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Tourism Satellite Accounts : The Demand Perspective

20. Concepts and Definitions

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TSA Concepts and definitions

- What is Tourism?
- Who is a visitor?
- Usual environment
- Tourism trips and types of trips
- Duration of trip
- Purpose of trip
- Being employed in place visited



Aim of the TSA

- The goal of the TSA is to measure the economic activity of tourism respecting both:
 - System of National Accounts (SNA)
 - internationally accepted macro-economic accounting framework
 - TSA: Recommended Methodological Framework
 - establishes common guidelines to use for measuring tourism activity in an economy
 - used by over 70 countries

What is tourism?

- **Tourism is:**

the activities of persons travelling to and staying in places **outside their usual environment** for **less than a year** for leisure, business and other purposes -- **other than to be employed by a resident entity** in the country or place visited

Who is a visitor?

- A **visitor** is a traveller taking a trip to a main destination
 - outside his/her usual environment,
 - for less than a year,
 - for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

What does tourism include?

- Encompasses all that visitors do for a trip or while on a trip.
- It is not restricted to sightseeing, sunbathing, visiting sites, etc.
- Business, for education and training, etc. (if the criteria set up to define tourism are met)

Basic concepts – “usual environment”

- a fundamental element for the definition of tourism
- defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.
- exclude those commuting regularly between their place of usual residence and place of work or study, or frequently visiting places within their current life routine
 - homes of friends or relatives
 - shopping centres, religious, health-care or any other facilities that might be at a substantial distance away or in a different administrative area but are regularly and frequently visited.

Determination of usual environment

- the determination of the usual environment should be based on the following criteria:
 - Frequency of the trip (except for visits to vacation homes);
 - Duration of the trip;
 - The crossing of administrative or national borders;
 - Distance from the place of usual residence.

Example in Canada– “usual environment”

- Old definition (operational)
 - Greater than 80 kilometres one way from home
 - Crossing an international border -- includes all international trips, no matter the distance (excludes commuters)
- New definition (2005/2011) – closer to UN-WTO
 - “same-day” trips that are “out of town” and forty kilometres or more one-way from home
 - all “out of town” overnight trips
 - Routine trips (those that are made at least once a month) are now excluded to better reflect the notion of usual environment
 - Trips for “some other business reason” are all in-scope (2011)
- Exceptions in both for crews, travel to work, for education, military purposes and migration

Tourism Trips

- Trips taken by visitors
- Main destination - defined as the place visited that is central to the decision to take the trip.
 - the place where he/she spent most of his/her time during the trip.
 - the place that is the farthest from the place of usual residence
- tourism visit refers to a stay in a place visited during a tourism trip.

Type of trips

- Domestic (can have outbound component)
- Inbound
- Outbound (can have domestic component)

Duration of trip

- A visitor (domestic, inbound or outbound) is classified as:
- **tourist (or overnight visitor)**, if his/her trip includes an overnight stay
- **same-day visitor (or excursionist)**

Main Purpose of trip

- the purpose in the absence of which the trip would not have taken place
- one of the criteria used to determine whether the trip qualifies as a tourism trip (and the traveller qualifies as a visitor).
- main purpose is to be employed – not tourism
- employment to cover expenses (young people)

Purpose of trip categories

- 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

Tourism and being employed by a resident entity in the country visited

- Is the purpose of visit – to be employed?
- Is person employed by a resident entity in place visited?
- Is place visited outside the person's usual environment? Frequency (routine?)
- Is there an employee-employer relationship?
 - based on the same criteria used in the BOP) and labour force statistics
 - payment for the labour input provided has to be considered as compensation of an employee.



Thank you

For more information visit:

www.unstats.un.org/unsd/tradeserv/tourism/manual.htm

1. International Recommendations for Tourism Statistics 2008
2. Tourism Satellite Account: Recommended Methodological Framework 2008