CLASSIFICATION OF TOURISM PURPOSES

Presented by: Frankseco Yorke
Statistician
Statistics Department Montserrat
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OUTLINE OF PRESENTATION

✓ **Definitions**

✓ **Importance of Classification**

✓ **Broad Classifications**

✓ **Lets Zone in (More Detailed Classification)**

✓ **Challenges with Classification**

✓ **Montserrat at a Glance**

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MAIN PURPOSE OF A TOURISM TRIP

✓ This is defined as the purpose for which for which the trip was taken

✓ In the absence of this **main purpose** the trip would not have been taken

✓ Where more than one parties travel and have different individual purposes, the main purpose is the one central to the decision to take the trip.

✓ Each tourism trip has one and only one **MAIN** purpose though a visitor can also undertake secondary activities while on his/her trip.

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IMPORTANCE OF CLASSIFYING

✓Helps to determine whether the trip qualifies as a Tourism Trip

✓Helps to determine whether the traveller qualifies as a Visitor

✓Useful for characterizing Tourism Expenditure Patterns

✓Assists in identifying Tourism Demands for Planning, Marketing and Promotions

ANALOGY

Trip Details	Tourism Trip?	Same Day Visitor?	Tourist?	Main Purpose?
Doctor travels to Montserrat to do a workshop. Enters 8:00 AM, Leaves 4:30 PM	Yes	Yes	No	Business
Doctor Honeymoons in Montserrat for 3 weeks, and does a couple independent consultancies while on his visit.	Yes	No	Yes	Holiday, Leisure & Recreation
Doctor travels to Montserrat to work for the government for 3 Months pay	✓OTHER TRAVELER			

BROAD CLASSIFICATIONS

Two Broad Classifications

1. PERSONAL

2. BUSINESS AND PROFESSIONAL

LET'S TALK "BUSINESS"

BUSINESS AND PROFESSIONAL CLASSIFICATIONS

This category includes the activities of self-employed, and employees, as long as they do not correspond to an implicit or explicit employer-employee relationship with a resident producer in the country or place visited

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LET'S GET "PERSONAL"

PERSONAL CLASSIFICATIONS

This category includes all purposes of tourism trips that are not classified as business and professional.

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BROAD CLASSIFICATIONS (cont'd)

1. PERSONAL

      1.1. Holidays, leisure and recreation

      1.2. Visiting friends and relatives

      1.3. Education and training

      1.4. Health and medical care

      1.5. Religion/pilgrimages

      1.6. Shopping

      1.7. Transit

      1.8. Other

2. BUSINESS AND PROFESSIONAL

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LET'S ZONE IN

Each main purpose is associated with a group of main activities undertaken during the trip

Holidays, Leisure & Recreation:

HOLIDAY, LEISURE & RECREATION

- *practicing a sport (skiing, golfing, diving, surfing, hiking, etc.)
- Sight - seeing
- attending sporting or cultural events
- cruising, gambling, resting, honeymooning, fine dining
- visiting natural or man-made sites
- participating in professional sports activities
- ** visiting establishments specialized in wellbeing (i.e. wellness hotels), fitness
- staying in a vacation home owned or leased by the household
- concerts, shows and plays
- Visiting any recreation and entertainment facilities
- attending summer camps for youngsters

LET'S ZONE IN

Visiting Friends and Relatives:

Travel involving a visit whereby either (or both) the purpose of the trip or the type of accommodation involves visiting friends and / or relatives.
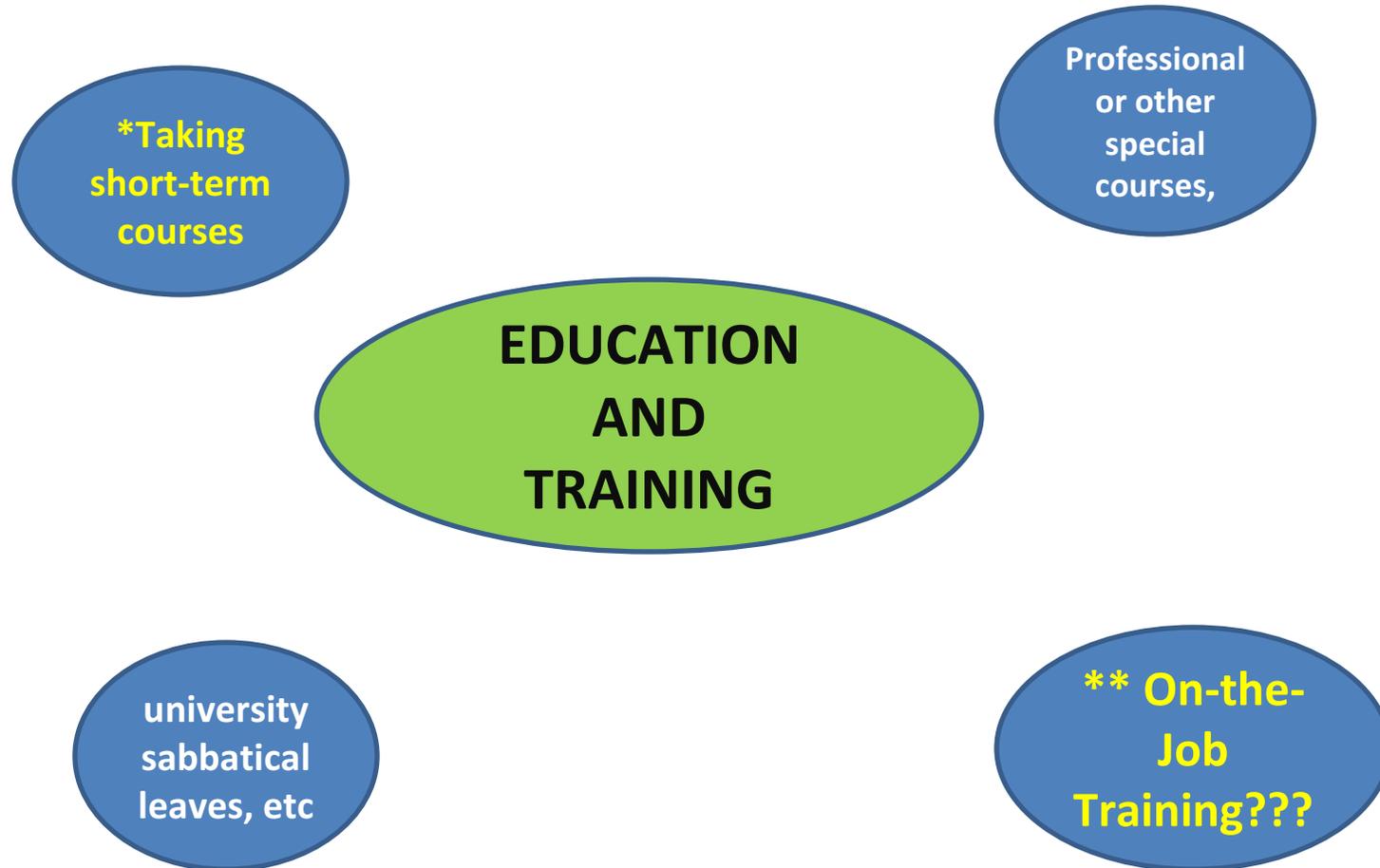
Includes activities such as:
- ✓Visiting relatives or friends
- ✓Attending weddings, funerals or any other family event
- ✓Short-term caring for the sick or old, etc.

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LET'S ZONE IN

Education and Training:

Professional or other special courses,

***Taking short-term courses**

EDUCATION AND TRAINING

university sabbatical leaves, etc

** On-the-Job Training???

LET'S ZONE IN

Health and Medical Care*:*

This category includes,

Receiving services from hospitals, clinics, convalescent homes and, more generally, health and social institutions,

Visiting health and spa resorts and other specialized places to receive medical treatments based on medical advice, including cosmetic surgeries

Exclude;
Long term treatments over one year

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LET'S ZONE IN

Religion/Pilgrimage
This category includes attending religious
meetings and events, pilgrimages, etc.

Shopping
This category includes, for example, purchasing consumer goods
for own personal use or as gifts

Excludes goods purchased for resale or for use in a future
productive process, (in which case the purpose would be business and
professional), etc.

Transit:
This category refers to travelers stopping at a place without any specific
purpose other than being en route to another destination;

Other:
This category includes, volunteer work (n.i.e.), investigating work and
migration possibilities; undertaking any other temporary non-remunerated
activities not included elsewhere, etc.

LET'S ZONE IN

Business and professional:

This category includes the activities of self-employed, and employees, as long as they do not correspond to an implicit or explicit employer-employee relationship with a resident producer in the country or place visited

*promoting, purchasing, selling or buying goods or services

giving lectures

contracting accommod-ation and transport services

trade fairs and exhibitions

meetings, conferences or congresses,

BUSINESS AND PROFESSIONAL PURPOSES

scientific or academic research;

participating in professional sports activities

concerts, shows and plays

**participating in foreign government missions

participating in non governmental organizations missions;

***working as guides or other tourism professionals

formal or informal on-the-job training courses;

CHALLENGES OF CLASSIFICATIONS

✓Difficulty in implementing detailed Classifications

✓Responses are heavily dependent on information provided by visitors

✓Immigration Officials' Understanding of the Concepts

✓Lack of probing on the part Immigration Officials

✓Non-Responses

✓Other (Specify)? -- Why do we always drop the "Specify"?

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MONSTERRAT AT A GLANCE

Composition of Visitor Arrivals by Purpose	2009	2010	2011	2012
Leisure	66%	66%	65%	58%
Friends/Relatives	10%	10%	9%	15%
Business	24%	24%	26%	17%
Other Tourism	0%	0%	0%	11%
Non-Visitor	0%	0%	0%	0%
Not Stated	0%	0%	0%	0%
	100%	100%	100%	100%
Total Visitor Arrivals	7,335	7,707	7,392	9,910

Composition of Tourist Arrivals by Purpose	2009	2010	2011	2012
Leisure	66%	63%	64%	62%
Friends/Relatives	11%	13%	12%	15%
Business	23%	24%	25%	17%
Other Tourism	0%	0%	0%	6%
Non-Visitor	0%	0%	0%	0%
Not Stated	0%	0%	0%	0%
	100%	100%	100%	100%
Total Visitor Arrivals	6,311	5,981	5,395	7,304

Composition of Same-Day Arrivals by Purpose	2009	2010	2011	2012
Leisure	71%	75%	70%	46%
Friends/Relatives	1%	0%	0%	14%
Business	27%	24%	30%	15%
Other Tourism	0%	0%	0%	24%
Non-Visitor	0%	0%	0%	0%
Not Stated	0%	0%	0%	0%
	100%	100%	100%	100%
Total Visitor Arrivals	1,024	1,726	1,997	2,606

THE END

THANK YOU

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