMF) it is recommended to classify these *international fare expenditures* separately). They should also include any other prepayments or payments made afterwards for goods and services purchased from the countries visited.

130. *International fare expenditures* are defined as all payments made to carriers registered abroad by any person resident in the compiling country.²

131. *International tourism receipts* are defined as expenditures of international inbound visitors, including their payments to national carriers for international transport (although for the sake of consistency with the Balance of Payments recommendations of the International Monetary Fund (IMF) it is recommended to classify these *international fare receipts* separately). They should include any other prepayments or payments made afterwards for goods and services purchased from the country visited.

132. *International fare receipts* are defined as all payments made to the carriers registered in the compiling country of sums owed by non-resident visitors, whether or not they are travelling in that country.³

1.1.2. Tourism expenditure in the Balance of Payments

1.1.2.1 BASIC CONCEPTS AND DEFINITIONS

133. Tourism expenditure in the Balance of Payments concerns *International tourism expenditure*.

Expenditures by outbound travellers are generally a debit of the given country, while expenditures by inbound travellers in the country constitute a credit. The Balance of Payments includes tourism expenditure of interna-

¹ See Section 1.1. Some of these items may be considered as “ownership of tourism-related products” (V11).

² This category corresponds to “transportation, passenger services, debits” in the standard reporting form of the IMF. However, for tourism purposes we are only interested in the part generated by visitors.

³ This category corresponds to “transportation, passenger services, credits” in the standard reporting form of the IMF. However, for tourism purposes we are only interested in the part generated by visitors.

tional visitors (tourists and same-day visitors) within a defined accounting scheme with its own methodology established in the International Monetary Fund (IMF) Balance of Payments manual⁴. In these recommendations, international tourism expenditure is covered by 2 items:

- Travel
- Other transportation, passenger services

134. All tourist expenditures, except international fare payments (which is under passenger services) are included under the Travel item.

There are three basic concepts to be considered in international tourism expenditure: **residence, visitor and tourism expenditure**, since only the expenditure of resident visitors travelling abroad and that of non-resident visitors travelling to the compiling economy is to be taken into account.

135. Tourism statistics attempt to remain as consistent as possible with the IMF Balance of Payments recommendations. However, the IMF definition of its "Travel" item, i.e. the expenditure of international "travellers" is broader than that of the definition of tourism and the "visitor" in tourism statistics. This leads to two major discrepancies between what is included in the Travel item of the Balance of Payments and what is included in international tourism expenditure from the conceptual approach of tourism statistics:

- The IMF considers students and medical patients as residents of their economy of origin, even if their length of stay is over one year, and therefore includes their expenditure under "Travel". By contrast, such travellers are excluded from the visitor concept in tourism statistics because their length of stay exceeds one consecutive year, and their expenditures are therefore excluded from international tourism expenditure.
- The IMF includes expenditure of seasonal and border workers under "Travel". By contrast, the definition of the visitor in tourism statistics excludes seasonal and border workers because their main purpose is the exercise of an activity remunerated from within the place visited, and their expenditures are therefore excluded from international tourism expenditure.

1.1.2.2 STATISTICAL UNIT AND COLLECTION METHODS

136. From the Balance of Payments perspective, the statistical unit to be considered differs according to the system used. For the Balance of Payments two broad approaches are used to measure travel expenditure⁵:

137. (i) The International Transaction Reporting System (ITRS). This approach attempts to measure the instruments used to pay for the travel (e.g. travellers' cheques, credit and debit cards, prepaid tours and advances, and currency notes and coins). It compiles information for the Balance of Payments on receipts and payments between resident and non-residents.

138. In principle, in systems based on international receipts and payments data, the statistical unit is either the resident travelling abroad (who pays for services and goods purchased using any of the possible means of payment available) or the resident enterprise that pays non-residents for services to be provided to residents travelling abroad or is paid by non-residents for services provided during their stay in the country. Usually, this information is reported to the compiling organisation through the credit institutions (banks, savings banks, etc.) that effect their receipts and payments. In turn, these credit institutions report their transactions with foreign-currency notes and coin and the notes and coin of their own country surrendered to non-resident credit institutions.

139. (ii) Enterprise surveys (ES) and additional surveys relating directly to visitors and their expenditure. Enterprise surveys concern the collection of information on international transactions undertaken by resident enterprises. Such supply-or demand-side surveys attempt to measure the actual expenditure by travellers (e.g. by surveying enterprises such as hotels or passenger transport companies providing services to travellers or by surveying travellers on the completion of their travel).

140. In systems based on supply-side surveys, the statistical reporting unit is defined in Section 2.3.2 of Tourism Supply, i.e. the enterprise, local unit, etc. In systems

⁴ IMF Balance of Payments (fifth edition 1993).

⁵ IMF - Balance of Payments Compilation Guide (draft) December 1991.

based on demand-side surveys, the statistical reporting unit is defined in Section 1.1.4. of Tourism Demand, i.e. a household or individual in household surveys and a visitor or travelling party in surveys at international arrival and departure points or destinations.

1.1.2.3 VARIABLES

141. The Balance of Payments considers one main tourism variable: **international tourism expenditure** as defined above. If demand-side surveys are used to evaluate the number of visitors and the expenditure incurred by each of them, then a number of variables included in Section 1.1.5 of tourism demand are relevant:

Visitor profile

V1: Place of permanent/usual residence

Tourism propensity

V12: Number of visits

Visit characteristics

V13: Main purpose of the visit

V15: Places of destination

V16: Main transport used

1.1.2.4 CLASSIFICATIONS

142. The IMF manual classifies the purpose of travel into two basic concepts: Business travel and Personal travel. In terms of the tourism statistics classification of the main purpose of travel away from home (see **Appendix 1**), this broadly corresponds to grouping together all the groups in **Appendix 1** under “Personal”, with the exception of group 3. (Business and professional).

The world geographical breakdown is an important classification to measure bilateral and multilateral transactions of countries (see **Appendix 6**).

1.1.2.5 LINKS BETWEEN BALANCE OF PAYMENTS AND OTHER TOURISM STATISTICS

143. A closer link between international receipts and payments and tourism supply and demand statistics should be established. For example, the use of the latter to estimate, compare and check the former should improve the overall quality of data.

(i) Relation with tourism demand

144. The IMF Balance of Payments manual recognises that “Travel differs from other international services components in that it is a demand-oriented activity”.

With respect to the measurement of international tourism transactions (credits and debits in the Balance of Payments), demand-side surveys on the following forms of tourism can provide valuable information:

- * Household surveys on outbound tourism can provide estimates on international tourism expenditure for the given country (i.e. debits);
- * Inbound tourism can be estimated according to the following two complementary systems:
 - Household surveys on outbound tourism can provide data with a geographical breakdown by destination. Provided these surveys are conducted on a comparable basis using agreed procedures to ensure a random selection of responses, the exchange of information between countries will allow them to calculate inbound tourism from other EU countries.
 - Sample surveys at international arrival and departure points or at visitor destination points can be used to calculate inbound tourism from non-EU countries.

Through demand surveys, tourism expenditure can be broken down into more detail (see **Appendix 7**), and can in turn be linked to tourism supply (see **Appendix 9**).

(ii) Relation with tourism supply

145. Although the relationship between international tourism expenditure and statistics on tourism supply is clear, questions such as what share of tourism supply is used by visitors or what share of these visitors is non-resident are raised. In some cases, it is easy (tourist accommodation establishments) or possible (international transport) to check, while in others it is highly difficult to ascertain (restaurants, cafeterias, museums, etc.). Moreover, part of international tourism consumption goes beyond the scope of tourism supply (for instance, non-typically tourism purchases).
146. However, statistics related to tourism supply provide estimates on international tourism expenditure. Specifically:
- * The number of nights spent in collective tourist accommodation by non-residents by country of residence can be compared with tourism expenditure and the geographical breakdown of this expenditure estimated through other means. Even though these statistics do not include the

number of nights spent in private accommodation, the data show the existing trend in the number of visitors and, thus, in tourist expenditure.

- * Passenger transport statistics provide a double source of data. They provide data on the number of non-resident passengers transported by resident carriers, and the number of resident passengers travelling abroad. Data provided by resident carriers and non-resident carriers' branches established in the economy are generally used to estimate the item "Passenger transport".

147. In Part 1 Section 1, which deals with tourism demand links supply, reference is made to the possible relation between these two aspects and their statistics. The conclusion drawn is that the combination of supply and demand statistics can help to obtain a more correct and complete estimate of tourism, even though this combination may raise problems. Since international tourism expenditure is but a result or variable of tourism demand, the above applies to the evaluation of tourism in the Balance of Payments.

1.1.2.6 GUIDELINES FOR THE COLLECTION OF INFORMATION

148. To date there has not been a very close connection between international receipts and payments from the Balance of payments and tourism supply and demand statistics. A closer relationship between data obtained from the regular registration of exchange transactions by central banks and data obtained from surveys on tourism, and even the use of the latter to estimate, compare and check the former, would improve the overall quality of the data on international tourism expenditure. To improve the results, the following actions are recommended:

149. *Short-term action*

- Exchange of information between the various countries on both "Passenger transport" and bank note transactions on a uniform basis and use at EEA level.
- Unification of estimate and adjustment criteria.
- Increased use of tourism and transport statistics to check data quality or as a source for estimates and adjustments.

150. *Long-term action*

With the introduction of a common European currency in the near future, it will be impossible to obtain information on cash receipts and payments made between EU Member states, so that it is advisable in the future to replace the current data collection systems by other methods. In principle, the most obvious way seems to be to obtain information on Balance of Payments debits through household surveys. The exchange of information between EU Member States would provide each Member State with credit data in a similar way as between the United States and Canada. The remaining credits could be estimated through visitor surveys or other estimates, and information could also be exchanged with some other countries using a system similar to the one applied at EU level.

The information obtained from household surveys in intermediate periods could be supplemented by supply statistics (e.g. nights spent in tourist accommodation, number of passengers carried, travel agency data etc.) or international receipts and payments data.

1.2 Tourism prices, costs and tariffs

1.2.1 *Basic concepts and definitions*

151. Prices on tourism can be considered as:

- prices (including tariffs) of goods and services linked to tourism, the level of which influence tourism expenditure. The prices of these goods and services are related to the demand side of tourism and are *consumer prices*;
- prices of goods and services which determine the cost of tourism production. The prices of these goods and services refer to the supply side of tourism and are called either *cost of production prices* or *input prices* on tourism.

152. The level of prices paid by visitors is influenced by tourism demand. Increasing demand for goods and services related to tourism will have an impact on their prices. On the other hand, the level of prices of goods and services related to tourism affects tourism demand.

Prices related to goods and services of intermediate consumption for tourism activities, the remuneration of the factors of tourism production and the prices for goods and services contributing to fixed capital formation on tourism sector affect the cost of tourism supply.

153. Although in many cases the *real prices and changes* are interesting to measure (e.g. average price of a hotel room, meals, or any other tourism product), this section will focus on price changes measured by constructing **price indices** which combine the different changes in prices of individual items in such a way that a single number (**index number**) can be used to indicate the overall change in prices.

1.2.2 Variables

154. The main variable considered here is **Prices indices**, and as such can be included as an economic variable for the tourism sector.

155. *Price indices* on tourism can be divided into the following two main categories:

- (i) **price indices from the demand side** (consumer prices);
- (ii) **price indices from the supply side** (cost of production).

156. *Price indices on tourism from the demand side* measure changes in prices over time of a given pattern of tourism expenditure, or compare the price level of tourism expenditure in space. Therefore, these indices can be subdivided into:

- (a) inter-temporal (time) price indices, and
- (b) inter-spatial (space) price indices.

157. Many inter-temporal price indices from the demand side can be constructed depending on the expenditure covered by each index.

158. The inter-spatial price indices can be distinguished into:

- inter-regional price indices, which make comparisons of the price level of tourism expenditure between *regions of a country*, and
- international price indices, which compare the price level of tourism expenditure between *countries*.

159. A “**Tourism Expenditure Price Index**” can measure the price changes of total expenditure made by all visitors (residents and non-residents) in the economic territory of a country (region, area).

160. *Tourism price indices from the supply side* measure changes over time of the cost of producing tourism products. The measurement of the changes in the cost of production for the tourism sector as a whole or by activity can be achieved by measuring changes in prices of the main cost elements.

161. *The main cost elements are:*

- *Intermediate consumption*, which represents the value of the goods (other than fixed capital goods) and market services consumed by production units during the course of the relevant period in order to produce goods and services related to tourism;
- *Remuneration of factors of production*;
- *Depreciation of fixed capital*. The measurement of the changes in this cost element is achieved indirectly by measuring the changes in prices of goods and services contributing to fixed capital formation.

162. Consequently, the following price indices from the supply side can be constructed:

- (i) *price indices of intermediate consumption*, which measure over time changes in prices of a given pattern of intermediate consumption of production units engaged in tourism activities;
- (ii) *price indices of fixed capital formation*, which measure over time the changes in prices of goods and services contributing to capital formation in tourism activities.
- (iii) *price indices of the production factors*, which measure over time changes in the remuneration of factors of production engaged in tourism activities.

1.2.3 Classifications

- * classification of tourism products by CPA and
- * the classification of tourism activities by NACE Rev.1 and SICTA (**Appendix 9**).

163. Tourism expenditure price statistics (demand side) refer to the prices of goods and services consumed by visitors (see Section 1.2.3 the supply of tourism products). The consumption of visitors is a part of the final consumption of households. Many goods and services consumed by visitors are also consumed by non-visitors. All goods and services of households’ final consumption are therefore to be carefully combined with the activity classification, following which products and services which are exclusively or partially consumed by visitors are to be identified.

164. Tourism price statistics from the supply side (costs and their price indices) will be calculated for activities which are mainly or partly dependent on tourism (see Section 1.2.2 the supply of tourism activities).

165. The goods and services which constitute the intermediate consumption of each tourism activity, as well as the goods and services contributing to the fixed capital formation, will be classified according to the activity branches of the whole economy from which they come.

1.2.4 Links with other statistics

166. *Links with demand*

Tourism price indices from the demand side are closely linked with statistics on tourism expenditure. The results of tourism expenditure surveys, broken down by categories according to the visitors' place of residence (residents, non-residents) and purpose of travelling (**Appendix 1**) as well as by type of expenditure (**Appendix 7**), are necessary for the calculation of the weighting scheme of tourism price indices from the demand side.

Surveys of tourism expenditure are usually conducted at rather long intervals (three or more years), and the estimation of tourism expenditure for the intermediate years is therefore achieved by using extrapolation methods based on time tourism price indices. The *purpose of time tourism price indices from the demand side is to measure the changes over time in tourism expenditure due to price changes*. Consequently, tourism expenditure and tourism price indices are interconnected variables. Comparisons in real terms of tourism expenditure between countries is achieved by using the space price indices from the demand side.

Finally, it should be mentioned that the price level and its changes, measured by price indices, influence tourism demand. Additionally, the differences in real terms of price level between countries, measured by space price indices, influence tourism demand of the countries because these differences determine their competitive position.

167. *Links with supply*

Tourism price indices from the supply side are linked with surveys on enterprises, from which (surveys) cost production data (intermediate consumption, remuneration of the factors of production) as well as data referring to fixed capital formation can be derived.

The results of surveys on the cost by activity are necessary for the estimation of the weights of the corresponding price indices. Moreover, as the above surveys are probably not conducted every year, the price indices are useful for estimation of the changes in several cost

elements due to price changes, for the intermediate years. Finally, regardless of the periodicity of the costs surveys, the price indices from the supply side of tourism can be used for measuring the effect of price changes on the cost of production. Consequently, costs and price indices on tourism from the supply side are mutually connected.

168. *Link with other statistics*

(i) Tourism price indices from the demand side are linked with the following statistics:

(a) *Consumer Price Index* refers to the prices of goods and services of households' consumption, a part of which is the consumption of resident visitors.

Therefore, some goods and services included in the Consumer Price Index are related to tourism consumption, and their price indices can be used in the calculation of the Tourism Expenditure Price Index.

(b) *Family Budget Surveys* cover all the expenses of households, some of which are related to the expenditure of resident visitors.

(c) *Survey of Purchasing Power Parities* covers, among other things, private consumption, part of which refers to tourism consumption. Consequently, it includes some goods and services linked to tourism, the prices of which can be used in the calculation of international space price indices on tourism.

(ii) Tourism price indices from the supply side are linked with the following statistics:

(a) *Input-Output tables*, from which useful data concerning flows on tourism activities can be obtained and used in the estimation of the weights of the corresponding price indices.

(b) *National Accounts* can be taken into account especially for the index of gross fixed capital formation on tourism.

(c) *Wholesale Price Indices*. Some goods included in these indices refer to intermediate consumption or to gross fixed capital formation on tourism, and their price indices can be used for the calculation of the corresponding price indices on tourism.

(d) *Construction Price Indices*. Some constructions (buildings, public works etc.) refer to tour-

ism, and the relevant individual price indices can be used in the calculation of Gross Fixed Capital Formation Indices on Tourism.

(e) Surveys on wages and salaries, provided they cover the tourism sector.

1.2.5 Guidelines for collection

169. *Periodicity*: it is recommended that tourism price indices from both the demand and supply sides be calculated for at least every quarter of a year, in order to show the seasonal fluctuations of prices and rates, which are very strong in tourism.
170. *Base period*: price indices are relative numbers obtained from comparison of prices of the present or current period with the corresponding prices of a previous period, which is called base period. A calendar year is proposed as a base period because the formulated prices within a period of one year are usually free of seasonal variations. To be able to compare prices between countries, a common base year has to be used.
171. *The selection of items*: this will be done from within each class or sub-class of the classification system used, and will be based on the following criteria:
- (i) the economic importance of each item in relation to the class to which it belongs;
 - (ii) its quantitative and qualitative stability over time, and
 - (iii) the representativeness of the selected items against the total items belonging to a given class.
172. *Calculation of indices*: from a practical point of view, it is recommended to use the **Laspeyres formula** (as opposed to Paasche or other formulas), because it does not require the continuous recalculation of the weights, a procedure which is very difficult and expensive. The Laspeyres formula can be expressed as a *weighted aggregate index* or as a *weighted mean of price relatives* between the base period and the period under consideration.
173. *Revision policy of indices*: the weights and the composition of price indices calculated by using the Laspeyres formula are kept constant until the revision of the indices. Taking into consideration the nature of these indices, a five years revision is regarded as sufficient.

TOURISM PRICE INDICES FROM THE DEMAND SIDE

(i) Inter-temporal (time) tourism price indices

The Tourism Expenditure Price Index

174. *Coverage*: based on the definition of tourism expenditure (Cf. Part 3 Section 1.1), this index will cover all expenses made by all visitors (residents and non-residents) in the economic territory of a country (region, area).
175. *Weighting system*: the structure of tourism expenditure, reflecting the relative importance of individual goods and services or groups of them within total or average tourism expenditure, can be analysed using information obtained from tourism demand surveys on expenditure (Cf. Part 3 Section 1.1). The weighting pattern provides the multipliers by which the prices, or price relatives, are combined for the calculation of the index. Combining data from various statistical sources, such as household budget surveys (expenditure data on residents), balance of payments (receipts from inbound tourism), input-output tables, and tourism statistics on the volume of tourism (e.g. number of visitors, number of nights spent in tourist accommodation), may also give an estimation of the index weights.
176. *Selection of items*: the item sample is formed by the array of specific products, selected from among the entire range of tourism consumption items, for which prices are to be collected. The selected items have to be specified, so that changes in prices due to the change of quality, quantity and other characteristics are avoided.
177. *Collection of price data*: the first stage of organising the price collection is the area selection for outlet sampling. The sample of outlets is to be drawn from many technical factors governing the selection of regions (importance of tourism to regions, dispersion of outlets, market structure etc.). In addition to the technical factors, the available resources are taken into account for the final decision of region selection. Once the representative regions have been selected, the problem of drawing a representative sample of price reporters is posed. An important factor in selecting the outlets is the correspondence that should exist between the outlet sample and visitor population covered by the index. It must be noted that in some cases prices or price relatives or indices of individual products can be obtained directly from the consumer price index. The collected prices must include VAT and any other taxes paid by visitors.

(ii) Inter-spatial (space) price indices on tourism

International tourism price indices

178. International price indices on tourism, which compare the price level of tourism expenditure between countries, are more complicated to calculate than inter-temporal price indices because of the need to maintain transitivity in multilateral price comparisons. It is therefore recommended to refer to the methodology developed by the Statistical Office of the European Communities in the field of Price statistics and to the survey of prices of household consumer goods and services. Some goods and services of this survey are linked to tourism, and their prices can be used directly for the construction of price indices comparing tourism expenditure between countries. Based on the existing methodology an *International Price Level Index of Tourism Expenditure* can be developed by covering the same expenditure items as for Tourism Expenditure Price Index.

TOURISM PRICE INDICES FROM THE SUPPLY SIDE

179. Tourism price indices from the supply side, or “cost production indices on tourism”, refer to the changes over time in tourism production cost due to prices changes.

The methodology used to construct the three categories of prices indices (intermediate consumption, production factors, fixed capital formation) is basically the same. The construction of price indices on the production factors should focus on “labour” and “capital”.

180. *Coverage*: these indices will cover generally the primary and secondary activities related to tourism (see **Appendix 9**). *The price indices of intermediate consumption* will cover the value of the goods (other than capital goods) and market services consumed by producer units during the course of a period in order to produce other goods and services related to tourism. *The price indices of factors of production* will cover the total amount of compensation of employees engaged in tourism-related activities (Cf. Part 3 Section 1.3 Employment in the tourism sector) for the factor “Labour” and the actual interest of capital for the factor “Capital”. The prices indices of fixed capital formation will cover the value of durable goods which are acquired by resident production units related to tourism in order to be used for a period of more than one year in the process of producing tourism products (i.e. buildings and other constructions, machinery and equipment, products incorporated into existing fixed capital goods for the purpose of improving them, products incorporated in land).

181. *Weighting system*: the weighting coefficients of the indices can be examined through specific surveys or studies which will combine existing data from several statistical sources on the supply of tourism activities. The values needed to calculate the weights for the *intermediate consumption* and *capital formation* indices must be free of deductible VAT.

182. *Selection of items*: the selection of items of the indices will be made within each class or sub-class of the activity classification system (NACE, SICTA).

183. *Collection of price data*: the first step is the area selection for outlet sampling. Once the representative regions have been selected, a sample of outlets which provide goods or services to tourism-related enterprises for their *intermediate consumption* or for *capital formation* will be selected. The collected prices must exclude deductible VAT but must include non-deductible taxes. Regarding the price indices of the *primary factors of production*, the collection of data for the compensation of employees will be based on a sample of representative tourism-related enterprises.

1.3 Employment in tourism
1.3.1 Basic definitions

184. *Employment in tourism* concerns persons working in economic activities related to tourism.

185. As Part 1. on Tourism supply has shown, the tourism sector is very heterogeneous and encompasses many sectors of economic activity, which are either mainly (primary tourism activities), partly (secondary tourism activities) or indirectly (intermediary activities) dependent on tourism. When attempting to measure employment in tourism, one must first determine which sectors of activity will be taken into account.

1.3.2 Statistical units and evaluation approaches

186. Employment can be measured in different ways according to the type of unit chosen. Two types of evaluation are possible:

Evaluation by observation

- a) *Activity-related evaluation*: measurement of employment in activities producing goods and services mainly or partly related to tourism.

- b) *Labour force evaluation*: measurement of the labour force employed in activities mainly or partly related to tourism.

Model type evaluation

- c) *Expenditure evaluation*: evaluation of the employment needed to produce goods and services consumed by visitors

Note: in each case, one must define which activities (NACE Rev.1)—either of the producer or the employee, or which goods and services (CPA) consumed—are to be taken into account.

The three different types of analysis of tourism employment should be considered as complementary approaches, as each of them analyses the same topic from a different angle (e.g. regional aspects of tourism employment, working conditions, seasonality, etc.)

a) Activity-related evaluation

187. The simplest way to derive employment is to count the number of persons employed in sectors that deliver directly (without an intermediary) to the consumers of tourism goods and services.

Since even for primary activities related to tourism, some service sectors not only have visitors as consumers but also local residents, the tourism-related employment can then be analysed through surveys carried out on the various types of clients and the respective services rendered.

To be operational and practical, employment of the sector whose primary activity is tourism-related should be fully counted as tourism employment.

188. A characteristic of the tourism supply sector is that it combines many small businesses which often cannot be taken into account in the general enterprise census. If a production evaluation approach is chosen for tourism employment statistics, the sample size must be enlarged, or stratified samples must be used.

For producers whose second activity is tourism-related, surveys must be carried out in order to estimate the number of services bought by visitors and to calculate the resulting employment.

b) Labour force evaluation

189. It is rather difficult for an employee to decide if the product of his activity is sold or not to visitors. It is,

however, possible for the persons surveyed to give information on the quota of visitors among their customers, and this, in combination with information gathered on the producer side, could help to define the tourism-related share of the business.

Tourism is characterised by its highly seasonal character. Tourism employment statistics must therefore take this aspect into consideration, and labour force surveys usually carried out at the end of every quarter should be organised separately at a more appropriate time for the tourism sector.

A major variable for tourism employment is the qualifications level of the persons employed which can be gathered from the labour force itself.

c) Expenditure evaluation

190. The person who knows best which goods were bought and which services were used is the visitor. The visitor or the final consumer must therefore be considered as the starting point of the analysis.

From tourism expenditure surveys it is possible to derive information on the structure of consumption, although it varies depending on the destination of the trip, the purpose of the visit, the mode of transport and accommodation chosen, the number of people travelling together (especially for transport costs) and the month of the year. It is therefore important to take into account both the frequency of data collection and seasonal variations.

Information on the selling point of goods and services is also needed, as many can be bought in different economic branches.

The present expenditure surveys must be enlarged and carried out not only in the home base but also in places where visitors stay during their visits.

191. Calculation of the total consumption per sector by visitor is possible through the expenditure surveys. The total labour force being known through other surveys, the "labour coefficient" (average labour unit per monetary consumption) can then be calculated. Knowing the number of labour units necessary for a certain monetary unit spent by visitors in a given sector, the direct employment generated by tourism activities of this sector is calculated by multiplying the total of tourism expenditures in this sector with the labour coefficient.

The total direct employment by tourism activities is obtained by summing the results of all the sectors.

The intermediate producers serve as input to production directly related to tourism consumption. To define this intermediate production, complex information about the system of intermediate relations between the various

sectors of activity is needed. This approach is only possible with clearly defined and very detailed Output-Input Tables.

1.3.3 Variables

192. The variables depend on the analytical approach chosen. Those mentioned below therefore provide only an overview of the main points which are useful in obtaining good information about the employment situation in the tourism sector.

193. The main variables are:

- Type of activity of the enterprise/local unit of the employee
- Number of employees of the enterprise/local unit
- Number of hours worked
- Structure of the employment: full time/part-time employees, male/female employees, skilled/unskilled employees, nationality of employees, self employed/employee
- Geographical location of the local unit (**Appendix 5**)
- Total number of employees of the local unit/enterprise
- Total labour costs of the local unit/enterprise
- Seasonality.

194. The secondary variables are:

- Age of the employee
- Individual working hours
- Individual working conditions
- Education of the employees
- Position held
- Nature of employment contract
- Salary of the employee
- Structure of the salaries

195. The above-mentioned variables are either directly or indirectly related; for example, salaries depend on the level of education. It will therefore be necessary to first define the various inter-relations before analysing employment.

Employment variables such as income have to be analysed in conjunction with the number of working hours in order to compare employment figures of the tourism branch with other branches, as the average number of hours worked is normally higher than in other economic activities.

1.3.4 Classifications

196. *
- Classification of production NACE Rev.1 and SICTA, and classification of tourism products CPA (**Appendix 9**)
 - * Geographical breakdown: NUTS (**Appendix 5**)
 - * Tourism expenditure (**Appendix 7**)

1.3.5 Links with other statistics

197. *Links with tourism supply*

Tourism employment has to be analysed in connection with the supply side of tourism. The requirements of employment statistics must therefore be taken into account in designing supply-side statistics (both accommodation statistics and other supply statistics).

198. *Links with education*

It is necessary to analyse both the structure of the education offered for the tourism sector and the needs of the sector, as both unskilled work and highly qualified employment are offered in activities relating to tourism. In order to make comparison of education possible at European level, it is necessary to first analyse the educational needs of the employers and to survey the qualifications and requirements of the employment offered. Surveys should also provide detailed information on the education of employees to be compared with the actual activity of the person.

199. *Links with income aspects*

Income generated by tourism activity differs greatly from country to country in Europe. Factors to take into account for the income structure are the not very attractive working hours and conditions (i.e. shift work, work over week-ends, seasonality, etc.) offered in the tourism sector. These factors must be considered as variables in the context of employment statistics and be taken into account when comparing income generated in the tourism sector with other sectors.

Tourism is a major factor in the economy. The overall income generated by the tourism sector has therefore to be analysed as part of it goes back into private consumption, since changes in tourism employment will influence the demand in other sectors.

Also to be taken into account is the fact that many employees in the tourism sector are foreigners. In many cases a high proportion of their salaries flows back to their country of origin.

This money is an important factor for the respective economy of origin, as it will either be invested or enter the cycle of private consumption.

If employment falls, this will have an impact at both national and international levels, as migrants then flow back and compete again in the employment market of their country of origin.

1.3.6 Guidelines for collection

200. The general guidelines for collecting data on employment in tourism have been presented in 1.3.2 according to the

evaluation approach taken. Tax authorities, social insurance authorities, surveys of enterprises, regulatory authorities, labour force surveys and national accounts data are all sources of information to evaluate employment from the supply side.

From the demand side, detailed tourism expenditure surveys of domestic and inbound (and to a certain extent outbound, e.g. for Travel agencies) visitors would be required to calculate the value of this consumption in terms of employment.

2. TOURISM AND THE ENVIRONMENT

2.1.1 Concepts and basic definitions

201. *Environment* is defined as the quality of life, living conditions of human beings and the natural environment with suitable habitats for animals and plants.

The quality of life is determined by the long-term availability in sufficient quantity and of adequate quality of resources such as water, air, land and space in general as well as raw materials. This definition from the Commission⁶ is in close agreement with the description of the scope of environment statistics given in the UN report⁷: “The scope of environment statistics includes the media of the natural environment (air/climate, water, land/soil), the biota found within these media, and human settlements. Environment statistics describe the quality and availability of natural resources, human activities and natural events that affect the environment, the impacts of these activities and events and social responses to these impacts”.

From this definition the following components of the environment can be identified: Flora, fauna, atmosphere, water, land, human settlements

The definitions of the existing ECE Standard Statistical Classifications for the various environmental topics should be used.

DEFINING THE INTER-RELATIONSHIP BETWEEN TOURISM AND THE ENVIRONMENT

202. The environment is a factor influencing tourism demand. Since demand for tourism products is partly determined

by the quality of the related environment, the environment can have a positive or negative influence on tourism. Likewise tourism can have a positive and negative impact on the environment.

Already-existing frameworks for environment statistics can be used to identify the topics which are relevant to describing the interrelationship of the environment and tourism.

The UN framework defines four major categories of information relating to the study of the environment:

- A. Social and economic activities, natural events
- B. Environmental impact of activities
- C. Responses to environmental impact
- D. Stock, inventories and background conditions

203. From this framework a selection of topics relevant for a statistical description of the interrelation between tourism and the environment is presented:

Category A, describes different types of impacts on the environment (it is possible to distinguish, through calculations, between impacts caused by tourism and other types of impacts).

Category B, describes changes in the quality of the environment (these topics are much more difficult to relate to a single cause; information of this type will certainly influence the attraction of a place, and therefore also tourism demand).

Category C, represents information related to actions for environmental protection (it is also of interest as a factor influencing tourism demand)

Category D, includes information about climatic conditions, biological resources and other background conditions.

⁶ “Green paper on the impact of transport on the environment (1992).

⁷ UN report “A Framework for the Development of Environment Statistics” (1984).

204.

Environmental topics	Connection to tourism	Connection to major environmental problems
Category A		
Hunting and Fishing	Increased tourism activity in certain areas	Loss of biological diversity.
Energy Production and consumption	Tourism will lead to increased use of various means of transport.	Greenhouse effect. Destruction of the ozone layer. Air pollution.
Water Use for human activities	Increased consumption of sparse resources during tourism seasons.	Resource scarcity.
Land Use and Environmental restructuring	Construction of hotels, roads, ski lifts and other infrastructure.	Loss of biological diversity. Soil erosion.
Waste loading in water, air and land	Increase in the number of persons in tourism areas leads to increase in the amounts of waste.	Air pollution. Water pollution. Soil contamination.
Category B		
Changes of biological resources	Hunting, fishing, land use and environmental restructuring may lead to depletion of ecosystems and species.	Loss of biological diversity. Soil contamination
Changes in stocks and flows of cycling systems	Excessive use of water may cause falls in ground water.	Resource scarcity
Atmospheric pollution	Increased transport will lead to increased emission of greenhouse gases and other air pollutants.	Greenhouse effect. Destruction of the ozone layer. Air pollution.
Water quality	Increase in number of persons within a limited area will cause increase in sewage effluents.	Water pollution.
Soil and land quality	Increase of individuals within a limited area will increase waste production and soil erosion by trampling and new constructions.	Soil contamination and erosion.
Human health and environmental disasters	Emissions of noise and gases from traffic will affect human health and increase the destruction of buildings of cultural value	Air pollution, noise.
Category C		
Resource management	Increased income from visitors hunting and fishing may lead to better resource management. Visitor interest in flora and fauna may lead to an increase in areas of nature reserves and national parks	Loss of biological diversity. Soil contamination and erosion. Resource scarcity.
Pollution monitoring and control	Demand from visitors for good quality drinking water or bathing water may lead to better monitoring	Water pollution. Air pollution. Noise.
Category D		
Fauna and flora	Increased trampling or excessive hunting will have negative effects, but may also lead to better resource management	Loss of biological diversity
Hydrological systems	The amount of precipitation may influence tourism demand.	Soil erosion. Resource scarcity.
Atmospheric systems	Temperature and air pollution may influence tourism demand	Air pollution
Lithospheric systems	Topography and soil type will influence tourism demand	Soil erosion.
Ecosystems inventories	Ecosystems such as forests, marshes, mountains etc. will influence tourism demand	Resource scarcity. Loss of biological diversity.

2.1.2 Statistical units

205. In environment statistics, the statistical unit is often best represented by a certain **land or water area**, the size of which may vary with the type of variable. For the purpose of environment management, it is preferable to use a small unit as the initial area of investigation (NUTS III or LOC).

2.1.3 Variables and classifications

206. For each of the topics listed above, one or more statistical variables can be identified. As a starting point for the selection of variables, already-existing international environment statistics should be used. To be of interest to

tourism, these data should be combined with various types of tourism statistics (e.g. statistics on number of visitors in a certain area, their length of stay, mode of transport used, mean distances travelled, etc.) to derive tourism-related environment variables.

In order to distinguish more adequately the relationship between tourism and the environment, the statistical variables below are presented in two groups:

207. (i) **Variables related to the impact of tourism on the environment**

208. (ii) **Variables related to the influence of the environment on tourism demand.**

(See following tables).

207. **Variables related to the impact of tourism on the environment**

TOPIC	VARIABLES	BREAKDOWN
Hunting	<ul style="list-style-type: none"> - Number of animals killed by visitors. - Percentage of game killed by visitors. 	The ECE Draft Standard International Frame-work for the Development of Fauna, Flora and Habitat Statistics
Fishing	<ul style="list-style-type: none"> - Total inland fish catches taken by visitors. - Percentage of fish catches taken by visitors. - Introduction of artificial species for angling. 	All species of interest for angling should be included.
Energy Use	<ul style="list-style-type: none"> - Total amount of energy used for passenger transport (visitors only) by mode of transport. - Total amount of energy used for the transportation of goods for consumption by visitors (by mode of transport) - Energy use for tourism purposes other than transport, e.g. energy use tourist accommodation. 	See Appendix 7
Water use for human consumption	<ul style="list-style-type: none"> - Water supply to the tourism sector. 	The ECE Standard Statistical Classification of Water Use
Land Use and Environment restructuring	<ul style="list-style-type: none"> - Areas changed for tourism purposes. - Ratio of area occupied by tourism establishments to total residential area. - Areas with vegetation changes caused by trampling, skiing or other tourism activities. 	The ECE Standard Classification of Land Use
Waste Loading in Water, Air and Land	<ul style="list-style-type: none"> - Discharge of waste-water attributable to tourism. - Emissions of air pollutants (by type, e.g. sulphur oxides, carbon dioxide) due to tourism transport. - Percentage of household wastes due to tourism. 	The ECE Standard Statistical Classification of Water Use The statistics should be broken down by type of treatment technology : mechanical treatment, biological treatment, advanced treatment or no treatment at all.

208. Variables related to the influence of the environment on tourism demand

TOPIC	VARIABLES	BREAKDOWN
Land Use and Soil Quality	<ul style="list-style-type: none"> - Changes in land use. - Soil erosion risk. - Protected areas. 	The ECE Standard Classification of Land Use
Biological Resources	<ul style="list-style-type: none"> - Population numbers of wild species. - Forest damage. 	The ECE Draft Standard International Frame-work for the Development of Fauna, Flora and Habitat Statistics
Water Quality	<ul style="list-style-type: none"> - Water quality of lakes, rivers, seas. - Bathing water quality. 	The draft ECE Standard Statistical Classification of Ecological Freshwater Quality contains a proposal of water quality classification.
Climate and Air Pollution	<ul style="list-style-type: none"> - Mean monthly temperature - Average monthly precipitation. - Air pollution 	The ECE Standard Statistical Classification of Ambient Air Quality

209. Regional aspects are of great importance for most types of environment statistics, although the size of the areas of interest may vary. From an environmental point of view, these areas should be rather small. For the present purpose, NUTS III is considered sufficient. In the case of water use and water quality, a supplementary division by drainage area is proposed, and in the case of presentation of air pollutants for big cities, the measurement sites inside the city itself will define the area. For analytical purposes, it would also be useful to link the data to tourist regions by type of destination (see Appendix 2). From this a regional differentiation between specified tourism areas, e.g. shorelines with intensive bathing activities, mountain areas with intensive skiing or places especially interesting for cultural tourism can be made.

2.1.4 Links with other statistics

210. Links with tourism demand

Some of the variables presented in Part 1. Tourism demand are of principal importance in order to estimate the variables presented in this section. These particularly relate to data on the volume of tourism and the characteristics of the visit, e.g. number of persons participating in tourism, mode of transport and accommodation used, number of visits (and overnight stays), destinations and activities undertaken during the visit.

The scope for presenting statistics on energy use and on emissions of air pollutants caused by tourism on a regional basis also depends on data from surveys of tourism demand. It is therefore necessary to include

questions about the means of transport, the place of origin and place(s) of destination and the distance covered, in household surveys on tourism and transport, as this is probably the most efficient way to distinguish data on emissions or energy use due to tourism transport from data on emissions or energy use due to all other types of transport.

211. Links with tourism supply

Supply statistics on accommodation e.g. on occupancy rate for specified periods within the same areas can be used to calculate the number of overnight stays, during the specified period, within a region. It is proposed to use such figures on overnight stays as a basis for calculating the tourism-related share of some types of environmental impacts. This is the case for the amounts of waste generated or the volumes of sewage effluents discharged within an area.

Estimations of the maximum number of overnight stays within a certain region can also be obtained from statistics on tourism supply. This can be of some interest to the local planning authorities, e.g. for calculations of the maximum need for drinking water or decisions concerning the construction and capacity of sewage treatment plants.

212. Links with other statistics

The close connection with environment statistics has already been stressed, e.g. for each one of the proposed variables, it is suggested to use the same definitions and classifications as described for the environment. Links also exist between energy and transport statistics.

2.1.5 Guidelines for collection

213. Since environment statistics include a broad area of subjects, many different methods of data collection are to be used. Already-existing statistics on the environment, transport and energy should be used. The CORINE database of the Statistical Office of the European Communities can provide useful data concerning the environment.

Combining environment data with tourism demand and supply statistics is important. Another vital issue is the selection of proper emission coefficients. In the following, some recommendations concerning data collection for each one of the proposed main groups of variables are given.

214. **Hunting and Fishing:** Information on the participation of visitors could be obtained through household surveys if special questions were included.
215. **Energy Use:** the share of transport (by mode) related to tourism can be estimated from data on the mode of transport used and distance travelled provided by tourism demand surveys. These estimates can then be linked to data on passenger transport energy use. Statistics on energy use by establishments for tourist accommodation can only be obtained from enterprise surveys. Statistics on energy use in private vacation dwellings can be calculated if the energy use is regarded as a part of total energy use by private households outside transport.
216. **Water Use for Human Consumption:** from statistics on tourism supply, data on the number of overnight stays for a certain period within the region of interest can be obtained and linked to data on water use.
217. **Land Use and Environmental Restructuring:** the total area occupied by establishments for tourist accommoda-

tion may be estimated from the bed capacity of the various forms of accommodation within a region. An average land use factor per bed for each category of accommodation should be calculated, using existing land or dwelling registers.

218. **Waste Loading in Water, Air and Land Statistics:** information on discharge of waste-water broken down by type of treatment can generally be obtained from environment statistics. To calculate the amount of waste-water attributable to tourism, a method using data on number of tourist overnight stays from statistics on tourism supply, comparable to the one described above, may be applied. Statistics on the emissions of various types of air pollutants caused by transport can also be obtained from environment statistics. Statistics on the generation of household wastes can be obtained from environment statistics for most countries.
219. **Land Use and Soil quality:** statistics on current land use and on changes in land use can be obtained from environment statistics, but not at a very detailed level.
220. **Biological Resources:** statistics on population numbers of wild species can only be obtained after special inventories have been made.
221. **Water Quality:** statistics on water quality of lakes and rivers are often assembled by local authorities.
222. **Climate and air pollution:** Statistics on temperature and precipitation have been produced by the meteorological services for many decades. Measurements on air pollutants in vulnerable built-up areas exist, but as in the case of water quality, the responsibility is with the local authorities, and few examples of good statistical presentation of data can be found.

APPENDICES

CLASSIFICATION OF MAIN PURPOSE OF TRAVEL AWAY FROM HOME

- 1. Leisure, recreation and holidays**
- 2. Visiting friends and relatives**
- 3. Business and professional**
- 4. Health treatment**
- 5. Religion and pilgrimage**
- 6. Other**

CLASSIFICATION OF DESTINATION TYPES

1. Urban areas

- 1.1 Capital/city
- 1.2 Designated heritage/cultural town or city
- 1.3 Other city; town (urban areas)

2. Resorts (town/village)

- 2.1 Health resort
 - 2.1.1 *Spa resort*
 - 2.1.2 *Seaside location*
 - 2.1.3 *Lake/river location*
 - 2.1.4 *Mountain location*
- 2.2 Seaside resort
- 2.3 Lake or river resort
- 2.4 Ski resort
- 2.5 Other mountain resort

3. Countryside

- 3.1 Waterside
 - 3.1.1 *Seaside/coastal area*
 - 3.1.2 *Lakeside*
 - 3.1.3 *Riverside*
- 3.2 Mountains
 - 3.2.1 *Highlands*
 - 3.2.2 *Hills*
- 3.3 Rural area/village

4. Sea, lake or river cruises

**CLASSIFICATION OF TOURIST ACCOMMODATION
AND ITS CORRESPONDENCE WITH NACE REV. 1 AND CPA**

1.	<u>COLLECTIVE TOURISM ESTABLISHMENTS</u>	NACE Rev. 1	CPA
1.1	Hotels or similar establishments		
1.1.1	Hotels	55.11 and 55.12	55.11.10 and 55.12.10
1.1.2	Similar establishments	55.23	55.23.13
1.2	Specialised establishments		
1.2.1	Health establishments	55.23	55.23.15
1.2.2	Passenger transport	55.23	55.23.14
1.2.3	Work and holiday camps	55.23	55.23.11 and 55.23.12
1.2.4	Conference centres	55.23	55.23.15
1.3	Other collective accommodation		
1.3.1	Holiday dwellings	55.23	55.23.12
1.3.2	Tourist campsites	55.22	55.22.10
1.3.3	Other collective accommodation n.e.c.	55.21	55.21.10
2.	<u>PRIVATE TOURISM ACCOMODATION</u>		
2.1	Private rental accommodation		
2.1.1	Rented rooms in family houses	55.23	55.23.13
2.1.2	Dwellings rented from private individuals or professional agencies	55.23	55.23.13
2.2	Private non-rental accommodation		
2.2.1	Owned dwellings		
2.2.2	Accommodation provided without charge by relatives or friends		
2.2.3	Other private accommodation		

CLASSIFICATION OF MEANS OF TRANSPORT

1. Air

- 1.1 Scheduled flights
- 1.2 Non-scheduled flights (e.g. charter flights)
- 1.3 Other air services

2. Waterway

- 2.1 Passenger lines and ferries
- 2.2 Cruise
- 2.3 Other waterway services

3. Land

- 3.1 Railway
- 3.2 Motor coach or bus and other public road transport
 - 3.2.1 *Scheduled (e.g. regular services)*
 - 3.2.2 *Non-scheduled (e.g. touring)*
- 3.3 Private vehicle (with capacity for up to eight persons)
- 3.4 Vehicle rental
- 3.5 Other means of land transport

TERRITORIAL UNITS, NUTS AND LOC¹

The site of the tourist's destination, the place(s) of the tourist's short or long stay during the trip and the location of the establishment, can be classified by the geographical situation of the site. Eurostat has drawn up a nomenclature of statistical territorial units, known as the «NUTS» (Nomenclature des Unités Territoriales Statistiques).

The present NUTS nomenclature subdivides the economic territory of the European Union² five levels. The highest level, NUTS I, consists of 77 regions. The second level, NUTS II, is made up of 206 regional units and the third level, NUTS III, is derived by subdividing the basic regional units into 1 031 sub-regional units. At the local level, the NUTS IV level is only defined for the following countries: Finland, Greece, Ireland, Luxembourg, Portugal and the United Kingdom. The NUTS V level consists of 98 433 communes or their equivalent. NUTS IV and V are useful for the classification process delimiting rural areas.

Despite the aim of ensuring that regions of comparable size all appear at the same NUTS level, each level still contains regions which differ greatly in terms of area, population, economic weight or administrative powers. This heterogeneity at Community level, is often only the reflection of the situation existing at Member State level.

The advantage of using the administrative unit for statistical analysis is twofold. Firstly, regional policy is determined by regional administrative units. Secondly, basic statistical information is, to a great extent, compiled at the administrative territorial level. The drawback of using the NUTS is that, irrespective of the level chosen, the size of the units measured by surface area or by population differs widely.

The table on the next page presents the correspondence between the NUTS levels and the national and regional administrative units.

¹ For further information, see Nomenclature of territorial units for statistics, March 1995, EUROSTAT

² Excluding Sweden, which consists of only one NUTS 1 region.

APPENDIX 5

	NUTS 1	NUTS 2	NUTS 3	NUTS 4	NUTS 5
B	Régions 3	Provinces 11	Arrondissements 43	-	Communes 589
DK	- 1	- 1	Amtler 15	-	Kommuner 276
D	Länder 16	Regierungsbezirke 38	Kreise 445	-	Gemeinden 16176
EL	Groups of development regions 4	Development regions 13	Nomoi 51	Eparchies 150	Demoi/Koinoties 5921
E	Agrupacion de comunidades autonomas 7	Comunidades autonomas + Ceuta y Melilla 17	Provincias + Ceuta y Melilla 2	-	Municipios 8077
F	Z.E.A.T. + DOM 8	Régions + DOM 22	Départements + DOM 96	-	Communes 36664
IRL	- 1	- 1	Regional Authority Regions 8	Counties/County boroughs 34	DEDs/Wards 3445
I	Gruppi di regioni 11	Regioni 20	Provincia 103	-	Comuni 8100
L	- 1	- 1	- 1	Cantons 12	Communes 118
NL	Landsdelen 4	Provincies 12	COROP regio's 40	-	Gemeenten 672
A	Gruppen von Bundesländern 3	Bundesländer 9	Gruppen von Politischen Bezirken 35	-	Gemeinden 2351
P	Continente + Regioes autonomas 1	Commissaoes de coordenação regional + Regioes autonomas 2	Grupos de Concelhos 30	Concelhos - municipios 305	Freguesias 4208
FIN	Manner-Suomi/Ahvenanma 2	Suuralueet 6	Maakunnat 19	Seutukunnat 88	Kunnat 455
S	- 1	Riksområden 8	Län 24	-	Kommuner 286
UK	Standard regions 11	Groups of counties 35	Counties/Local authority regions 65	Districts 485	Wards/Communities /Localities 11095
EUR 15	77	206	1031	1074	98433

The national totals of one level take the superior levels belonging to this level into consideration (e.g. Belgium: 10 provinces and 1 unit considered as NUTS 2: Rég. Bruxelles-Cap/Brussels Hfdst.gewest).

BREAKDOWN BY GEOGRAPHICAL AREAS

TOTAL WORLD

TOTAL EUROPEAN ECONOMIC AREA

TOTAL EUROPEAN UNION (15)

BELGIUM
DENMARK
GERMANY
GREECE
SPAIN
FRANCE
IRELAND
ITALY
LUXEMBOURG
AUSTRIA
NETHERLANDS
PORTUGAL
FINLAND
SWEDEN
UNITED KINGDOM

TOTAL EUROPEAN FREE TRADE AREA (EFTA)

ICELAND
NORWAY
SWITZERLAND (and Liechtenstein)

**TOTAL OTHER EUROPEAN COUNTRIES (apart from EFTA countries)
including:**

TURKEY
POLAND
CZECH REPUBLIC
SLOVAKIA
HUNGARY

TOTAL AFRICA

NORTH AMERICA

UNITED STATES
CANADA

TOTAL SOUTH AND CENTRAL AMERICA

TOTAL ASIA

including:

JAPAN

AUSTRALIA, OCEANIA AND OTHER TERRITORIES

including:

AUSTRALIA
NEW ZEALAND

UNSPECIFIED

CLASSIFICATION OF TOURISM EXPENDITURE

1. **Package travel, package holidays and package tours**
(total travel costs)
2. **Accommodation**
3. **Food and drinks**
4. **Transport**
5. **Recreation, cultural and sporting activities**
6. **Shopping**
7. **Other**

CLASSIFICATION OF ACTIVITIES

Classification	Coverage
Sport, physical activities	Non-professional active participation in all kinds of sport and outdoor and indoor activities, e.g. golf, tennis, skiing, skating, swimming, rowing, sailing, surfing, other water sports, jogging, cycling, walking, hiking, trekking, climbing, mountain-eering, horse riding, pony trekking, fishing, angling, shooting, hunting.
Attending events (including sports), spectating and entertainment	Theatre, concerts, festivals, opera, ballet, circus, cinema, recreation parks, theme parks, amusement parks, ballroom, discotheque, dancing, casinos, gambling, betting, other entertainment, sports events.
Education, heritage, nature	Education, studying (not connected to profession). Visiting museums, exhibitions, visiting historical sites and buildings, botanical and zoological gardens, nature reserves.
Health activities	Spas, fitness, thalassotherapy health resorts, other treatments and cures.
Religious activities	Attending religious events, pilgrimages.
Sightseeing	Sight-seeing by group trips, touring, cruising, landscape or cityscape by walking, cycling or by taking a drive.
Shopping	Visiting stores, shops, arcades in search of merchandise, or simply window-shopping.
Meetings and conventions	Attending meetings, conferences, congresses, conventions, seminars, trade fair and exhibitions, incentive weekends.
Passive leisure	Relaxing, sunbathing, eating and drinking.

APPENDIX 9

Classification of tourism activities NACE Rev.1 and SICTA and products CPA

- t = typical tourism product/activity
 p = partially a tourism product/activity
 i = activities providing (partially) products for intermediary consumption of units providing tourism products or whose products are otherwise not consumed directly by visitors themselves

Note: Activities/products typed in **Bold** are considered mainly dependent on tourism.

Certain partially tourism products/activities are typed in *italics*, because they are considered to be strongly dependent tourism, although the main class to which they belong is not.

PRIMARY ACTIVITIES INVOLVED IN PROVIDING GOODS AND SERVICES TO TOURISTS

NACE Rev.1.			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
55	<i>P</i>	<i>HOTELS AND RESTAURANTS</i>	55	<i>P</i>	<i>HOTEL AND RESTAURANT SERVICES</i>	55		HOTELS AND RESTAURANTS
						5510	t	Hotels, camping sites and other commercial accommodation
55.1	t	Hotels	55.1	t	Hotel services			
55.11	t	Hotel and motels, with restaurant	55.11	t	Accommodation services supplied by hotels with restaurant	5510-1	t	Hotels and motels with restaurants
55.12	t	Hotel and motels, without restaurant	55.12	t	Accommodation services supplied by hotels without restaurant	5510-2	t	Hotels and motels without restaurants
55.2	t	Camping sites and other provision of short-stay accommodation	55.2	t	Camping sites and other short-stay accommodation services			
55.21	t	Youth hostel and mountain refuges	55.21	t	Youth hostel and mountain refuges services	5510-3	t	Youth hotels and mountain refuges
55.22	t	Camping sites, including caravan sites	55.22	t	Camping sites services, including caravan sites services	5510-4	t	Camping sites including caravan sites
55.23	t	Other provision of lodgings n.e.c	55.23	t	Other short-stay accommodation services			
			55.23.11	t	Children's holiday camp services	5510-9	t	Other provisions of lodging, n.e.c.
			55.23.12	t	Holiday centre and holiday home services	5510-9	t	Other provisions of lodging, n.e.c.
			55.23.13	t	Letting of short-stay furnished accommodation	5510-9	t	Other provisions of lodging, n.e.c.
			55.23.14	t	Sleeping car services and sleeping services in other transport media	5510-9	t	Other provisions of lodging, n.e.c.
			55.23.15	t	Other short-stay accommodation services n.e.c	5510-9	t	Other provisions of lodging, n.e.c.

NACE Rev.1.			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
						5510-5		Health-oriented accommodation
55.3	P	Restaurants	55.3	P	Food serving services	5520		Restaurants, bars and canteens
55.30	p	Restaurants	55.30.1	p	Food serving services	5520-2	p	Full service restaurants
			55.30.11	p	Meals serving services with full restaurant service	5520-2	p	Full service restaurants
			55.30.12	t	Meals serving services in railway dining cars and on ships	5520-2	p	Full service restaurants
			55.30.13	p	Meals serving services in self-service establishments	5520-3	p	Fast food restaurants and cafeteria
			55.30.14	p	Other food serving services	5520-5	p	Food kiosks, vendors, refreshment stands
55.4	p	Bars	55.4	p	Beverage serving services	5520-1	p	Bars and other drinking places
55.40	p	Bars	55.40.10	p	Beverage serving services	5520-6	p	Nightclubs and dinner theaters
55.5	p	Canteens and catering	55.5	p	Canteen and catering services	5520-4	p	Institutional food services, caterers
55.51	p	Canteens	55.51	p	Canteen services	5520-4	p	Institutional food services, caterers
55.52	p	Catering	55.52	p	Catering services	5520-4	p	Institutional food services, caterers
			55.52.11	p	Catering services for private households	5520-4	p	Institutional food services, caterers
			55.52.12	t	Catering services for transport enterprises	5520-4	p	Institutional food services, caterers
			55.52.13	p	Catering services for other enterprises and other institutions	5520-4	p	Institutional food services, caterers
63	P	SUPPORTING AND AUXILIARY TRANSPORT ACTIVITIES; ACTIVITIES OF TRAVEL AGENCIES	63	P	SUPPORTING AND AUXILIARY TRANSPORT SERVICES; TRAVEL AGENCIES SERVICES	63		SUPPORTING AND AUXILIARY TRANSPORT ACTIVITIES
63.3	T	Activities of travel agencies and tour operators; tourist assistance activities n.e.c.	63.3	T	Travel agency and tour operator services ; tourist assistance services n.e.c.	6304	t	Travel agents, tour operators and guides
			63.30.11	t	Organisation of package tour services	6304-2	t	Tour operators, packagers and wholesalers
			63.30.12	t	Sales of travel tickets, lodging and package tours on a fee or contract basis	6304-1	t	Travel agents
			63.30.13	t	Tourist information services	6304-3	t	Ticket offices not a part of transport companies
			63.30.14	t	Tourist guide services	6304-1	t	Travel agents
						6304-4	t	Guides

SECONDARY ACTIVITIES INVOLVED IN PROVIDING GOODS AND SERVICES TO TOURISTS

NACE Rev.1			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
01	P	AGRICULTURAL, HUNTING AND RELATED SERVICE ACTIVITIES	01	P	PRODUCTS OF AGRICULTURE, HUNTING AND RELATED SERVICES			
01.5	p	Hunting, trapping and game propagation including related services activities	01.50.10	p	Hunting, trapping, game propagation and related services			
05.03		Services activities related to fishing	05.00.50	p	Services incidental to fishing			
50	P	SALE, MAINTENANCE AND REPAIR OF MOTOR VEHICLES AND MOTOR-CYCLES; RETAIL SALE OF AUTO-MOTIVE FUEL	50	P	TRADE, MAINTENANCE AND REPAIR SERVICES OF MOTOR VEHICLES AND MOTORCYCLES ; RETAIL TRADE SERVICES OF AUTOMOTIVE FUEL	50		SALE AND MAINTENANCE OF MOTOR VEHICLES AND FUELS
50.10	p	Sales of motor vehicles	50.10	p	Trade services of motor vehicles	5010	p	Sales of motor vehicles
			50.10.13	t	Wholesale trade services of caravans and other camping vehicles			
			50.10.23	t	Retail trade services of caravans and other camping vehicles			
50.20	p	Maintenance and repair services of motor vehicles	50.20	p	Maintenance and repair services of motor vehicles	5020	p	Motor vehicle maintenance and repair
50.30	p	Sales of motor vehicle parts and accessories	50.30	p	Trade services of motor vehicle parts and accessories	5030	p	Sale of motor vehicle parts and accessories
50.40	p	Sale, maintenance and repair services of motorcycles and related parts and accessories	50.40	p	Trade, maintenance and repair services of motorcycles and related parts and accessories	5040	p	Sale, maintenance and repair of motorcycles
50.50	p	Retail sales of automotive fuel	50.50	p	Retail trade services of automotive fuel	5050	p	Retail sales of motor vehicle fuels
52	P	RETAIL TRADE, EXCEPT OF MOTOR VEHICLES AND MOTOR CYCLES; REPAIR OF PERSONAL AND HOUSEHOLD GOODS	52	P	RETAIL TRADE SERVICES, EXCEPT OF MOTOR VEHICLES AND MOTOR-CYCLES; REPAIR SERVICES OF PERSONAL AND HOUSEHOLD GOODS	52		RETAIL TRADE, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES; REPAIR OF PERSONAL AND HOUSEHOLD GOODS
52.1	p	Retail sale in non-specialised stores	52.1	p	Retail trade services in non-specialised stores with food, beverages to tobacco predominating	521		Non-specialised retail trade
52.11	p	Retail sale in non-specialised stores with food, beverages or tobacco predominating	52.11	p	Retail trade services in non-specialised stores with food, beverages to tobacco predominating	5211	p	Retail food sales
52.12	p	Other retail sale in non-specialised stores	52.12	p	Other retail trade services in non-specialised stores	5219	p	Other non-specialised retail trade

NACE Rev.1.			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
52.2	p	Retail sale of food, beverages and tobacco in specialised stores	52.2	p	Retail trade services of food, beverages and tobacco in specialised stores	5220	p	Retail specialised food sales
52.3	p	Retail sale of pharmaceutical and medical goods, cosmetics and toilet articles	52.3	p	Retail trade services of pharmaceutical and medical goods, cosmetics and toilet articles	5231	p	Retail sales, pharmaceuticals
52.4	p	Other retail sale of new goods in specialised stores	52.4	p	Other retail trade services of new goods in specialised stores	523		Other retail, specialised
						5232	p	Retail sale of textiles, clothing, footwear and leather goods
						5232-4	t	Retail sale of travel accessories, luggage
52.42	p	Retail trade services of clothing	52.42	p	Retail trade services of clothing			
52.43	p	Retail sale of footwear and leather goods	52.43	p	Retail trade services of footwear and leather goods			
			52.43.12	t	Retail services of leather goods and travel accessories			
52.48	p	Other retail sales in specialised stores	52.48	p	Other retail trade services in specialised stores	5239	p	Other retail sales in specialised stores
			<i>52.48.14</i>	<i>p</i>	<i>Retail trade services of photographic, optical and precision equipment</i>	5239-5	p	Photographic sales and services
			<i>52.48.22</i>	<i>p</i>	<i>Retail trade services of sports goods (incl. bicycles)</i>			
						5239-1	t	Retail sales, skin-diving and scuba equipment
						5239-2	t	Retail sales, ski equipment
						5239-3	t	Retail sales, camping and hiking equipment
						5239-4	p	Retail sales, hunting and fishing equipment
			52.48.3	p	Specialised retail trade services of other non-food products n.e.c			
			52.48.34	t	Retail trade services of souvenirs	5239-6	t	Retail sales, gift and souvenir shops
			52.48.38	p	Specialised retail trade services of other non-food products n.e.c			
			52.5	p	Retail trade services of second-hand goods in stores	5239-7	p	Retail sales of other transport vehicles
			52.50.11	p	Retail trade services of antiques	5240	p	Retail sales of second-hand goods
			52.6	p	Retail trade services not in stores	5240-1	p	Retail sales, antiques
			52.62	p	Retail trade services in stalls and markets	525		Retail sales not in shops
						5252	p	Retail sales in stalls and markets

APPENDIX 9

NACE Rev.1.			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
60	P	LAND TRANSPORT; TRANSPORT VIA PIPELINES	60	P	LAND TRANSPORT AND TRANSPORT VIA PIPELINE SERVICES	60		LAND TRANSPORT, TRANSPORT VIA PIPELINES
60.1	p	Transport via railways	60.1	p	Railway transportation services	6010	p	Transport via railways
			60.10.11	t	Interurban passenger transportation	6010-1	t	Interurban rail passenger services
			60.10.12	t	Interurban passenger and vehicle trans-<u>portation</u>	6010-1	t	Interurban rail passenger services
						6010-2	t	Special rail tour services
60.2	p	Other land transport	60.2	p	Other land transport services	602		Other land transport
60.21	p	<i>Other scheduled passenger land transport</i>	60.21	p	<i>Other scheduled passenger land transp. serv.</i>	6021	p	Other scheduled passenger land service
			60.21.1	p	Urban and suburban passenger railway transp.	6021-3	p	Scheduled local and metropolitan transit
			60.21.2	p	Urban and suburban regular psgr. transp., other than by railways	6021	p	Other scheduled passenger land service
			60.21.21	p	Urban and suburban regular transportation	6021-3	p	Scheduled local and metropolitan transit
			60.21.22	p	Urban and suburban special transportation	6021-4	p	Specialised scheduled vehicles
			60.21.3	p	Interurban psgr transp. other than by railways	6021	p	Other scheduled passenger land service
			60.21.31	t	Interurban regular transportation	6021-1	t	Scheduled interurban bus
			60.21.32	t	Interurban special transportation	6021-2	t	Long distance tour buses
			60.21.4	p	Other scheduled passenger land transp.	6021-4	p	Specialised scheduled vehicles
			60.21.41	t	Passenger transportation by funiculars, teleferics and ski-lifts	9249-5	p	Operation of ski lifts
			60.21.42	p	Other scheduled passenger transp. n.e.c.	6021-4	p	Specialised scheduled vehicles
60.22	p	<i>Taxi operation</i>	60.22	p	<i>Taxi services and rental services of passenger cars with operator</i>	6022	p	Other non-scheduled psgr land transport
			60.22.11	p	Taxi services	6022-1	p	Taxis
			60.22.12	p	Rental services of psgr cars with operator	6022-2	p	Chauffeured vehicles
60.23	p	<i>Other non-scheduled road psgr.transport</i>	60.23	p	<i>Other land psgr transp. services</i>	6022-4	p	Charter buses, excursions (same-day visits)
			60.23.11	p	<i>Rental services of buses and coaches with operator</i>	6022-3	t	Local tour vehicles
			60.23.12	t	Sightseeing-bus services	6022-5	p	Man or animal drawn vehicles
			60.23.13	t	Psgr transp. by animal- drawn vehicles	6022-5	p	Man or animal drawn vehicles
			60.23.14	p	Other non-scheduled psgr transp. n.e.c.			

NACE Rev.1.			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
61	P	WATER TRANSPORT	61	P	WATER TRANSPORT SERVICES	61		WATER TRANSPORT
61.1	p	Sea and coastal water transport	61.10	p	Sea and coastal water transport. serv.	6110	p	Sea and coastal transport
			61.10.1	p	Sea and coastal water psgr transp. serv.			
			61.10.11	t	Passenger transportation by ferries			
			61.10.12	t	Other passenger transportation	6110-1	t	Cruise ships
			61.10.31	p	<i>Rental services of sea-going vessels with crew</i>	6110-2	t	Ship rental with crew
61.2	p	Inland water transport	61.2	p	Inland water transportation services	6120	p	Inland water transport
			61.20.1	p	Psgr transp. serv. by vessels on inland waterways			
			61.20.11	p	<i>Passenger transportation by ferries</i>	6120-3	p	Inland water taxis and ferries
			61.20.12	p	Other passenger transportation	6120-1	t	Inland water passenger transport with accommodation
						6120-2	t	Inland water local tours
62	P	AIR TRANSPORT	62		AIR TRANSPORT SERVICES	62		AIR TRANSPORT
62.1	p	Scheduled air transport	62.1	p	Scheduled air transport	6210	t	Scheduled air transport
			62.10.1	t	Scheduled psgr transp. serv. by air	6210-1	t	Scheduled air passenger transport
62.2	p	Non-scheduled air transport	62.2	p	Non-scheduled air transport	6220	t	Non-scheduled air transport
			62.20.1	t	Non-scheduled psgr transp. serv. by air	6220-1	t	Non-scheduled air passenger transport
			62.20.3	p	Rental services of aircrafts with crew	6220-2	t	Aircraft rental with crew
63.2	p	Other transport supporting activities	63.2	p	Other transport supporting services	6303	p	Other supporting transport activities
			62.21	p	Other supporting services for land transport	6303-1	t	Other supporting land transport activities
			62.21.1	p	Supporting services for railway transport			
			63.21.2	p	Other supporting services for road transport			
			63.21.21	p	Bus station services			
			63.21.22	p	Highway operation services			
			63.21.23	p	Bridges and tunnel operation services			
			63.21.24	p	Parking services			

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NACE Rev.1.			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
			63.21.25	p	Other supporting services for road transport n.e.c			
			63.22	p	Other supporting services for water transport	6303-2	t	Other supporting water transport activities
			63.22.11	p	Port and waterway operation services (excluding cargo handling)			
			63.22.12	p	Pilotage services			
			63.22.13	p	Berthing services			
			63.22.14	p	Navigation aid services			
			63.22.15	p	Vessel salvage and refloating services			
			63.22.16	p	Other supporting services for water transport n.e.c.			
			63.23	p	Other supporting services for air transport	6303-3	t	Other supporting air transport activities
			63.23.11	p	Airport operation services (excluding cargo handling)			
			63.23.12	p	Air traffic control services			
			63.23.13	p	Other supporting services for air transport n.e.c.			
64	P	POST AND TELECOMMUNICATIONS	64	P	POST AND TELECOMMUNICATION SERVICES			
64.1	p	Postal and courier activities	64.1	p	Postal and courier services			
64.11	p	National post activities	64.11	p	National post activities			
64.12	p	Courier activities other than national post activities	64.12	p	Courier activities other than national post activities			
64.2	p	Telecommunications	64.2	p	Telecommunications			
			64.20.11	p	Public local telephone services			
			64.20.12	p	Public long distance telephone services			
			64.20.13	p	Mobile telephone services			
65	P	FINANCIAL INTERMEDIATION, EXCEPT INSURANCE AND PENSION FUNDING	65	P	FINANCIAL INTERMEDIATION SERVICES, EXCEPT INSURANCE AND PENSION FUNDING	65		FINANCIAL INTERMEDIATION NOT INSURANCE/PENSIONS
65.1	p	Monetary intermediation	65.1	p	Monetary intermediation	651		Monetary intermediation
65.12	p	Other monetary intermediation	65.12	p	Other monetary intermediation services	6519	p	Other monetary intermediation
						6519-1	p	Exchange of currencies
65.2	p	Other financial intermediation	65.2	p	Other financial intermediation services	659		Other financial intermediation
65.22	i	Other credit granting	65.22	i	Other credit granting services	6592	p	Other credit granting

NACE Rev.1.			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
66.0	P	INSURANCE AND PENSION FUNDING, EXCEPT COMPULSORY SOCIAL SECURITY	66	P	INSURANCE AND PENSION FUNDING SERVICES, EXCEPT COMPULSORY SOCIAL SECURITY	660		INSURANCE AND PENSION FUNDING
66.01	p	Life insurance	66.01	p	Life insurance services	6601	p	Life insurance
66.03	p	Non-life insurance	66.03	p	Non-life insurance services	6601-1	t	Travel insurance
						6603	p	Non-life insurance
71	P	RENTING OF MACHINERY AND EQUIPMENT WITHOUT OPERATOR AND OF PERSONAL AND HOUSEHOLD GOODS	71	P	RENTING SERVICES OF MACHINERY AND EQUIPMENT WITHOUT OPERATOR AND OF PERSONAL AND HOUSEHOLD GOODS	71		RENTING OF MACHINERY AND EQUIPMENT WITHOUT OPERATOR
						711		Renting of transport equipment
						7111	p	Renting of land transport equipment
71.1	p	Renting of automobiles	71.1	p	Renting services of automobiles	7111-1	t	Automobile rental
			71.10.1	p	Leasing or rental services concerning private cars and light vans, up to 3,500 kg, without drivers			
71.21	p	Renting of other land transport equipment	71.21	p	Renting services of other land transport equipment			
			71.21.14	t	Leasing or rental services of motorcycles, caravans and campers	7111-2	t	Motorcycle rental
						7111-3	t	Recreational vehicle, camper, caravan rental
			71.21.15	p	Leasing or rental services of other land transport equipment without operator	7111-3	t	Recreational vehicles, camper, caravan rental
71.22	p	Renting of water transport equipment	71.22	p	Renting services of water transport equipment			
71.23	p	Renting of air transport equipment	71.23	p	Renting services of air transport equipment	7113	p	Renting of air transport equipment
			71.23.1	p	Leasing or rental services concerning aircraft with operators	7113-1	t	Renting of air transport equipment for personal use
71.4	p	Renting of personal and household goods, n.e.c.	71.4	p	Renting of personal and household goods, n.e.c.	7130	p	Rental of personal and household goods
			71.40.14	p	<i>Leasing or rental services concerning pleasure and leisure equipment</i>			
						7130-1	t	Rental of watercraft and related facilities
						7130-2	p	Rental of saddle horses
						7130-3	t	Rental of bicycles
						7130-4	t	Rental of ski equipment
						7130-5	t	Rental of tourist related goods n.e.c.

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NACE Rev.1.			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
74.8	p	Other business activities n.e.c.	74.8	p	Miscellaneous business services n.e.c.	749		Business activities n.e.c.
74.81	p	Photographic activities	74.81	p	Photographic services	7494	p	Photographic activities
			74.81.21	p	Photographic services	7494-1	t	Passport photographers
			74.81.31	p	Photography processing services			
			74.81.32	p	Motion picture processing services not related to motion picture and television industries			
			74.83	p	Secretarial and translation services	7499	p	Other business n.e.c.
			74.83.13	p	Translation services	7499-1	p	Translation services
			74.83.14	p	Interpretation services	7499-1	p	Translation services
74.84	p	Other business services n.e.c.	74.84.1	p	Other business services			
			74.84.15	p	<i>Exhibition, fair and congress organisation services</i>			
92	P	RECREATIONAL, CULTURAL AND SPORTING ACTIVITIES	92	P	RECREATIONAL, CULTURAL AND SPORTING SERVICES	92		RECREATIONAL, CULTURAL AND SPORTING SERVICES
						921		Motion pictures, radio, tv and other entertainment
92.1	p	Motion picture and video activities	92.1	p	Motion picture and video services			
92.13	p	Motion picture projection	92.13	p	Motion picture projection services	9212	p	Motion picture projection
92.2	p	Radio and television activities	92.2	p	Radio and television services	9213	p	Radio and television activities
92.31	p	Artistic and literary creation and interpretation	92.31	p	Artistic and literary creation and interpretation	9214	p	Dramatic arts, music and other art activities
			92.31.21	p	Theatrical producer's, singer groups', bands' and orchestras' entertainment services			
			92.31.22	p	Services provided by authors, composers, sculptors, entertainers and other individual artists			
92.32	p	Operation of arts facilities	92.32	p	Arts facilities operation services	9215	p	Operation of ticket agencies
						9219	p	Other entertainment activities n.e.c.
92.33	p	<i>Fair and amusement park activities</i>	92.33.10	p	<i>Fair and amusement park services</i>	9219-1	p	Amusement parks
92.34	p	<i>Other entertainment services n.e.c.</i>	92.34	p	<i>Other entertainment services n.e.c.</i>	9219-2	p	Other entertainment activities n.e.c.
			92.34.11	p	<i>Circus services</i>	9219-1	p	Amusement parks
			92.34.12	p	<i>Ballrooms, discotheques and dance instructors' services</i>	9219-2	p	Other entertainment activities n.e.c.

NACE Rev.1.			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
92.5	p	Library, archive, museum and other cultural activities	92.5	p	Library, archives, museums and other cultural services	923		Libraries, archives, museums and other cultural activities
92.51	p	Library and archive activities	92.51.1	p	Library and archive services	9231	p	Library and archive activities
92.52	p	<i>Museums activities and preservation of historical sites and buildings</i>	92.52	p	<i>Museums' services and preservation of historical sites and buildings</i>	9232	p	Museums activities and preservation of historical sites and buildings
			92.52.11	p	<i>Museums services</i>	9232-1	p	Museums of all kind and subjects
			92.52.12	p	<i>Preservation services of historical sites and buildings</i>	9232-2	p	Historical sites and buildings
92.53	p	<i>Botanical and zoological gardens and nature reserve activities</i>	92.53	p	<i>Botanical and zoological gardens and nature reserve activities</i>	9233	p	Botanical and zoological gardens and nature reserve activities
			92.53.11	p	<i>Botanical and zoological garden services</i>	9233-1	p	Botanical and zoological gardens
			92.53.12	p	<i>Nature reserves services including wildlife preservation services</i>	9233-2	p	Nature and wildlife preserves
92.6	p	<i>Sporting activities</i>	92.6	p	<i>Sporting services</i>	924		Sporting and other recreational activities
92.61	p	Operation of sports arenas and stadiums	92.61.10	p	<i>Sports facilities operation services</i>	9241	p	Sporting activities
						9241-1	p	Physical-fitness facilities
						9241-2	p	Operation of sporting facilities
92.62	p	Other sporting activities	92.62	p	Other sporting activities			
			92.62.12	p	Sports event organisation services			
			92.62.13	p	Other services related to sports events n.e.c.	9241-3	p	Activities relating to recreational hunting
						9241-4	p	Other sporting activities, n.e.c.
92.7	p	<i>Other recreational activities</i>	92.7	p	<i>Other recreational services</i>	9249	p	Other recreational activities
92.71	p	<i>Gambling and betting activities</i>	92.71	p	<i>Gambling and betting services</i>	9249-3	p	Gambling and betting operations
			92.72	p	<i>Other recreational services</i>			
			92.72.11	p	<i>Recreation parks and beach services</i>	9249-1	p	Operation of recreational parks and beaches
92.72	p	<i>Other recreational activities n.e.c</i>	92.72.12	p	<i>Other recreational activities n.e.c.</i>	9249-2	p	Activities related to recreational fishing
						9249-4	p	Recreational fairs and shows
93	P	OTHER SERVICE ACTIVITIES	93	P	OTHER SERVICES	93		OTHER SERVICE ACTIVITIES
93.05	p	Other service activities n.e.c.	93.05	p	Other services n.e.c.	9309-1	p	Porters, valet parking services, doormen

INTERMEDIARY ACTIVITIES INVOLVED IN PROVIDING GOODS AND SERVICES FOR INTER-MEDIARY CONSUMPTION BY TOURISM RELATED SECTORS

NACE Rev. 1.			CPA			SICTA		
Code	T/P/I	Title	Code	T/P/I	Title	Code	T/P/I	Title
45	I	CONSTRUCTION	45	I	CONSTRUCTION	45		CONSTRUCTION
						4500-1	t	Commercial facilities - Hotels, retail etc.
						4500-2	t	Recreational facilities - Ski areas, golf courses
						4500-3	t	Civil works - Transportation facilities, terminals, dams
						4500-4	t	Resort residences - Second homes, weekend homes
70	I	REAL ESTATE ACTIVITIES	70	I	REAL ESTATE SERVICES	70		REAL ESTATE ACTIVITIES
70.1	i	Real estate services involving own or leased property	70.1	i	Real estate services involving own property	7010	p	Buying or selling of own or leased property
70.2	i	Letting of own or leased property	70.20.1	i	Letting services of own property	7010-1	t	Buying or selling of owned or leased tourism property
			70.20.11	i	Renting or leasing services involving own residential property			
70.3	i	Real estate activities on a fee or contract basis	70.3	i	Real estate agency services in a fee or contract basis	702		Real estate activities on a fee or contract basis
						7020	p	Letting of own or leased property
						7020-1	t	Letting of own or leased tourism property
73	I	RESEARCH AND DEVELOPMENT	73	I	RESEARCH AND DEVELOPMENT SERVICES	73		RESEARCH AND DEVELOPMENT
73.2	i	Research and experimental development on social sciences and humanities (SSH)	73.2	i	Research and experimental development services on social sciences and humanities	7320	p	R&D in social sciences
			73.20.12	i	Research and experimental development services on economics			
						7320-1	t	Tourism research

NACE Rev.1.			CPA			SICTA		
Code	T/P/I	Title	Code	T/P/I	Title	Code	T/P/I	Title
74	i	OTHER BUSINESS ACTIVITIES	74	i	OTHER BUSINESS ACTIVITIES	74		OTHER BUSINESS ACTIVITIES
74.1	i	Legal, accounting, book-keeping & auditing activities, tax consultancy, market research and public opinion polling, business and management consultancy; holdings	74.1	i	Legal, accounting, book-keeping & auditing services, tax consultancy services, market research and public opinion polling services, business and management consultancy services; holdings services	741		Legal, accounting, book-keeping & auditing, tax, consultancy, market research polling, business and management consultancy
74.13	i	Market research and polling	74.13	i	Market research and polling	7413	p	Market research and polling
74.14	i	Business and management consultancy activities	74.14	i	Business and management consultancy activities	7413-1	t	Tourism market research
74.2	i	Architectural and engineering activities and related technical consultancy	74.2	i	Architectural, engineering and related technical consultancy services	7414	p	Business and management consultancy activities
74.4	i	Advertising	74.4	i	Advertising services	7414-1	t	Tourism business and management
						742		Architectural, engineering and other technical activities
						7421	p	Architecture and engineering
						7421-1	t	Tourism architecture and engineering
						7430	p	Advertising
						7430-1	t	Tourism advertising
75	i	PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY SERVICES	75	i	PUBLIC ADMINISTRATION AND DEFENCE SERVICE ; COMPULSORY SOCIAL SECURITY SERVICES	75		PUBLIC ADMINISTRATION AND DEFENCE COMPULSORY SOCIAL SECURITY
75.1	i	Administration of the state and the economic and social policy of the community	75.1	i	Administration services of the state and the economic and social policy of the community	751		Administration of the state
75.11	i	General (overall) public service activities	75.11	i	General (overall) public services	7511	p	General public service activities
			75.11.12	i	Financial and fiscal services	7511-1	p	Customs administration
			75.11.15	i	Other administrative services n.e.c.	7511-2	p	Taxation, fees, fines, tariffs
75.12	i	Regulation of the activities of agencies that provide health care, education, cultural services and other social services excluding social security	75.12	i	Regulation of the activities of agencies that provide health care, education, cultural services and other social services excluding social security	7511-3	t	Information bureaus
			75.12.13	i	Administrative housing and community amenity services	7512	p	Activities of service agencies
			75.12.14	i	Administrative recreational, cultural and religious services	7512-1	p	Provision of transport-related functions
						7512-2	p	Provision of cultural, recreational services

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NACE Rev.1.			CPA			SICTA		
Code	T/P/I	Title	Code	T/P/I	Title	Code	T/P/I	Title
75.13	i	Regulation of and contribution to more efficient operation of business	75.13	i	Regulation of and contribution to more efficient operation of business	7513	p	Business regulation
			75.13.11	i	Administrative agricultural, forestry, fishing and hunting related services	7513-3	p	Fishing, hunting regulation
			75.13.14	i	Administrative transport and communications related services	7513-2	p	Regulation of private transport activities
						7513-5	p	Provision of transport infrastructure
			75.13.15	i	<i>Administrative services related to the distribution and catering trades, hotels and restaurants</i>	7513-1	t	Tourism administration
			75.13.16	i	<i>Administrative services related to tourism affairs</i>	7513-1	t	Tourism administration
			75.13.17	i	Administrative multi-purpose development project services	7513-4	p	Regional and economic development admin.
75.2	i	Provision of services to the community	75.2	i	Provision of services to the community	752		Provision of services to the community
75.21	i	Foreign affairs	75.21	i	Foreign affairs	7521	p	Foreign affairs
			75.21.11	p	<i>Administrative external affairs related services, diplomatic and consular services abroad</i>	7521-1	t	Visa insurance, consular affairs
75.24	i	Public security, law and order activities	75.24	i	Public security, law and order services	7523	p	Public order and safety
						7523-1	t	Special police, border guards, airport security
80	I	EDUCATION SERVICES	80	I	EDUCATION	80		EDUCATION
80.3	i	Higher education services	80.3	i	Higher education services	8030	p	Higher education
			80.30.11	i	Post-secondary technical and vocational education services	8030-1	t	Hotel schools
			80.30.12	i	Other higher education services	8030-2	t	Tourism education programmes
						8030-3	t	Recreation and park schools
						8030-4	t	Tourism related education, n.e.c.
80.4	i	Adult and other education	80.4	i	Adult and other education	8090	p	Adult education
			80.41.11	i	Car driving school services	8090-1	p	Driving instruction

NACE Rev.1.			CPA			SICTA		
Code	T/P/I	Title	Code	T/P/I	Title	Code	T/P/I	Title
80.42	i	Adult and other education n.e.c	80.41.12	i	Flying and sailing school services	8090-4	p	Flying instruction
			80.42	i	Adult and other education n.e.c	8090-5	p	Boating instruction
						8090-2	t	Ski instruction
						8090-3	p	Swimming, scuba instruction
						8090-9	t	Tourist instruction n.e.c.
85	i	HEALTH AND SOCIAL WORK	85	i	HEALTH AND SOCIAL SERVICES	N		HEALTH AND SOCIAL SERVICES
85.1	p	Human health activities	85.1	p	Human health services			
85.14	p	All other human health services	85.14	p	All other human health services			
O	i	OTHER COMMUNITY, SOCIAL AND PERSONAL ACTIVITIES	O	i	OTHER COMMUNITY, SOCIAL AND PERSONAL SERVICES	O		OTHER COMMUNITY, SOCIAL AND PERSONAL SERVICES
91	i	ACTIVITIES OF MEMBERSHIP ORGANISATIONS N.E.C.	91	i	ACTIVITIES OF MEMBERSHIP ORGANISATIONS N.E.C.	91		ACTIVITIES OF MEMBERSHIP ORGANISATIONS N.E.C.
91.1	i	Activities of business, employers and professional organisations	91.1	i	Services furnished by business, employers and professional organisations	911		Activities of business, employers and professional organisations
91.11	i	Activities of business and employer organisations	91.11.1	i	Services furnished by business and employer organisations	9111	p	Activities of business and employer organisations
						9111-1	t	Visitor and convention bureaus
91.12	i	Activities of professional organisations	91.12	i	Services furnished by professional orgs.	9112	p	Activities of professional organisations
						9112-1	t	... tourism related
91.2	i	Activities of trade unions	91.20	i	Services furnished by trade unions	9120	p	Activities of trade unions
						9120-1	t	... tourism industry-related
91.3	i	Activities of other membership organisations	91.3	i	Other membership organisations services	919		Activities of other membership organisations
91.33	p	Activities of other membership organisations n.e.c.	91.33.14	p	Other services provided by membership organisations n.e.c.	9199	p	Other membership organisations
						9199-1	t	Travel clubs
						9199-2	t	Travellers aid societies
99	i	EXTRA-TERRITORIAL ORGANISATIONS AND BODIES	99	i	SERVICES PROVIDED BY EXTRA-TERRITORIAL ORGANISATIONS AND BODIES	9900		EXTRA-TERRITORIAL ORGANISATIONS AND BODIES
			99.0	i	Services provided by extra territorial organisations and bodies	9900-1	t	International tourism bodies

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