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EEA MEETING OF THE WORKING GROUP ON

"TOURISM STATISTICS"

Meeting on 14th and 15th November 1994
Luxembourg - Jean Monnet Building
Room M1 at 10.00 a.m.

METHODOLOGICAL WORKS

FINAL TEXT OF THE DRAFT COUNCIL RECOMMENDATION

Item 5 of the Agenda

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INTRODUCTION

Aware that an essential prerequisite for Community action to support tourism is a thorough knowledge of basic statistics the Community institutions have emphasised the need for the European Union to play an active role in the production and dissemination of harmonised tourism statistics.

In 1990 the Council confirmed the need the establish a Community reference framework for the compilation of tourism statistics by harmonising the concepts and methods used by the Member States. The Council Decision of 17 December 1990[1] set out the objectives of the action within the two year programme as follows :

- 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 a Community methodological manual for the compilation of Community tourism statistics.

After 1992, further development of the works conducted by Eurostat on tourism statistics have supported by the Council Decision of 13 July 1992 on a Community action plan to assist tourism[2] (covering a period of three years starting from 1 January 1993), which recognises that the development of tourism statistics is a priority, and the Council Decision of 22 July 1993 on the framework programme for priority actions in the field of statistical information 1993 - 1997[3].

The Commission Recommendation on the tourism statistics methodology will maximise the advantages gained by the users by ensuring that facts and figures on tourism are comparable and reliable, and at the same time facilitate the introduction of methods of data collection by providing guidelines on the methods and definitions which should be used. Establishing the methodology within a recognised legal framework is not only of use to EEA countries but equally to all countries wishing to develop their national tourism statistics within harmonised international references.

The **WTO Resolutions** adopted by the United Nations in March 1993 are a first step in establishing internationally recognised basic terms and definitions on tourism statistics. The Community Recommendation, which takes as its starting point the WTO Recommendations and more precisely defines and adapts these to the European context, provides a more comprehensive reference document for the elaboration of comparable statistics.

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1   OJ No L358,21.12.90,p.89
2   OJ L231, of 13.08.092, p.26
3   OJ L219 of 28.08.93, p.1

GENERAL CONCEPTS AND BASIC DEFINITIONS

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.

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

i)   Domestic tourism[1]. It 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. It is defined as comprising the activities of non-residents travelling in a given area that is outside their usual environment;

iii)   Outbound tourism. It 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).

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".

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 to, e.g. "provincial inbound tourism", "internal tourism of the European Union"

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[1] 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.

THE DOMAIN OF TOURISM

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.

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 analysis[2].

The table next page shows the interlinks 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, channel and promotion decisions).

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

Domain of Tourism

Impact on tourism:

Influencing factors e.g. in consumer behaviour
- Discretionary income
- Available time
- Technology
- Demographics

Part 1

Tourism = demand oriented

Main segments in tourism demand

Same day visits

Visits including overnight stays

Purpose of consumer behaviour (specific issues):
- rural tourism
- Cultural tourism
- Spa tourism
- Sports oriented tourism
- etc.

Part 2

Holiday purposes

Business purposes

Other purposes

Short period

Longer period

Part 4

Tourism policy on demand side
- Consumer protection
- Timing
- Social tourism
- Promotional support
- etc.

Segmentation of markets

Impact of tourism

Part 3

Marketing of enterprises

Part 5

- Accommodation sector
- Restaurants
- Travel agencies
- Retailing
- Transport
- etc.

Macro/ regional level

Balance of payments

Activities of commercial and non-commercial organisations

- Economics:
  - expenditures
  - employment
  - prices
- Environment
- Social impact

Import/export tourism services

- Turn-over
- Costs
- Products
- Investment

Tourism = policy

Part 4

Supply side
- Infrastructure
- Subsidies
- Research
- Training

1 TOURISM DEMAND

1.1 OVERNIGHT VISITS AND SAME-DAY VISITS

1.1.1 Concepts and basic definitions
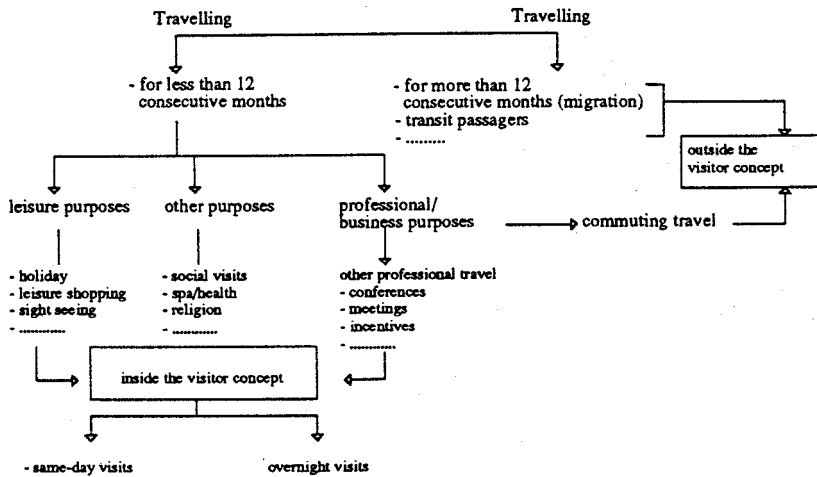
 Tourism is a primarily a demand-side oriented concept, i.e. oriented by those persons engaging in tourism. These persons are called VISITORS.

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".

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 with the place visited,

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.

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 a point of view of tourism statistics.

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 the person:
(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.

The place/country of usual residence determines whether a person arriving in a region/country is a visitor or other traveller and their origin. The underlying concept in the classification of international visitors by places of origin is the country of residence, not their citizenship/nationality[3]. 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 with non-resident visitors, though it may be desirable to distinguish them in some studies.

REMUNERATION FROM THE 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 the payments which cover the reward for labour, i.e. wages and salaries (including payment in kind) and not travel allowances or small participation fees.

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

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[3] 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.

or country (the destination or place visited). The "trip" covers the whole period that 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 main purpose, which is the purpose in which the absence of which the trip would not have taken place.

DESTINATION : 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 Regulation[4] 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).

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 nights for staying visits. The duration is measured either in terms of time spent in the receiving place/country for inbound (=Duration of the stay), or time away from the usual residence for outbound tourism (= Duration of the trip).

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).

1.1.2   OVERNIGHT VISITS

Definitions and classification

Short and long stays concerns the activities of visitors who stays 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.

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[4] OJ L26 of 02.02.93,p.11

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 different[5]. From an origin-based perspective a person spends a night on a qualifying trip (a) the date of his departure and return are different, and (b) s/he sleeps in collective or private accommodation during his absence.

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:

1. 1 to 3 nights
   1.1 one night
   1.2 2-3 nights

2. 4 to 7 nights

3. 8 to 28 nights
   3.1 8 to 14 nights
   3.2 15 to 21 nights
   3.3 22 to 28 nights

4. 29 to 91 nights
   4.1 29 to 42 nights
   4.2 43 to 56 nights
   4.3 57 to 70 nights
   4.4 71 to 91 nights

5. 92 to 365 nights
   5.1 92 to 182 nights
   5.2 183 to 365 nights

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[5] 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.

1.1.3   SAME-DAY VISITS

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

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

Only the first type, round trips starting from the place of usual residence is classified as same-day visits from an origin-based as well as a destination-based perspective.
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.
The third type differs from the other two types by the fact that the nights before and after the same-day visit are spent in different places, and these also from where the transit stop takes place. It 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.

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

1. Less than three hours (optional)
   1.1 less than two hours
   1.2 2-3 hours

2. 3 to 5 hours
   2.1 3 hours
   2.2 4 hours
   2.3 5 hours

3. 6 to 8 hours
   3.1 6 hours
   3.2 7 hours
   3.3 8 hours

4. 9 to 11 hours

5. 12 hours or more

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

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.

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 more, 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.

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).

DATA ON VISITOR PROFILE

Data 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).

DATA ON THE CHARACTERISTICS OF THE TRIP INCLUDING PURPOSE OF VISIT

This data describes the trip itself and involves 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. It also covers 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 piece 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 groups 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 of 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.

DATA ON TOURISM EXPENDITURE

Data on tourism expenditure is 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.

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 also 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.

List of variables and classifications for surveys of visitors and resident population (including residents not participating in tourism)

		Classification breakdown[6]	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.
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, traveling mainly with their parents, - Youngsters, constituting the important market of youth travel, - Relatively young, economically active people, traveling 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.

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

		Classification breakdown	Comments
V8	Economic activity status	1. Economically active 1.1 Employed 1.2 Unemployed 2. Not economically active 1.1 Students/pupils 1.2 Homemakers 1.3 Income recipients 1.4 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.

		Classification breakdown	**Comments**
	VISIT CHARACTE-RISTICS	(To be established for each visit)	
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. <u>Note:</u> information of 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	<u>Note:</u> 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	<u>Note:</u> 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	<u>Note:</u> 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 distnce threshold applied for defining the usual environment.* <u>Note :</u> The distance to the destination and back should be noted.
V18	Main mode of accommodation stayed in:	APPENDIX 3	<u>NOTE :</u> 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.10	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
V20	Destination Type	See APPENDIX 2	Overlying character of the main destination (target area)

V21	Travel party size & composition	Breakdown according to number of persons and distinction between adults or children	Note: ages of children to be established : under 5; 6 -10; 11-14. Information on travel party composition can be linked to information on household composition (V6).
V22	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, CPA).
V23	Organisation of visits	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	*Note: "No booking in advance" means that the visit was not organised ("just up and go").*
V24	Expenditure	See APPENDIX 7 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.	Concerns total expenditure on the visit by the visitor and others on his/her behalf (during the trip and before) 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.

1.1.6 Links with supply and other statistics

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 complied 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.

For some key statistical variables in some countries, given registration 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 registration 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.

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:

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 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 over all 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.

Sample surveys at international arrivals 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 which enters in the E.E.A. from other regions of the world. They can provide useful estimates for the Balance of payments travel 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. The knowledge of traffic volume and of passenger movements by season and by day of the week improves the accuracy of the results.

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 tourism destinations and events. These surveys are particularly useful to measure certain specific tourism markets, such as cultural and rural tourism. Such surveys are conducted by direct interview with the visits 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

The definition of tourism supply should result from the definition of tourism. Thus it can be defined as the <u>supply of all diversions, services and goods to be enjoyed or bought by visitors and occasioned by the journey of visitors.</u>

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;

2.2   SUPPLY OF TOURISM ACTIVITIES

Tourism is a very heterogeneous sector, encompassing different activities some of which are directly related to the sector (e.g. hotels, travel industry, theme parks, etc.), and others only partly. In order to delimit which activities should be considered as supplying goods and services to tourism, the following approach 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 SUPPLERS OF COMMODITIES CHARACTERISTIC OF TOURISM

With such an approach we distinguish between those activities[7] considered to be main tourism suppliers (totally) and those considered as secondary tourism suppliers (partly). To delimit and define in more detail tourism activities the WTO has elaborated the International Standard Classification of Tourism Activities : SICTA (see **appendix 9**).

Institutional statistics on the sectors of activities related to tourism are generally conducted within the framework of enterprise statistics, therefore direct reference can be made to the Services statistical manual (Eurostat/1991).

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[7] to be classified according to NACE Rev.1 and ISIC Rev.3

2.3   SUPPLY OF TOURISM PRODUCTS

2.3.1   Concepts and definitions

The general purpose of **statistics on the supply of tourism products** 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.

The 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. These tourism products may be grouped as follows:

-    tourism products (goods and services) that can be described by a standard product classification such as the CPA (Central Product classification by Activities) or the CPC (Central Product Classification)(see appendix 9).

-    events or results of events which are tourism products that can not easily be described by product classifications. Events form a real attraction to visit a certain area, such as carnival, Mozart year, festivals, Olympic games, snowfall, freezing of lakes, a ship running aground.

-    weather in general

-    attitude to visitors of the population, the life style and culture of the receiving area

-    negative products: high frequency of theft from visitors, accidents, pollution.

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 (roads, historical areas, nature, national park) 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. When this 'service' is always free (e.g. the view on attractive agricultural land) a product classification doesn't classify it as a **service**, in that case only the **asset** themselves has been classified. However the **assets themselves are not seen as tourism products**, because the assets are not consumed by the visitors, only their free services. Nevertheless, free 'services' in the form profiting of the infrastructure of a country (nice weather, fresh air, beaches, mountains, landscape, historical buildings, tourist information) belong to the tourism supply. 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 to maintain fresh air, etc. Some types of these services are hard to quantify.

2.3.2 Statistical units

The observation unit that can best supply information about the commodity under concern depends on the type of commodity to be observed. In general the following statistical units of the production system (cf. Council Regulation No. 696/93 of 15 March 1993[8]) may be used as a reporting unit: enterprise, local unit, kind-of-activity-unit (kau), local kau, (local authorities) of a community, province etc. Information can be asked from enterprises and other institutions as described by the methods mentioned in the Services statistics manual (Eurostat, 1990/1991).

2.3.3 Classifications

* classification of tourism products by (provisional) CPA and CPC and of tourism activities by SICTA (appendix 9)
* classification of production NACE Rev.1 and ISIC Rev.3

2.3.4 Variables

The supply of tourism products may be described in terms of:
- number of commodities
- capacity
- used capacity (= realised demand), e.g. number of visitors
- value of the commodities:
  . money paid for them by or on behalf of the visitor = tourism consumption
  . costs and value added.

The following variables or groups of variables may be connected to the product:

- CPC/CPA code
- Proportion of the product being supplied to visitors (expressed in terms of 'turnover' of the product), of which :
  - Proportion of previous proportion supplied to visitors from abroad

- Data on the supplying local unit and the enterprise (or other institution) to which it belongs, such as:
- CPA code of tourism
- NACE and SICTA code of the local unit/enterprise (if main activity is not a tourism activity)
- postal code (as a basic variable for regionalisation)
- employment in the local unit/enterprise involved in the supply of the product under concern (to visitors and non-visitors)
- proportion 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

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[8] Official Journal L 76 of 30.03.1993, p. 1.

- legal status of the enterprise
- turnover or value added and costs of the production of the product concerned.

- Capacity : to be operationalised per type of tourism product and per type of capacity; this variable and the next one are not applicable to all tourism products (for instance retail trade)
- Number of facilities having capacity for more than one person (to be operationalised per type of tourism product); e.g. a sauna room, a ski lift installation
- Numbers of visitors/users/guests

2.3.5   Links with demand and other statistics

As tourism is 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.

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

2.4   TOURIST ACCOMMODATION STATISTICS

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

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 over nights 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

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

Hotels or similar establishments

This category is typified :
... as being arranged in rooms, in number exceeding a specified minimum; 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 not falling in the category of a specialised establishments.

- 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 room and sanitary facilities.

- 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 room and sanitary facilities.

Specialised establishments

This category is typified :
as being any establishment intended for tourists, which may be non-profit making, coming under a common management, providing minimum common services (not including daily bed-making) and not necessarily being arranged in rooms but perhaps in dwelling-type units, camp sites or collective dormitories and 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 and are described as follows :

- 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.

- 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.

- 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.

- 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 generally only available to the participants of the specialised activities organised in or by the establishment.

Other collective establishments

This category is typified :

as being any establishment intended for holiday-makers, which may be non-profit making, coming under a common management, providing minimum common services (*not including daily bed-making*) and 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.

- 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 are provided such as recreational activities, canteen, laundry facilities and information services.

- 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).

- 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

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 associated economic impact that the latter does not.

Private rental accommodation

- 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.

- 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 compete directly with certain types of collective accommodation.

Private non-rental accommodation

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

- 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).

-      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.

-      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

* tourist accommodation (appendix 3)
* countries (appendix 6)
* Nuts (appendix 5)
* classification of tourism products by (provisional) CPC and CPA and of tourism activities by SICTA (appendix 9)

2.4.3 Statistical Units

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, **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 that one enterprise comprises 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 classification, such as NACE Rev.1 and CPA (**see appendix 3**).

2.4.4 Variables and definition of the variables

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

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[9] Offical Journal L 76 of 30.03.1993, p.1.

(i) ***Number of establishments according to each type of accommodation***
(confer to the above classification and definitions)

(ii) ***Overnight capacity, number of:***

a) Bed-places
The number of <u>bed-places</u> in an establishment or dwelling is determined by the number of persons who can stay overnight in bed 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 in a boat on a mooring usually counts for 4 bed-places, if the actual number is not known.

b) Bedrooms
A <u>bedroom</u> 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.
<u>Apartments</u> are a special type of room. They consist of one or more rooms and has a kitchen unit and its own bathroom and toilet. Apartments may be with or with hotels services.
<u>Cabins,</u> cottages, huts, chalet, 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 the camp sites let <u>pitches</u> 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.
<u>Moorings</u> on boats in marinas can be dealt with similarly to pitches.
Hired fixed pitches and moorings for long-term rent (more than a year) are 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 required to calculate occupancy rates.

(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.

(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 in two parts (hotels with and without restaurants) in the NACE 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) M^2 conference rooms, g) Swimming pool, h) sauna or solarium, i) sports facilities, j) (other) facilities for health treatment, k) shops, l) children's play grounds / play room, m) laundry service, n) self-service laundry, o) self-catering kitchen, p) guarded or closed parking, q) amusement (e.g. dancing).

(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, f) rooms with audio equipment and television

VARIABLES ON THE USE OF TOURIST ACCOMMODATION CAPACITY:

(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 at 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, medical prescriptions, 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 necessary.

(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 measure.

(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).

(iv) *Variables on occupancy*

Occupancy rates give information on differences in use between various types of accommodation and when measured on a monthly basis indicates 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 <u>actually available for use</u> (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.

Formula : $Un = (p/Gd) \times 100$

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

b) Gross occupancy rate of bed-rooms

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.

Formula : $Ue = (P/Gp) \times 100$

where Gp 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 : $Vn = (Q/Hd) \times 100$

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

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 it gives information on the demand. Accommodation statistics data in one country provide additional information to demand-side tourism data of an other country.

A solid connection can be found between accommodation statistics and service statistics on the horeca sector (see Eurostat, 1991, Chapter Horeca/Travel agencies). Generally accommodation statistics are census based and service 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 person employed, and general monetary variables can be obtained from business registers, services statistics, labour force surveys.

2.4.6   Guidelines for collection

- Sources of data on accommodation capacity
An updated register of names and addresses of accommodation establishments is extremely important. Business registers generally provide information on the names, addresses and NACE classifications of accommodation establishments. Guide books 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.

- 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.

- 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.

- 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 deduct from that all other regional classifications, such as the locality/municipality level (LOC), NUTS classification (appendix 5), destination type (appendix 2), tourism region.

1   RURAL TOURISM AND REGIONAL ASPECTS OF TOURISM

1.1.1   Basic concepts and definitions

Analysis of the impact of rural tourism will generally involve comparisons with the developments on non-rural areas. The rural phenomena are typically examined at the regional or sub regional level.

Defining the tourism rural area:

A definition of the rural tourism area is a prerequisite for the definition of rural tourism. The proposed definition of tourism rural areas is based on two basic criteria:

- **size and density of population**

- **tourism accommodation supply of each commune.**

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

Over exploited rural tourism areas are defined, for statistical purposes, as contiguous sets of thinly populated communes 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 communes. The threshold of bed-places per square kilometre will be determined in relation to the number of inhabitants square kilometre. The capacity pf all types of tourist accommodation should be taken into account.

Identifying the rural visitor:
The rural visitor is defined according to the definition of the VISITOR. The term "rural" simply describes the type of destination visited.

DEFINITION OF RURAL TOURISM:

Rural tourism is the activities of persons travelling to and staying in rural areas other than that 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)*.

This means that rural tourism is determined solely by the group of internal visitors and by the territories involved. Neither products nor enterprises enter into the definition.

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

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

Rural tourism is both demand and supply oriented, consequently, the methodology for tourism demand statistics also applies to rural tourism statistics, as a subset of demand side statistics.

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 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.

On the supply side, rural tourism products are defined as goods an services provided to visitors in rural areas. In principle, only the goods and services whose production has used resources from the rural should be taken into account. The classification to be used are tourist accommodation classification (**appendix 3**) and the classification of tourism products by (provisional) CPA and CPC and of tourism activities by SICTA (**appendix 9**) ands NACE Rev.1. Nevertheless, it is proposed to provide a further breakdown of products and services especially relevant to the rural sector or to distinguish the products concerning rural tourism from the others.

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) from the supply side, it is proposed to distinguish hotels and similar establishments services which provide health facilities. Accommodation in farmhouses (part of "Other collective accommodation n.e.c") should be specifically mentioned in the classification as it is a characteristic accommodation type of rural areas.

The same variables as presented in part 1.2, both for accommodation statistics and tourism product statistics, should be applied for rural tourism supply. Furthermore it is suggested that account be taken of the capacity of bed-places per territorial LOC unit, 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.

As far as relevant services for the rural visitor are concerned, it is proposed, for example to specify further the services covered by the CPA class 70.40.14: leasing or rental of services concerning leisure and pleasure equipment in order to identify the ones which are of importance for rural tourism concerning: bicycles, pleasure boats, rowing boats, canoes and kayaks, winter sports equipment, horses used for riding.

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

1.1.4 Links with other statistics

The methodological framework elaborated 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 hold links with population and environment statistics.

With regard to agricultural statistics, agri-tourism is considered to be part of global rural tourism and can only be identified from the establishments classified as agricultural holdings within the NACE. Given the criteria 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 adding agri-tourism to other parts of rural tourism.

1.1.5 Guidelines for collection

Data on the demand for rural tourism can be obtained from the survey methods presented in part 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 statistic 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

Cultural tourism encompasses all cultural activities undertaken by visitors during their visit. The cultural "activity" which may consist of attending artistic or other events as a spectator, visiting museums, exhibitions, etc. can be combined with other activities; still the visit is considered as doing "cultural tourism". Cultural activities may be undertaken with any main purpose of the visit (**appendix 1**).

Not all urban zones are to be considered as cultural towns, in order to appear as such they must offer a consistent cultural supply and in addition important tourism and accommodation supplies as well as promote themselves as cultural towns. However, independent administrative units, which do not appear as historical towns by themselves can be linked to present a far reaching cultural tourism supply.

Cultural routes have been created at regional, national and international level, in order to support a tourism policy which aims at geographical and seasonal spread-out of the tourism flow.

Cultural tourism is evaluated through information on consumption of tourism products, tourism activities undertaken during trips as well as through data on destinations typology.

2.1.2   Statistical units

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.

As statistical unit from the demand point of view, both the household and the individual within the household can be considered (refer to part 1.1). For surveys held in the very location where the visitor carries on his cultural activity, the statistical unit is the individual.

2.1.3   Classifications

A link between cultural supply in an urban area and its effects on other tourism supply aspects can be found (e.g. the cultural supply in a city has effects on its accommodation sector). There are two types of cultural tourism products : general products of which part of their consumption is linked to the consumption of a cultural products and on the other hand, the typically cultural products.
Existing classifications on activities (NACE Rev.1, ISIC Rev.3) and products (CPA, CPC) are too aggregated. It is important for cultural tourism to have a detailed classification on supply which is specific to the cultural tourism and which can then be integrated to the existing ones:

1   Museums
2   Art, sculpture galleries, handicraft

3	Archaeological sites, ruins
4	Architecture, buildings and historical centres
5	Guided tours
6	Language courses, literature studying (for a short period during holidays)
7	Festivals, musical and dance (classic, folklore or contemporary) events
8	Folklore and primitive cultures
9	Drama, cinema and theatre festivals and events
10	Gastronomic fairs and festivals
11	Theme parks
12	Exhibition centres
13	Congresses and conferences
14	Attractions, circus
15	Safaris, botanical and zoological gardens

To be linked to the CPA and SICTA classifications (appendix 9).

On the demand side the 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 cultural tourism destination or location of cultural activities are identified at the local level: Nuts III or LOC.

2.1.4 Variables

The variables on cultural supply are concern supply, capacity, use of cultural supply and economic variables :

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: number of visitors x entrance fees
- 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 which access can be measured or estimated are to be considered.

2.1.5 Guidelines for collection

Use of administrative data: all data bases 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 files of local units of cultural products and activities. These will permit an inventory but also enable to exploit data such as turnover, employees and investments.

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.

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.

1 ECONOMIC SYSTEMS

1.1 TOURISM EXPENDITURE AND TOURISM IN THE BALANCE OF PAYMENTS

1.1.1 Basic concepts and definitions

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.

Total tourism expenditure can be broken down from different perspectives :

- International and domestic 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

International tourism expenditures

For many countries tourism expenditure in international tourism is an important element of the balance of international payments. Expenditures by outbound travellers are generally a debit of the given country, while expenditures by inbound travellers in the country constitute a credit. In Balance of Payments recommendations of the International Monetary Fund (IMF), tourism expenditure is covered by 2 items: Travel and Passenger Services (transport), all tourist expenditures, except international fare payments (which is under passenger services) are included under the Travel item.

INTERNATIONAL TOURISM EXPENDITURES are defined as expenditures of outbound visitors in other countries plus their payments to foreign carriers for international

transport. They should also include any other prepayments or payments made afterwards for goods and services purchased from the countries visited.

INTERNATIONAL FARE EXPENDITURES are defined as all payments made to carriers registered abroad by any person resident in the compiling country. 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.

INTERNATIONAL TOURISM RECEIPTS are defined as expenditures of international inbound visitors including their payments to national carriers for international transport. They should include any other prepayments or payments made afterwards for goods and services purchased from the country visited. the receipts of a country resulting from tourism expenditure of international visitors.

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. expenditures of international. 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.

There are three basic concepts to be considered in international tourism: residence, visitor and tourist 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.

1.1.2   Statistical unit

From the standpoint of the Balance of Payments, the statistical unit to be considered is different according to the system used.

In principle, in systems based on international receipts and payments data, the reporting unit is 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.

In systems based on surveys, the statistical unit would be as defined in Part 1.1. Tourism Demand, i.e. a household or individual in household surveys and a visitor or travelling party in international arrival and departure points or destination surveys.

1.1.3   Variables and classifications

The Balance of Payments considers one main tourism variable: **international tourism expenditure** as defined here-above. This item can be calculated by measuring the means of payment used to effect this expenditure (international transfers, exchange of notes and coins, credit cards, traveller's cheques...) or by demand surveys either of travellers leaving and entering the country or household surveys. In this last case, the purpose of the survey is to evaluate the number of (resident) visitors and the expenditure incurred by each of them.

Among the variables included in Part 1, tourism demand, the relevant ones for this purpose are :

> Visitor profile
>> Place of permanent/usual residence
>
> Visit characteristics
>> Number of visits
>> Main and subsidiary purpose for visit
>> Places of destination
>> Main transport used

1.1.4   Links between balance of payments and other tourism statistics

A closer relation between international receipts and payments and tourism supply and demand statistics should be made. 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

Tourism differs from other international services components in that it is a demand-oriented activity. Tourism is by definition best measured through the expression of demand by visitors, and their behaviour and expenditure in relation to visited destinations. Demand therefore constitutes the overall framework within which all types of tourism are to be found and expenditure and balance of payments calculations are the financial expression of demand variables.

International tourist expenditure is considered to be one of the five basic aspects of tourism demand. It concerns payments made by both overnight visitors and same-day visitors, nevertheless it is recommended to classify them separately.

With respect to the measurement of international tourist expenditure (credits and debits in the Balance of Payments), the following points should be stressed:

*   Outbound tourism can be correctly estimated through household surveys.

*   Inbound tourism can be estimated according to the two following systems:

-         Since data is obtained with a geographical breakdown by destination, if the mentioned surveys are made on a comparable basis using agreed procedures to ensure random selection of responses, the exchange of

information will allow to calculate inbound tourism from other European countries (EC and EFTA).

- Border or destination statistics permit to calculate inbound tourism from non-European countries.

Through demand surveys total tourism expenditure can be broken down into various classes of goods and services (see **appendix 7**).

(ii)   Relation with tourism supply

The relation between international tourist expenditure and statistics on tourism supply (accommodation or production statistics) is clear. However questions such as what part of tourism supply is used by visitors or what part of these visitors is non-resident are raised. In some cases, it is easy (accommodation in tourist establishments) or possible (international transport) to check, in other cases, 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).

However, statistics on tourism supply   provide estimates on international tourist expenditure. Specifically :

*   The number of registered accommodation of non-residents in hotels allows to compare tourist expenditure estimated through other means as well as the geographical breakdown of this expenditure.
Even though these statistics do not include the number of visits to establishments that are not officially registered (private apartments, accommodation with friends or relatives, etc.), their developments show the existing trend in the number of visitors and, thus, in tourist expenditure.

*   Transport statistics provide a double source of data. The number of non-resident passengers transported by resident carriers can be another parallel method. Likewise, the number of resident passengers travelling abroad allows to estimate the country's tourist expenditure. Data provided by resident carriers and non-resident carriers' branches established in the economy are generally used to estimate the item "Passenger transport".

In Part 1 which deals with tourism demand and 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 tourist expenditure is but a resultant or variable of tourism demand, the above applies to the evaluation of tourism in the Balance of Payments.

1.1.5   Guidelines for the collection of information

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 the EC and EFTA 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.

Long-term action

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 at the intra-community -EFTA level would provide credit data with the other European countries in a similar way as between the United States and Canada. The remaining credits could be estimated through travellers surveys or other estimates and information could also be exchanged with some other countries using a system similar to the one applied at the intra European level.

The information obtained from household surveys in intermediate periods could be updated through supply statistics (registered accommodation in tourist establishments, number of passengers carried, travel agency data etc.) or international receipts and payments data.

1.2   PRICES, COSTS AND TARIFFS IN THE TOURISM SECTOR

1.2.1   Basic concepts and definitions

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).

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.

The inter-spatial price indices can be further 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.

The definition of tourism expenditure, the changes of which are measured by the price indices from the demand side, is closely linked to that of tourism consumption. Many inter-temporal price indices from the demand side can be constructed depending on the expenditure covered by each index.

The setting up of 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. Moreover, a distinction between residents and non residents can over time the changes of a specific pattern of tourism expenditure.

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

The main cost elements are:

- Intermediate consumption which represents the value of the goods (other than fixed capital goods) and market services consumed by tourism producer

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 of this cost element is achieved indirectly by measuring the changes in prices of goods and services contributing to fixed capital formation.

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 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 on tourism.

(iii)   price indices of the production factors, which measure over time changes in the remuneration of factors of production engaged in tourism activities.

1.2.2   Classifications

The tourism expenditure data (demand side) and the cost components (supply side) must conform to a general classification system which not only regards activity classifications such as NACE Rev. 1 or SICTA but also products classifications such as CPC and CPA. A classification system is also necessary for the calculation of the price indices and for a standardised presentation of absolute prices and price indices. In order to establish a classification system that covers the whole tourism sector the following ideas have to be taken into account:
- the first criterion in stratifying economic activities which can be used for the economic analysis of tourism sector is that which distinguishes direct and indirect tourism-related activities ;
- the classification of activities in the tourism sector must respect the same basic criteria and limits used in general classification systems ;
- attention with regard to classification systems and nomenclatures must be focused jointly on the range of possible economic units and on the commodities which are manufactured or provided;
- all the classification systems and nomenclatures to be used must remain within the general systems which are in use, in order to guarantee the requisite degree of integration and comparability of figures with those in other sectors of the economy.

A classification system on tourism which covers activity, product, function and transaction as described above can be the basis for the construction and presentation of price indices on tourism.

Tourism expenditure price statistics (demand side) refer to the prices of goods and services consumed by visitors. 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 and then products and services which are exclusively or partially consumed by visitors are to be identified.

As many prices and individual price indices will be received from the national Consumer Price Indices and from the Purchasing Power Parities surveys and as some expenditure data will be obtained from the household surveys, the tourism classification referring to the products must be compatible with the ESA and SNA classifications of the final consumption of households.

Tourism price statistics from the supply side (costs and their price indices) will be calculated for activities which are mainly oriented to tourism (accommodation, transport, tour operators etc.).

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.

1.2.3   Links with other statistics

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 kind 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), 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 of 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 is 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.

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 not probably conducted every year, the price indices are useful for the 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 on 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.

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 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 others, the private consumption, a 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 inter-national space price indices on tourism.

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

(a) Input-Output tables, from these tables 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 tourism 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, if they cover the tourism sector.

2.2.4 · Guidelines for collection

2.2.4.1 Tourism price indices from the demand side

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

A.   *Tourism Expenditure Price Index*

(a)   Periodicity : the index should be calculated and published at least every quarter of a year, in order to show the seasonal fluctuations of prices and rates, which are very strong on tourism.

(b)   Coverage : according to its definition, this index will cover all expenses made by all visitors (residents and non-residents) in the economic territory of a country.

(c)   Base period : price indices are relative numbers obtained from comparison of prices of the present or current period to 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.

(d)   Weighting system : the structure of tourism expenditure, reflecting the relative importance of individual goods and services or groups of them within the total or average tourism expenditure, can be disclosed by special surveys or studies. The weighting pattern provides the multipliers by which the prices, or price relatives, are combined for the calculation of the index.

(e)   Selection of items : the item sample is formed by the array of specific commodities and services, selected from among the entire range of tourism consumption items, for which prices are to be collected.
The selection of items will be made within each class or sub-class of the classification system and will be based on the following criteria :
(i) the economic importance held by each item in relation to the class 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.
The selected items have to be specified so that changes in prices due to the change of quality, quantity and other characteristics are avoided.

(f)   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 (tourism importance of 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 shall exist between the outlet sample and visitor population covered by the index. The collected prices must include VAT and any other taxes paid by visitors.

(g)   Calculation of indices : regarding the price indices of the production cost, the use of the Laspeyres formula, as weighted mean of price relatives or of the individual indices of items, is proposed because it does not require the continuous recalculation of the weights, procedure which is very difficult and expensive.

(h)   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. The temporal changes of the structure of the intermediate consumption or of capital formation impose the revision of indices at time intervals. Taking into consideration the nature of these indices, a five years revision is regarded as sufficient.

(ii)   <u>Inter-spatial (space) price indices on tourism</u>

<u>International tourism price indices</u>

<u>International Price Level Index of Tourism Expenditure</u>

(a)   Existing data and sources: the survey of prices of household consumer goods and services, carried out by Eurostat in conjunction with Statistical Services of Member States and some EFTA countries is a contribution to making volume comparisons of the main national account aggregates. 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.

(b)   Required additional data: as the Purchasing Power Parities surveys are not conducted every year and as the international Price Level Index of Tourism Expenditure should be computed every year: price indices must be calculated for the intermediate years by the use of an extrapolation method.

(c)   Periodicity and coverage : it is proposed for the indices to be calculated annually and the coverage will be the same with that of the Tourism Expenditure Price Index.

<u>Tourism price indices from the supply side</u>

Tourism price indices from the supply side or as they can be called "cost production indices on tourism" refer to the changes over time of tourism production cost, due to prices changes. The most important production factor on tourism, in relation to its contribution to the total production cost, is "labour" followed by "capital". The contribution of "land" is less important. It is therefore proposed that the construction of price indices should be confined to the production factors "labour" and "capital".

(a)   Periodicity : the price indices on tourism from the supply side should be calculated at least every quarter of a year.

(b)   Coverage : these indices will cover generally the activities related to tourism (accommodation, provision of meals, travel agents and tour operators, transport etc.).

(c)   Base period : the selection of a year as base period depends on the progress of establishing the system of cost production indices on tourism. It is better that all the countries use the same year as a base period.

(d)   Weighting system : the weighting coefficients of the indices can be disclosed by special surveys or studies which will combine existing data from several statistical sources.

The above special surveys may be conducted on a sampling basis and can be combined with other surveys on enterprises.   '

(e)   Selection of items and collection of price data : the selection of items of the indices "intermediate consumption" and "capital formation" will be made within each class or sub-class of the classification system and will be based on the following criteria :
(i)   the economic importance held by each item in relation to the class 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.

Concerning the collection of price data for the items selected as above, 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 not deductible taxes.

Regarding the price indices of the primary factors of production, the problems of items selection and price collection are concentrated chiefly on compensation of labour. The collection of data for the compensation of employees will be based on a sample of representative tourism-related enterprises.

(f)   Calculation of indices : regarding the price indices of the production cost, the use of the Laspeyres formula, as weighted mean of price relatives or of the individual indices of items, is proposed because it does not require the continuous recalculation of the weights, procedure which is very difficult and expensive.

(g)   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. The temporal changes of the structure of the intermediate consumption or of capital formation impose the revision of indices at   time intervals. Taking into consideration the nature of these indices, a five years revision is regarded as sufficient.

1.3   EMPLOYMENT IN TOURISM

1.3.1   Definitions and classifications

Employment in tourism concerns persons working in activities which render direct services to visitors or ensure the necessary supply from the tourism industry.

1.3.2   Statistical units and evaluation approaches

Employment can be measured in different ways according to the type of unit chosen.

Evaluation types	Possible approaches
- Evaluation by observation	a)Activity related evaluation: measurement of employment in activities producing goods and services activities 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, definition must be made of which activity either of the producer or the employee or which goods and services consumed are tourism related.

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

a)   Activity related evaluation:
The simplest way to derive employment is to count the number of persons employed in sectors that deliver directly (without an intermediate) to the consumers of tourism goods and services.

As in primary activities related to tourism, some service sectors not only have visitors as consumers but also local residents, the tourism relevant employment can then be analysed through surveys carried out about 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 shall be fully counted as being tourism employment.

A characteristic of the tourism supply sector is that it combines many small businesses that 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:
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 enquired to give information on the quota of visitors among their customers, what could help in combination with information gathered on the producer side to define the tourism relevant share of the business.
Tourism is determined with a very seasonal character, the tourism employment statistics must therefore take this aspect into consideration and labour forces surveys usually carried out at the end of every quarter of the year should be organised separately at a more appropriate time for the tourism sector.
A major variable for tourism employment is the level of qualification which can be gathered from the labour force itself.

c)   Expenditure evaluation:
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 the consumption, although it varies depending on the destination of the trip, the purpose of visit, the mode of transportation and accommodation chosen, the number of people travelling together (especially for transportation costs) and also seasonality. Both frequency of data collection and taking account of seasonal variation are therefore important.
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 not only carried out in the home base, but also in places where visitors stay during their visits.
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 found by summing the results of all the sectors.
The intermediate producers serve as input to production directly related with 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

The variables depend on the analytical approach chosen, the below-mentioned ones provide therefore only an overview on the main points which are useful to provide good information about the employment situation in the tourism sector.
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
The secondary variables are
- Age of the employee
- Individual working hours
- Individual working conditions
- Education of the employees
- Position held
- Character of employment contract
- Salary of the employee
- Structure of the salaries

The above mentioned variables are either directly or indirectly related. as for example salaries depend on the level of education. it will therefore be necessary to first define the various interlinks 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

       * classification of tourism products by (provisional) CPA and
       CPC and of tourism activities by SICTA (appendix 9)
       * classification of production NACE Rev.1 and ISIC Rev.3

1.3.4 Links with other statistics

Tourism employment is directly related with the overall economic activity of the branch, its analysis has therefore to be linked with other relevant statistics, especially with the supply side of tourism.
However not only the tourism branch is relevant for the employment, there are other relevant sectors which are determining the employment in tourism.

Link with the supply side of tourism:
The 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 to design supply side statistics (both accommodation statistics and other supply statistics).

Links with education:
The tourism branch is a highly specialised sector of activity.
It is necessary to analyse the structure of the education offered for this branch, but also the needs of the branch as both unskilled work and highly qualified employment are offered in this sector of activity. In order to make comparison of education possible at the 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.

Links with income aspects:
Income generated by tourism activity differs a lot according to countries 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 branch. These factors must be considered as variables in the context of employment statistics and be taken into account when comparing income generated in tourism with other branches.

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

Has also to be taken into account the fact that many employees of 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.

In case of lower employment, the development of the situation will have an impact on national level but also on an international level as migrants would then flow back and compete again in the employment market of their country of origin.

2   TOURISM AND THE ENVIRONMENT

2.1.1   Basic definitions

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 Commission[10] is close in description with the following scope of environment statistics:

> "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"[11].

Regarding the numerous concepts included in the descriptions of different environmental matters, the definitions of the existing ECE Standard Statistical Classifications for the various environmental topics will be utilised.

2.1.2   Statistical units

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

To identify the variables, different approaches are to be chosen. Both the various tourism activities which might have an influence, positive or negative, on the environment and environmental areas, deemed to be of special interest for tourism or to be especially vulnerable to certain types of tourism, could be chosen as the point of departure.
For each one of the suggested topics in the table below one or more statistical variables can be identified. To be of interest from the tourism, point of view these data have to be used in combination with various types of tourism statistics e.g. statistics on number of visitors in a certain area, and their length of stay, number of passengers using different types of transportation means, and mean distances travelled.
Some of the variables, described in the following, are already established environmental variables. They are included either because they are considered to be of general interest from the point of view of tourism, or because they are necessary for the calculations of the new types of statistics proposed. The new variables suggested are related to existing environment statistics or to proposals for such statistics.

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[10]"Green paper on the impact of transport on the environment (1992)
[11]UN report "A Framework for the Development of Environment Statistics" (1984)).

Below, 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 environment protection (it is also of interest as a factor influencing tourism demand)
Category D, includes information about climate conditions, biological resources and other background conditions.

Here, we will concentrate on topics A and B.

Environmental topic	Connection to tourism activities	Connection to major environmental problems
Topics from column A:		
1. Hunting	Appreciated tourism activity in certain areas	Loss of biological diversity
2. Fishing	- " -	- " -
3. Energy Production and consumption	Tourism will lead to increased use of various means of transport	Green house effect. Destruction of the ozone layer. Air pollution.
4. Water Use for human activities	Increased consumption of sparse resources during tourism seasons	Resource scarcity
5. Land Use and Environmental restructuring	Construction of hotels, roads, ski lifts and other infrastructure	Loss of biological diversity. Soil erosion
6. 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
Topics from column B :		
7. 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

8. Changes in stocks and flows of cycling systems	Excessive use of water may cause ground water sinking	Resource scarcity
9. Atmospheric pollution	increased transport will lead to increased emission of green house gases and other air pollutants	Green house effect. Destruction of the ozone layer. Air pollution.
10. Water quality	Increase in number of persons within a limited area will cause increase in sewage effluents	Water pollution
11. 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

The statistical variables below are presented in two groups of interest for the description of the interrelation between tourism and the environment :

(i)   Variables related to the impact of tourism on the environment
(ii)   Variables related to the influence of the environment on tourism demand

(i)   <u>Variables related to the impact of tourism on the environment</u>.

If not specified differently in the following list of variables:
-the country is the one that ought to be the region of interest for data collection and presentation
-all types of visitors, irrespective of length of stay are to be considered.

1. <u>Hunting</u>
- Number of animals killed by visitors.
- Percentage of game killed by visitors.
The species to be included according to the ECE Draft Standard International Framework for the Development of Fauna, Flora and Habitat Statistics are: European deer, Roe, Wild boar, Brown hare, Pheasant and Partridge for Europe. In the ECE Compendium data are also given for Fallow deer, Wild reindeer, Moose, Mouflon and Fox.

2. <u>Fishing</u>
- Total inland fish catches taken by visitors.
- Percentage of fish catches taken by visitors.
- Introduction of artificial species for angling.
Species of interest for angling should be included.

3. Energy Use
- Total amount of energy used for passenger transport (visitors only) by mode of transport (see appendix 7).
- Total amount of energy used for the transportation of goods for consumption by visitors (by mode of transport)
- Energy use for tourism purposes outside transport, e.g. energy use tourist accommodation.

4. Water use for human consumption
- Water supply to the tourism sector.
The ECE Standard Statistical Classification of Water Use should be applied for definitions.

5. Land Use and Environment Restructuring.
- Areas changed for tourism purposes.
- Percentage 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 should be applied for definitions.
Data collections should preferably be made on the level of NUTS III.

6. Waste Loading in Water, Air and Land.
- Discharge of waste-water attributable to tourism.
- Emissions of air pollutants (by type, e.g. sulphur oxides, carbon dioxide) due to tourism transportation.
- Percentage of household wastes due to tourism.
The ECE Standard Statistical Classification of Water Use should be applied for definitions.
Data should be reported on a low regional level, NUTS III, in combination with information on the receiving water body: sea, inland lake or drainage area.
The statistics should be divided by type of treatment technology: mechanical treatment, biological treatment, advanced treatment or no treatment at all.

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

7. Land Use and Soil Quality.
- Changes in land use.
- Soil erosion risk.
- Protected areas.
The ECE Standard Classification of Land Use should be applied for definitions.
Data collections should preferably be made at NUTS III level.

8. Biological Resources.
- Population numbers of wild species.
- Forest damages.

9. Water Quality
- 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. The regional presentation should be on the NUTS III level.

10. Climate and Air Pollution.
- Mean monthly temperature (NUTS III)
- Average monthly precipitation.
- Air pollution (the ECE Standard Statistical Classification of Ambient Air Quality contains definitions and descriptions of concepts within this area).

The 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 are considered sufficient. In the case of water use and water quality, a complementary division by drainage area is proposed, and in the case of presentation of air pollutants for big cities, the measurements 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

Links with the demand side.
Some of the data proposed to be reported within the scope of tourism demand is of principal importance in order to estimate some of the variables suggested (e.g. data on the number of individuals participating in tourism, data on means of transportation and length of journeys).

Another type of connection with statistics on tourism demand is the possibilities to distinguish between travelling for business purposes and other purposes. For e.g. statistics on energy consumption, such divisions are of interest. The possibilities to present statistics on energy use and on emissions of air pollutants caused by tourism on a regional basis also depend on data from surveys on tourism demand.
It is therefore necessary to include questions about the means of transportation, the length of journeys and the countries visited (alternatively: place of departure and place of destination), in household surveys on tourism and transport, as this is probably the most efficient way to separate data on emissions or energy use due to tourism transport from data on emissions or energy use due to all other types of transport.

Links with the supply side.
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 numbers on overnight stays as a basis for calculations of the part related to tourism of some types of environment impacts. This is the case for e.g. the amounts 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 should be a variable of importance to the local planning authorities, e.g. for calculations of the maximum need of drinking water or decisions concerning the construction and capacity of sewage treatment plants.

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 environment. Links also exist between energy and transport statistics.

2.1.5   Guidelines for collection

Environment statistics include a broad area of subjects, many different methods of data collection are to be used.

Co-ordination with the data collection for 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.

Hunting and Fishing : Information on the participation of visitors could be had through household surveys if special questions were included.

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 provides 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 accommodations can only be had 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.

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 had and linked to data on water use.

Land Use and Environmental Restructuring : Statistics on land use generally exists for most European countries. The total area occupied by establishments for tourist accommodation 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.

Waste Loading in Water, Air and Land Statistics: on discharge of waste-water divided by type of treatment can generally be had 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 transportation can also be had from environment statistics.

Data from the CORINE system can be used for estimations of the part of emissions from transport attributable to tourism.

Statistics on generation of household wastes can be had from environment statistics for most countries.

Land Use and Soil quality : statistics on current land use and on changes in land use can be had from environmental statistics, but not on a very detailed level.

Biological Resources : statistics on population numbers of wild species can only be had after special inventories have been made.

Water Quality : statistics on water quality of lakes and rivers is often assembled by local authorities.

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.

APPENDIX 1 : CLASSIFICATION OF MAIN PURPOSE TO 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

APPENDIX 2 : 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 located
        2.1.3   Lake/river located
        2.1.4   Mountain located
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

APPENDIX 3 :CLASSIFICATION OF TOURIST ACCOMMODATION
AND ITS CORRESPONDENCE WITH NACE REV. 1 AND CPA

1 COLLECTIVE TOURISM ESTABLISHMENTS	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
1.2.3 Work and holiday camps	55.23	55.23.11 and 55.23.12
1.2.2 Passenger transport	55.23	55.23.14
1.2.4 Conference centres	55.23	55.23.15
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 PRIVATE TOURISM ACCOMMODATION		
2.1 Private rental accommodation		
2.1 Rented rooms in family houses	55.23	55.23.13
2.2 Dwellings rented from private individuals or professional agencies	55.23	55.23.13
2.2 Private non-rental accommodation		
2.1 Owned dwellings		
2.2 Accommodation provided without charge by relatives or friends		
2.5 Other private accommodation		

APPENDIX 4 : 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

APPENDIX 5 : TERRITORIAL UNITS, NUTS AND LOC[1]

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", at three geographical levels.

The highest level, NUTS I, consists of 71 European Community regions. The second level, NUTS II, is made up of 183 basic administrative regional units; the third level, NUTS III, is derived by subdividing the basic regional units into 1044 sub-regional administrative units.

The NUTS classification system is a hierarchical one. Only one area, the Brussels region does not conform to this description, since it is included as part of the Province of Brabant (level II). The table below presents the correspondence between NUTS levels and the national and regional administrative units.

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 differ widely.

Taking into account the existence of a further breakdown at national level, a fourth local level, the LOC level, can be applied. This level is useful for the classification process delimiting rural areas. At the local level, too, the average size of the units varies to a considerable extent.

	NUTS 1		NUTS 2		NUTS 3	
B	Régions	3	Provinces	9	Arrondissements	43
DK	-	1	-	1	Amter	15
D	Länder	16	Regierungsbezirke	40	Kreise	543
GR	Groups of development regions (1)	4	Development regions	13	Nomoi	51
E	Agrupacion de comunidades autonomas	7	Comunidades autonomas	17	Provincias	50
			+ Ceuta y Mellila	1	+ Ceuta + Melilla	2
F	Zeat	8	Régions	22	Départements	96
	+ DOM	1	+ DOM	4	+ DOM	4
IRL	-	1	-	1	Planning regions	9
I	Gruppi di regioni (1)	11	Regioni	20	Provincie	95
L	-	1	-	1	-	1
NL	Landsdelen	4	Provincies	12	C.O.R.O.P. - Regio's	40
P	Continente	1	Comissaoes de coordenaçao regional	5	Grupos de Concelhos	30
	+ Regioes autonomas	2	+ Regioes autonomas	2		
UK	Standard regions	11	Groups of counties	35	Counties / Local authority regions	65
EUR 12		71		183		1044

(1) Grouping for Community purposes.

APPENDIX 6 : BREAKDOWN OF THE WORLD GEOGRAPHICAL ZONES[1]

WORLD TOTAL
TOTAL E.E.A
TOTAL EUROPEAN UNION (12)
        BELGIUM
        DENMARK
        GERMANY
        GREECE
        SPAIN
        FRANCE
        IRELAND
        ITALY
        LUXEMBOURG
        NETHERLANDS
        PORTUGAL
        UNITED KINGDOM
TOTAL EFTA
        AUSTRIA
        FINLAND
        ICELAND
        NORWAY
        SWEDEN
        SWITZERLAND (and Liechtenstein)
TOTAL OTHER EUROPEAN COUNTRIES (excluding EFTA):
of which :
        TURKEY
        POLAND
        CZECH REPUBLIC
        SLOVAKIA
        HUNGARY
TOTAL AFRICA
NORTH AMERICA :
        UNITED STATES
        CANADA
TOTAL CENTRAL AND SOUTH AMERICA
TOTAL ASIA
of which :
        JAPAN
AUSTRALIA, OCEANIA AND OTHER TERRITORIES :
of which :
        AUSTRALIA
        NEW ZEALAND
NOT SPECIFIED

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[1] The list of countries given in the Annex to Commission Regulation 93/208/EEC of 1 February 1993 may be consulted for further reference (OJ L26 of 02.02.93, p.11).

APPENDIX 7 : CLASSIFICATION OF THE TRAVEL EXPENDITURE

1. **Package travel, package holidays and package tours (total travel costs)**
   1.1   Accommodation (with food where included)
   1.2   Transport
   1.3   Insurance
   1.4   Other

2. **Accommodation**

3 **Food and drinks**
   (distinguishable from accommodation)

4 **Transport**
   (to and within the destination and back home)

5. **Recreation, cultural and sporting activities**
   5.1   Entrance fees, charge for use of equipment
   5.2   Other

6. **Shopping**
   6.1   Pre-visit shopping for items to be used during the trip
   6.2   Shopping for items to take home
   6.3   Shopping for items to consume during the stay

7. **Other**

APPENDIX 8 : CLASSIFICATION OF ACTIVITIES[1]

Classification	Coverage
Sport, physical activities	Non professional active participation in all kinds of sport and play outdoors and indoors, e.g. golf, tennis, skiing, skating, swimming, rowing, sailing, surfing, other water sports, jogging, cycling, walking, hiking, trekking, climbing, mountaineering, horse riding, pony trekking, fishing, angling, shooting, hunting.
Attending events (including sports), spectating and entertainment	visiting museums, exhibitions, 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

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[1] This is a provisional classification which has still be to discussed with the WTO. Reference will also be made to the work on activities classifications carried out by Eurostat in the field of "Time use" surveys.

APPENDIX 9 : Classification of tourism products by (Provisional) CPC and CPA and of tourism activities by SICTA

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

CPC			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
						45		CONSTRUCTION
						4500-1	i	Commercial facilities - Hotels, retail etc.
						4500-2	i	Recreational facilities - Ski areas, golf courses
						4500-3	i	Civil works - Transportation facilities, terminals, dams
						4500-4	i	Resort residences - Second homes, weekend homes
61		SALE, MAINTENANCE AND REPAIRS SERVICES OF MOTOR VEHICLES AND MOTORCYCLES	50		TRADE, MAINTENANCE AND REPAIR SERVICES OF MOTOR VEHICLES, MOTORCYCLES ; RETAIL TRADE SERVICES OF AUTOMOTIVE FUEL	50		SALE AND MAINTENANCE OF MOTOR VEHICLES AND FUELS
6111	p	Sales of motor vehicles	50.1	p	Trade services of motor vehicles	5010	p	Motor vehicle sales
6112	p	Maintenance and repair services of motor vehicles	50.2	p	Maintenance and repair services of motor vehicles	5020	p	Motor vehicle maintenance and repair
6113	p	Sales of parts and accessories of motor	50.3	p	Trade services of motor vehicle parts and accessories	5030	p	Sale of motor vehicle parts and accessories
612	p	Sale, maintenance and repair services of motorcycles and snowmobiles; sales of related parts and accessories	50.4	p	Trade, maintenance and repair services of motorcycles and related parts and accessories	5040	p	Sale, maintenance and repair of motorcycles
613	p	Retail sales of motor fuel	50.5	p	Retail trade services of automotive fuel	5050	p	Retail sales of motor vehicle fuels

CPC			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
63	p	RETAIL TRADE SERVICES ; REPAIR SERVICES OF PERSONAL AND HOUSEHOLD GOODS	52		RETAIL TRADE SERVICES, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES; REPAIR SERVICES OF PERSONAL AND HOUSEHOLD GOODS	52		RETAIL TRADE, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES ; REPAIR OF PERSONAL AND HOUSEHOLD GOODS
	p	Retailed goods mentioned in : CPC 01 - 49		p	Retailed goods mentioned in : CPA 01 - 36	521		Non-specialised retail trade
						5211	p	Retail food sales
						5219	p	Other non-specialised retail trade
						522		Retail specialised food sales
	p	All subclasses of CPC 63		p	All subclasses of CPA 52	5231	p	Retail food sales
						532		Other retail, specialised
						5231	p	........., pharmaceuticals
						5232	p	........., apparel and accessories
						5232-1	t	........., luggage and travel accessories
						5239	p	Other retail sales in specialised stores
						5239-1	t	.........., skin-diving and scuba equipment
						5239-2	t	.........., ski equipment
						5239-3	t	.........., camping hiking equipment
						5239-4	p	........., hunting and fishing equipment
						5239-5	p	Photographic sales and services
63296	t	Retail trade of souvenirs	52.48.34	t	Retail trade services of souvenirs	5239-6	t	Retail sales, gift and souvenir shops
						5239-7	p	........., of other transport vehicles
						524	p	Retail sales of second-hand goods
						5240-1	p	........., antiques
						525		Retail sales not in shops
						5252	p	......., sales in stalls and markets
64		HOTEL AND RESTAURANT SERVICES	55		HOTEL AND RESTAURANT SERVICES	55		HOTELS AND RESTAURANTS
641	t	Hotel and other lodging services	55.1	t	Hotel services	5510	t	Hotels, camping sites and other commercial accommodations
			55.11	t	Accommodation services supplied by hotels with restaurant	5510-1	t	Hotels and motels with restaurants
			55.12	t	Accommodation services supplied by hotels without restaurant	5510-2	t	Hotels and motels without restaurants
			55.21	t	Youth hostel and mountain refuges services	5510-3	t	Youth hotels and mountain refuges
			55.22	t	Camping sites services, including caravan sites services	5510-4	t	Camping sites including caravan sites

CPC Code	T/P	Title	CPA Code	T/P	Title	SICTA Code	T/P	Title
			55.23	t	Other short-stay accommodation services	5510-5	t	Other provisions of lodging, n.e.c.
						*5510-6	t	Health-oriented accommodation
						* =		Wrong classification : part of ISIC 8519= Other human health activities
						5520	p	Restaurants, bars and canteens
643	p	Beverage serving services for consumption on the premises	55.4	p	Beverage serving services	5520-1	p	Bars and other drinking places
642	p	Food serving services	55.3	p	Food serving services	5520-2	p	Full service restaurants
						5520-3	p	Fast food restaurants and cafetaria
						5520-4	i	Institutional food services, caterers
						5520-5	p	Food kiosks, vendors, refreshment stands
						5520-6	p	Nightclubs and dinner theaters
71		LAND TRANSPORT SERVICES	60		LAND TRANSPORT AND TRANSPORT VIA PIPELINE	60		LAND TRANSPORT VIA PIPELINES
711		Transport services by railway	60.1		Railway transportation services	601	p	Transport via railways
7111		Passenger transportation	60.10.1		Interurban passenger			
71111	p	.... interurban	60.10.11	p	Interurban passenger transportation	6010-1	t	Interurban rail passenger services
71112	p	.... urban and suburban	60.10.11	t	Interurban passenger and vehicle transportation			
712		Other land transport services	60.2		Other land transport services	602		Other land transport
7121		Other scheduled passenger transportation	60.21		Other scheduled passenger land transp. serv.	6021	p	Other scheduled passenger land service
71211	p	.... urban and suburban regular	60.21.1	p	Urban and suburban passenger railway transp.	6021-1	t	Scheduled interurban bus
71212	p	.... urban and suburban special	60.21.2		Urban and suburban regular psgr. transp. other than by railways	6021-2	t	Long distance tour buses
71213	p	.... interurban regular				6021-3	p	Scheduled local and metropolitan transit services
71214	p	.... interurban special	60.21.21	p	.... regular			
71219	p	.... other	60.21.22	t	.... special	6021-4	p	Specialised scheduled vehicles
			60.21.3		Interurban psgr transp. other than by railways			
			60.21.31	p	.... regular			
			60.21.32	t	.... special			
			60.21.4		Other scheduled passenger land transp.			
			60.21.41	t	.... by funiculars, teleferics and ski-lifts			
			60.21.42	t	.... other n.e.c.			

CPC Code	T/P	Title	CPA Code	T/P	Title	SICTA Code	T/P	Title
7121		Other non-scheduled passenger transportation	60.22		Taxi services and rental services of passenger cars with operator	6022	p	Other non-scheduled psgr land transport
71211	p	Taxi services	60.22.11	p	Taxi services	6022-1	p	Taxis
71212	p	Rental services of passenger car with operator	60.22.12	p	Rental services of psgr cars with operator	6022-2	p	Chauffeured vehicles
			60.23		Other land psgr transp. services			
71213	p	Passenger transportation by man- or animal-drawn vehicles	60.23.11	i	Rental serv. of buses and coaches without operator	6022-3	t	Local tour vehicles
71219	p	Other non-scheduled passenger transportation	60.23.12	t	Sightseeing-bus services	6022-4	p	Charter buses, excursions (same-day visits)
			60.23.13	t	Psgr transp. by animal- drawn vehicles			
			60.23.14	p	Other non-scheduled psgr transp. n.e.c.			
72		WATER TRANSPORT SERVICES	61		WATER TRANSPORT SERVICES	61		WATER TRANSPORT
721		Transport services by sea-going vessels				611	p	Sea and coastal transport
7211		Passenger transportation	61.10.1		Sea and coastal water psgr transp. serv.			
72111	t	.... by ferries	61.10.11	t	.... by ferries	6110-1	t	Cruise ships
72119	t	.... other	61.10.12	t	.... other	6110-2	i	Ship rental with crew
722		Transport services by non-sea-going vessels	61.20.1		Psgr transp. serv. by vessels on inland waterways	612	p	Inland water transport
7221		Passenger transportation						
72211	p	.... by ferries	61.20.11	p	.... by ferries	6120-1	t	.... psgr trans with accommodation
72119	p	.... other	61.20.12	t	.... other	6120-2	t	.... local tours
73		AIR TRANSPORT SERVICES	62		AIR TRANSPORT SERVICES	62		AIR TRANSPORT
731		Passenger transportation by air				621	t?	Scheduled air transport
7311	t	.... scheduled	62.10.1	t	Scheduled psgr transp. serv. by air	6210-1	t	.... passengers
						622	t?	Non-scheduled air transport
7312	t	.... non-scheduled	62.20.1	t	Non-scheduled psgr transp. serv. by air	6220-1	t	...... passengers

CPC			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
74		SUPPORTING AND AUXILIARY TRANSPORT SERVICES	63		SUPPORTING AND AUXILIARY TRANSPORT SERVICES; 63 TRAVEL AGENCIES SERVICES	63		SUPPORTING AND AUXILIARY TRANSPORT ACTIVITIES
						6303	i	Other supporting transport activities
747		Travel agency, tour operator and tourist guide services	63.3		Travel agency and tour operator services ; tourist assistance services n.e.c.	6304	t	Travel agents, tour operators and guides
74710	t	Travel agency and tour operator services	63.30.11	t	Organisation of package tour services	6304-2	t	Tour operatorss, packagers and wholesalers
74720	t	Tourist guide services	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			
			63.30.14	t	Tourist guide services	6304-4	t	Guides
75		POST AND TELECOMMUNICATIONS SERVICES	64		POST AND TELECOMMUNICATION SERVICES			
7511	p	Postal services	64.11.1	p	Postal services			
7521	p	Public telephone services	64.20.11	p	Public local telephone services			
			64.20.12	p	Public long distance telephone services			
			64.20.13	p	Mobile telephone services			
81		FINANCIAL INTERMEDIATION SERVICES AND AUXILIAIRY SERVICES	..		FINANCIAL INTERMEDIATION SERVICES	J		FINANCIAL INTERMEDIATION
					(this part of CPA-classification is still under consideration)	651		Monetary intermediation
						6519	p	Other monetary intermediation
81333	p	Foreign exchange services				6519-1	p	Exchange of currencies
						659		Other financial intermediation
						6592	i	Other credit granting
						660		Insurance and pension funding
81211	p	Life insurance services				6601	p	Life insurance
						6601-1	t	Travel insurance
8129	p	Non-life insurance services				6603	p	Non-life insurance

CPC			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
82		REAL ESTATE SERVICES	70		REAL ESTATE SERVICES	70		REAL ESTATE ACTIVITIES
8210		Real estate services involving own or leased property	70.20.1		Letting services of own property	7010	p	...... with own or leased property
			70.20.11	p	Renting or leasing services involving own residential property	7010-1	t	Rental/lease of tourist property
82101	p	Renting or leasing services involving own or leased residential property				7020	i	.... on a fee or contract basis
82102	p	Renting or leasing services involving own or leased non-residential property (congress building, theater)				7020-1	i	Arrangement of rental/leases of tourist property
83		LEASING OR RENTAL SERVICES WITHOUT OPERATOR	71		RENTING SERVICES OF MACHINERY AND EQUIPMENT WITHOUT OPERATOR AND OF PERSONAL AND HOUSEHOLD GOODS	71		RENTING OF MACHINERY AND EQUIPMENT WITHOUT OPERATOR
8310		Leasing or rental services concerning machinery and equipment without operator				711		Renting of transport equipment
						7111	p	Renting of land transport equipment
83101	t	.... private cars	71.10.1	p	Leasing or rental services concerning private cars and light vans	7111-1	t	Auto, motorcycle rental
83105	p	.... other land transport equipment	71.21.14	t	.... motorcycles, caravans and campers	7111-2	t	Recreation vehicle, camper, caravan rental
			71.21.15	p	.... other land transport equipment			
83104	p	.... aircraft	71.23	p	.... aircraft	7113	p	Renting of air transport equipment
						7113-1	t	.... for personal use
8320		Leasing and rental services concerning personal and houshold goods				7130	p	Rental of personal and household goods
83201	p	...... televisions, radios, video cassette recorders, and related equipment and accessories	71.40.11	p	... televisions, radios, videocassette recorders and related equipment and accessories	7130-1	t	.... watercraft and related facilities
						7130-2	p	.... saddle horses
						7130-3	t	.... bicycles
83203	p	...... furniture and other household appliances	71.40.13	p	.... furniture and other household appliances	7130-4	t	.... ski equipment
						7130-5	t	.... tourist related goods n.e.c.
83204	t	...... pleasure and leisure equipment	71.40.14	p	..... pleasure and leisure equipment			
83209	p	...... other personal or household goods	71.40.16	p	..... other personal or household goods			

C P C			C P A			S I C T A		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
						73		RESEARCH AND DEVELOPMENT
						7320	i	R&D in social sciences
						7320-1	i	Tourism research
						74		OTHER BUSINESS ACTIVITIES
						741	i	Legal, accounting, book-keeping & auditing, tax, consultancy, market research polling, business and management consultancy
						7413	i	Market research and polling
						7413-1	i	Tourism market research
						7414	i	Business and management consultancy activities
						7414-1	i	Tourism ......
						742		Architectural, engineering and other technical activities
						7421	i	Architecture and engineering
						7421-1	i	Tourism ......
						743	i	Advertising
						7430-1	i	Tourism ......
87		BUSINESS SERVICES N.E.C.	74.8		MISCELLANEOUS BUSINESS SERVICES N.E.C.	749		Business activities n.e.c.
87505	p	Photography processing services	74.81.31	p	Photography processing services	7494	p	Photographic activities
87505	p	Motion picture processing services not related to motion picture and television industries	74.81.32	p	Motion picture processing services not related to motion picture and television industries	7494-1	t	Passport photographers
8790		Other business services				7499	p	Other business n.e.c.
87909	p	Other business services n.e.c. (congress organisation)	74.84.1		Other business services			
			74.84.15	t	Exhibition, fair and congress organisation services	7499-1	i	Translation services

CPC			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
88		AGRICULTURAL, MINING AND MANUFACTURING SERVICES						
88130	p	Services incidental to hunting	01.50.10	p	Hunting, trapping, game propagation and related services			
88200	p	Services incidental to fishing	05.00.50	p	Services incidental to fishing			
91		PUBLIC ADMINISTRATION AND OTHER SERVICES TO THE COMMUNITY AS A WHOLE ; COMPULSARY SOCIAL SECURITY SERVICES	75		PUBLIC ADMINISTRATION AND DEFENCE SERVICE ; COMPULSARY SOCIAL SECURITY SERVICES	75		PUBLIC ADMINISTRATION AND DEFENCE COMPULSARY SOCIAL SECURITY
						751		Administration of the state
						7511	i	General public service activities
						7511-1	i	Customs administration
91136	p	Administrative services related to tourism affairs	75.13.16	p	Administrative services related to tourism	7511-2	t	Information bureaus
						7512	i	Activities of service agencies
						7512-1	i	Provision of transport-related functions
						7512-2	i	Provision of cultural, recreational services
						7513	i	Business regulation
						7513-1	i	Tourism administration
						7513-2	i	Regulation of private transport activities
						7513-3	i	Fishing, hunting regulation
						7513-4	i	Regional and economic development administration
						7513-5	i	Provision of transport infrastructure
						752		Provision of services to the community
						7521	p	Foreign affairs
91210	p	Administrative external affairs related services, diplomatic and consular services abroad	75.21.11	p	Administrative external affairs related services, diplomatic and consular services abroad	7521-1	t	Visa insuance, consular affairs
						7523	i	Public order and safety
						7523-1	i	Special police, border guards, airport security

CPC			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
92		EDUCATION SERVICES				80		EDUCATION
						8030	i	Higher education
						8030-1	i	Hotel schools
						8030-2	i	Tourism education programmes
						8030-3	i	Recreation and park schools
						8030-4	i	Tourism related education, n.e.c.
						8090		
						* =		Wrong classification ; should be part of ISIC 9241 = Sporting activities
92900	p	Other education services	80.42.20	p	Other education services	8090	i	Adult and other education
						8090-1	t	Ski instruction
						8090-2	p	Swimming, scuba instruction
						8090-3	p	Flying instruction
						*8090-4	t	Boating instruction
						8090-5	t	Tourism related education, n.e.c.
93		HEALTH AND SOCIAL SERVICES	85		HEALTH AND SOCIAL WORK SERVICES			HEALTH AND SOCIAL SERVICES
931	P	Human health services	85.1	p	Human health services			
93193	t	Residential health services other than hospital services	85.14.15	t	Residential health facilities other than hospital services			
	p	All other human health services						
95		SERVICES OF MEMBERSHIP ORGANISATIONS				91		ACTIVITIES OF MEMBERSHIP ORGANISATIONS N.E.C.
						911		Activities of business, employers and professional organisations
						9111	i	Activities of business and employer organisations
						9111-1	i	Visitor and convention bureaus
						9112	i	Activities of professional organisations
						9112-1	i	...... tourism related
						9120	i	Activities of trade unions
						9120-1	i	..... tourism industry-related

CPC			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
95999	p	Other services provided by membership	91.33.14	p	Other services provided by membership organisations n.e.c.	919		Activities of other membership organisations
						9199	p	....
						91199-1	t	Travel clubs
						9199-2	t	Traveler's aid societies
96		RECREATIONAL, CULTURAL AND SPORTING SERVICES	92		RECREATIONAL, CULTURAL AND SPORTING SERVICES	92		RECREATIONAL, CULTURAL AND SPORTING SERVICES
961		Motion picture, radio and television and other entertainment services	92.1		Motion picture and video services	921		Motion pictures, radio, tv and other entertainment
96121	p	Motion picture projection services	92.13	p	Motion picture projection services	9212	p	Motion picture projection
96133	p	Combined programme making and broadcasting services (radio and television)	92.2(0)	p	Radio and television services	9213	p	Radio and television activities
			92.3		Other entertainment services			
96191	p	Theatrical producer, singer group, band and orchestra entertainment services	92.31.21	p	Theatrical producer's, singer groups', bands' and orchestras' entertainment services	9214	p	Dramatic arts, music and other arts
96192	p	Services provided by authors, composers, sculptors, entertainers and other individual artists	92.31.22	p	Services provided by authors, composers, sculptors, entertainers and other individual artists			
			92.32	p	Operation of arts facilities (theatres)			
96194	p	Circus, amusement park and similar attraction services	92.33.10	p	Fair and amusement park services	9219	p	Other entertainment activities n.e.c.
						9219-1	p	Amusement parks
			92.34.11	p	Circus services	9219-2	p	Other entertainment activities n.e.c.
96195	p	Ballroom, discotheque and dance instructor services	92.34.13	p	Ballrooms, discotheques and dance instructors' services			
96199	p	Other entertainment services n.e.c.	92.34.13	p	Other entertainment services n.e.c.			
963		Library, archive, museum and other cultural services	92.5		Library, archives, museums and other cultural services	923		Libraries, archive, museums and other cultural activities
96311	p	Library and archive services	92.51.1	p	Library and archive services	9231	p	Library and archive activities
						9232	p	Museums activities and preservation of historical sites and buildings

CPC			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
96321	p	Museum services except for historical sites and buildings	92.52.11	p	Museums services	9232-1	p	Museums of all kind and subjects
						9232-2	i	Historical sites and buildings
						9233	p	Botanical and zoological gardens and nature reserve activities
96331	p	Botanical and zoological gardens, except nature reserves	92.53.11	p	Botanical and zoological garden services	9233-1	p	Botanical and zoological gardens
96332	p	Nature reserve services including wildlife preservation services	92.53.12	p	Nature reserves services including wildlife preservation services	9233-2	p	Nature and wildlife preserves
964	p	Sporting and other recreational services				924		Sporting and other recreational activities
			92.6		Sporting services	9241	p	Sporting activities
96412	p	Sports events organisation services	92.62.12	p	Sports event organisation services			
96413	p	Sports facility operation services	92.62.12	p	Sports event organisation services			
96413	p	Sports facility operation services	92.61.10	p	Sports facilities operation services	9241-1	p	Physical-fitness facilities
						9241-2	p	Operation of sporting facilities
96419	p	Other sporting 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.
						9249	p	Other recreational activities
96491	p	Recreation park and beach services	92.72.11	p	Recreation park and beach services	9249-1	p	Operation of recreation ?????????
96492	p	Gambling and betting services	92.71	p	Gambling and betting services	9249-3	p	Gambling and betting operations
96499	p	Other recreation services n.e.c.	92.72.12	p	Other recreation services n.e.c.	9249-2	p	Activities related to recreational fishing
						9249-4	p	Recreational fairs and shows
						9249-5	p	Operation of ski lifts

* = Wrong classification ; should be part of SICTA/ISIC 6010 = Other scheduled psgr land service

CPC			CPA			SICTA		
Code	T/P	Title	Code	T/P	Title	Code	T/P	Title
97		OTHER SERVICES	93		OTHER SERVICES	93		OTHER SERVICE ACTIVITIES
9701	p	Washing, cleaning and dyeing services	93.01	p	Washing and dry-cleaning services			
9702	p	Hairdressing and other beauty services	93.02	p	Hairdressing and other beauty treatment services			
9703	p	Funeral, cremation and undertaking services	93.03	p	Funeral and related services			
9704	p	Other services n.e.c.	93.04	p	Physical well-being services	9309	p	Other service activities n.e.c.
			93.05	p	Other services n.e.c.	9309-1	p	Porters, valet parking services, doormen
						99(00)	i	EXTRA-TERRITORIAL ORGANISATIONS AND BODIES
						9900-1	i	International tourism bodies

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