IRTS 2008 Compilation Guide: an overview

Content:

- **The process**

- **The provisional organization of the content of the compilation guide**

- **Major highlights**

The process

- It was initiated as soon as the IRTS 2008 and the TSA- RMF 2008 were approved (2008 UN Statistics Commission)

- It was mostly a centralized process, with consultations of the UNWTO Statistics Commission (that meets every year)

- Country experiences were collected and are inserted in the main text: the idea is that progressively, more country experiences will be included in the Web version of the Compilation Guide

- A special session of the Commission was held in Brasil (Rio de Janeiro) in May 2011 with representative of the different regions.

- The work on the Compilation Guide is in its final stage.

- Official adoption of the Compilation Guide by the UN Statistics Commission is foreseen for February 2014

The provisional organization of the content of the compilation guide

It follows basically the structure of the IRTS 2008:

Chapter 1   The role of the International Recommendations for Tourism Statistics (IRTS 2008)

Part A). Demand

Chapter 2   The demand perspective: general overview of the conceptual background and related issues

Chapter 3   Measuring flows and characteristics of tourism trips and visitors

Chapter 4   Measuring tourism expenditure

Part B). Classifications

Chapter 5   Classifications in tourism statistics

Part C). Supply

Chapter 6   Measuring supply of tourism industries

Chapter 7   Employment in the tourism industries

Chapter 8   Supplementary topics

Chapter 2 The demand perspective: general overview of the conceptual background and related issues

Because of the importance of inserting tourism statistics within the mainstream of economic statistics, it is necessary to enhance the importance of conceptual clarifications. This is the purpose of this chapter, that introduces the other ones, more focussed on concrete measurement issues

Review of the basic concepts used in tourism statistics:
- country of residence,/place of residence,
- the usual environment,
- principal statistical units, such as tourism trip and visit, the visitor, travel party and travel group,

Discussion of the characteristics attached to the main observation units (trip, visitor and travel party):   Main purpose, types of "tourism products", duration, origin and destination, modes of transport, types of accommodation, organization of trips, size and composition of travel parties

Forms of tourism: inbound, domestic, outbound

Chapter 3 Measuring flows and characteristics of tourism trips and visitors

Some general features are discussed: for instance, seasonality and the fact that often, persons travel in parties and groups which includes children, which makes measurement more complex. It focuses mainly on inbound tourism and domestic tourism which require quite different methods of observations.

- **Inbound tourism:** the methods described respond to the modes of transport to arrive or depart from the country of reference (air, sea, land, rail) and the associated possible administrative data to establish the global flows (cruises are also discussed) (the possible content of an E/D card is presented).

    The methods described also explain how they are then to be complemented by survey data to establish in more details the characteristics of inbound visitors and the different possible statistical instruments (border surveys, surveys at market accommodation establishments, household surveys in originating markets, etc.) are described and the different aspects that have to be considered (survey vehicles, subjects targeted, place of survey, personnel conducting the survey, treatment of non response and outliers, etc.). Additionally, a model border survey is presented and discussed.

- **Domestic tourism:** in this case, the observation has to be based on surveys to households, and the discussion focuses on the particularity of the statistical design, and the factors affecting it: Propensity to travel is not evenly spread throughout the territory, among households or over time, recall biases that require frequent observation and short periods of reference.

Chapter 4 Measuring tourism expenditure

After a general introduction and recalling the basic concepts and contents, the different categories of tourism expenditure and their relationship to forms of tourism are presented

Again, the case of inbound tourism expenditure is treated separately from that of domestic tourism expenditure and little importance is given to outbound tourism expenditure

The surveys usually combine the measurement of the characteristics of visitors and their expenditure, so that all the elements regarding design have already been discussed previously and the basic point of discussion is frequency.

Finally, measurement issues related to specific transactions are mentioned, such as betting and gambling, purchase of non-life insurance, durables to be used on a trip and resold at its completion, duty-free shopping by passengers in transit in international zones of airports

Chapter 5 Classifications in tourism statistics

Tourism statistics use different classifications, and they are explained in this chapter

- Classifications of goods and services
    - Classification of products from a demand perspective: COICOP based classification
    - Preparing for the reconciliation between tourism demand and supply: adapting CPC and ISIC to tourism analysis

- Definition and List of tourism characteristics activities and products

- Classification of occupations

- Classifications to be applied to visitors and trips : by purpose, duration, origin and destination

Chapter 6 Measuring supply of tourism industries

In the case of supply, for the time being, the part that has been developed so far refers to accommodation, because it is the area where more national experiences are available:

Different cases are analyzed as their treatment is quite different:

- Providers of market accommodation services classified under "Accommodation" (ISIC Division 55) (formal and informal or small-scale providers)
- Providers of market accommodation services classified under "real estate activities" (ISIC Division 68)
- Providers of non-market accommodation services free of charge: visitors staying with friends and relatives, and barter transactions
- Non-market accommodation services: owner-occupied vacation homes and timeshare

- A model questionnaire for inbound tourism is proposed
- The issue of coherence and consistency in tourism statistics is discussed in a specific annex
- Employmnet in tourism industries
- Metadata, data quality and dissemination

Thank you!
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