



International Network
on Regional Economics,
Mobility and Tourism

**A Closer Look at Tourism:
Sub-national Measurement and Analysis**

Regional Tourism: Basic Glossary

(Provisional version v.1)

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This Glossary is addressed to the target population of the INRouTe project refers to tourism practitioners -including tourism officials who commission surveys and research, and those who undertake such surveys- and different key stakeholders in relevant tourism destinations –including governments, public institutes and agencies, universities, research centres, industry associations, trade bodies and specialized firms.

Such target population is labeled as “regional tourism key stakeholders”.

Consequently, most of the definitions include explanatory paragraphs due to the very different nature of such stakeholders.

Tourism statisticians and practitioners might be interested in a more complete list such as [UNWTO Statistical Glossary](#) which includes terms related specifically to tourism statistics and general statistical terms identified in the SDMX project common vocabulary and other international statistical initiatives.

Because the INRouTe project has as a basic aim the adaptation of the UN 2008 international recommendations on tourism statistics, almost half of the terms included in this Glossary (around 150) are reproduced from or linked to terms referred in UNWTO Statistical Glossary and other UNWTO/STATS documents: all of them are identified as /A. The rest of them could be either identified as /B if extracted from other international organizations or national initiatives or /C in the case that they are INRouTe proposed terms

These three subsets of terms (both their number or definitions) will be modified as the result of UNWTO-INRouTe world-wide consultation process during 2015

More precisely, each term is identified with a capital letter meaning the source used as follows:

- A: international Recommendations for Tourism Statistics (IRTS 2008) as well as other UNWTO/STATS documents (IRTS 2008 Compilation Guide, Tourism Satellite Account:
- Recommended Methodological Framework (TSA: RMF), Measuring Domestic Tourism and the use of Household Surveys (jointly with ILO), other Technical Papers)
 - Other documents: Statistical Data and Metadata exchange (SDMX), Statistics Canada Quality Guidelines (1998 and 2009 editions) and OCDE Statistical Glossary
- B: European Union (EU Commission and Eurostat)
- Dirk Belau and Debbie Budlender, An introduction to labour statistics in tourism, ILO Working Paper 223, Geneva 2006
 - National Cooperative Highway Research Program (NCHRP) Report 571
 - Canadian Tourism Human Resource Council, Who’s working for you? A demographic profile of tourism sector employees, 2009
- C: INRouTe proposals

¹ The present document has been prepared by Antonio Massieu in collaboration with UNWTO (former Information Resources and Archives, and Statistics and Tourism Satellite Programme), Munthir M. Al-Ansari (Saudi Commission for Tourism and Antiquities)/Saudi Arabia, Aurrene Alzua (CICtourGUNE)/Spain, Kepa Aramburu (Instituto Movatur)/Spain, Nagore Espinosa (CICtourGUNE)/Spain, Raul Figueroa (INEGI)/Mexico, Douglas Frechtling (George Washington University)/USA, Cristi Frent (Icelandic Tourism Research Centre)/Iceland, Inmaculada Gallego (SAETA)/Spain, Alfredo García (Instituto Movatur)/Spain, Jon Kepa Gerrikagoitia (CICtourGUNE)/Spain, Raul Hernández (Universidad de La Laguna)/Spain, Peter Laimer (Statistics Austria)/Austria Steve MacFeely (UNCTAD)/Switzerland, Mara Manente (CISSET)/Italy, Ana Moniche (SAETA)/Spain, Juan Requejo (Asistencias técnicas Clave)/Spain, Jorge Saralegui (INE)/Spain and Patrick Vêce (Côte d’Azur Tourisme)/France.

Activities (and main purpose of the trip)/A

Each main purpose of a tourism trip (see also *Purpose of a tourism trip (main and secondary purposes)*) is associated with a group of main activities undertaken during the trip as follows:

1. *Personal*. This category includes all purposes of tourism trips that are not classified as business and professional (see 2. *Business and professional* below):

- 1.1. *Holidays, leisure and recreation*. This category includes, for example, sightseeing, visiting natural or man-made sites, attending sporting or cultural events, practicing a sport activity; using beaches, attending summer camps for youngsters, visiting establishments specialized in well-being (for example, wellness hotels), etc.
- 1.2. *Visiting friends and relatives*. This category includes, for example, attending weddings, funerals or any other family event; short-term caring for the sick or old, etc.
- 1.3. *Education and training*. This category includes, for example, taking short-term courses; following particular programmes of study (formal or informal) or acquiring specific skills through formal courses, university sabbatical leaves, etc.
- 1.4. *Health and medical care*. This category includes, for example, receiving services from hospitals, clinics, convalescent homes and, more generally, health and social institutions, etc. This category includes only short-term treatments because long-term treatments requiring stays of one year or more are not part of tourism.
- 1.5. *Religion/pilgrimage*. This category includes, for example, attending religious meetings and events, pilgrimages, etc.
- 1.6. *Shopping*. This category includes, for example, purchasing consumer goods for own personal use or as gifts except for resale or for use in a future productive process, (in which case the purpose would be business and professional), etc.
- 1.7. *Transit*. This category consists of stopping at a place without any specific purpose other than being en route to another destination.
- 1.8. *Other*. This category includes, for example, volunteer work (not included elsewhere), investigative work and migration possibilities; undertaking any other temporary non-remunerated activities not included elsewhere, etc.

2. *Business and professional*. This category includes the activities of the 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, those of investors, businessmen, etc. It also includes, for example, attending meetings, conferences or congresses, trade fairs and exhibitions; giving lectures, concerts, shows and plays; etc.

Related terms:

Activity of visitor

Tourism flows

Visitor

Visit

- Activity (principal)/A** The principal activity of a producer unit is the activity whose value added exceeds that of any other activity carried out within the same unit
- Related terms:**
Tourism industries
- Activity of visitors/A** As explained in IRTS 2008 -paragraphs 4.14 and 4.15-, as well as in TSA:RMF 2008 -paragraphs 2.3 and 2.5-, the notion of activity encompasses all that visitors do for a trip or while on a trip both in physical and monetary terms. It is not restricted to what could be considered as typical tourism activities, such as sightseeing, sunbathing, visiting sites, etc. Travelling for the purpose of conducting business, for education and training, etc. can also be part of tourism if the conditions that have set up to define tourism are met (see also *Activities (and main purpose of the trip)*)
- Related terms:**
Visitor
Activities
- Activity of visitors (at destination)/B** Activity of visitors at destination is a complex variable; most tourism or travel surveys do not adequately account for activities undertaken by the respondent. However, with the increasing use of activity-based and time-use surveys (and it is possible that time-use diaries will become the primary data collection instrument in the context of travel and travel behavior), activity has become a very important item. It is widely acknowledge that most travel or tourism variables are derived variables (such as activity) meaning that collecting data on activities undertaken gives insight for identifying different typologies of visitors and tourism. Therefore, an appropriate coding of purpose of the trip and categories of activities undertaken is of great importance when surveying visitors and other travellers (see also activities of visitors).
- Related terms:**
Visitor
Product (tourism)
- Administrative data use/A** Administrative records are data collected for the purpose of carrying out various programs, for example, income tax collection. As such, the records are collected with a specific decision-taking purpose in mind, and so the identity of the unit corresponding to a given record is crucial. In contrast, in the case of statistical records, on the basis of which no action concerning an individual is intended or even allowed, the identity of individuals is of no interest once the database has been created.
- Administrative records present a number of advantages to a statistical agency or to analysts. Since these records already exist, costs of direct data collection and a further burden on respondents are avoided. They are usually available for the complete universe and, hence, for the most part unconstrained by sampling error considerations. Most importantly, they can be used in numerous ways in the production of statistical outputs. Examples of their uses include:
- the creation and maintenance of frames;
 - the complete or partial (via record linkage) replacement of statistical collection;
 - the editing, imputation and weighting of data from statistical collection; and
 - the evaluation of statistical outputs.

Administrative datasets are not designed nor are the data collected with any specific statistical purposes in mind. The use of such data sources may require some compromises to be made with respect to population definition and coverage.

UNWTO is firmly convinced of the need to promote the use of administrative sources, among other reasons because it is impossible to base the development of the System of Tourism Statistics and the TSA on strictly statistical operations. And there are three areas on which attention should be focused: the information generated by traffic regulation authorities, fiscal sources and the “electronic fingerprints” left by tourists (toll motorways, bank cards, mobile telephones, use of the Internet to consult tourism websites, etc.).

Related terms:

Regional Tourism Information System

Birth rate/B

The birth rate of a given reference period (usually one calendar year) is the number of births as a percentage of the population of active enterprises. This birth rate may vary depending on the birth concept that is used. The use of thresholds affects both the numerator (births) and the denominator (population of active enterprises), but may do so to a different degree.

Related terms:

Business demography

Birth of enterprises

Births of enterprises/B

A count of the number of births of enterprises registered to the population concerned in the business register corrected for errors. A birth amounts to the creation of a combination of production factors with the restriction that no other enterprises are involved in the event. Births do not include entries into the population due to mergers, break-ups, split-off or restructuring of a set of enterprises. It does not include entries into a sub-population resulting only from a change of activity.

Related terms:

Enterprise

Birth rate

Business demography/B

Business demography covers events, like births and other creations of units, deaths and other cessations of units, and their ratio to the business population. It covers follow-up of units in time dimension, thus gaining information on their survival or discontinuity. It also covers development in time dimension according to certain characteristics like size, thus gaining information on the growth of units, or a cohort of units, by type of activity.

Demographic information can in principle be produced by any statistical unit, however, a clear political interest in Europe is on enterprise demography.

The demography of enterprises can be assessed by studying enterprise births and enterprise deaths and by examining the change in the number of enterprises by type of activity, i.e. by examining the flows and stocks to get a complete picture of the enterprise dynamism.

Related terms:

Birth rates

Number of births of enterprises

Business register/B	<p>Business registers are lists of enterprises and other units, as required by the registers Regulation or recorded on voluntary basis, whose activities contribute to the Gross Domestic Product of the Member State. All Member States of the European Union maintain Business Registers for statistical purposes; national Business Registers are the central repository for information on businesses</p> <p>Related terms: <i>Administrative data use</i> <i>Enterprises</i></p>
Business statistics	<p>See <i>Structural business statistics</i></p>
Business visitor/A	<p>A <i>business visitor</i> is a <i>visitor</i> whose main purpose for a tourism trip corresponds to the <i>business and professional</i> category.</p> <p>Related terms: <i>Visitors</i> <i>Business tourism</i> <i>Purpose of a tourism trip (main and secondary purposes) /B</i></p>
Carrying capacity/B	<p>The maximum number of tourists a destination can sustain beyond which there can be damage to the destination itself. Carrying capacity can be characterized by three dimensions (environmental, economic and social).</p> <p>Such concept was always envisaged as having several components and not as a single "magic" number, which is impractical to determine. Congestion may be a better general term since it implies a process rather than an ill-defined limit. (Adaptation of Sam Cole "Synergy and congestion in the tourist destination life cycle", <i>Tourism Management</i> 33 (2012) 1128-1140).</p> <p>Related terms: <i>Tourism destinations</i> <i>Tourism flows</i> <i>Congestion</i></p>
CATI/B	<p>Computer-assisted Telephone Interviewing (CATI) systems are similar to Computer-Assisted Personal Interviewing (CAPI) systems in that the questionnaire items are displayed online and the interviewer enters the respondent's answers with the keyboard or mouse</p> <p>Related terms: <i>Survey</i></p>
Census/A	<p>A survey conducted on the full set of observation objects belonging to a given population or universe.</p> <p>A census is the complete enumeration of a population or groups at a point in time with respect to well-defined characteristics: for example, Population, Production, etc. In some connection the term is associated with the data collected rather than the extent of the collection so that the term sample census has a distinct meaning. The partial enumeration resulting from a failure to cover the whole population, as distinct from a designed sample enquiry, may be referred to as an "incomplete census".</p> <p>Related terms: <i>Survey</i></p>

Classifications (of products and industries)/A	<p>The typology of tourism characteristics consumption products and tourism industries are grouped in 12 categories (see <i>Tourism industries</i>). Categories 1 to 10 comprise the core for international comparison and are described in terms of International Standard Industrial Product Classification of all Economic Activities (ISIC) and the Central Product Classification (CPC)—both are UN classifications. The two other categories are country specific, with category 11 covering tourism characteristic goods and the corresponding retail trade activities and category 12 referring to tourism characteristic services and activities.</p> <p>Related terms: <i>ISIC, Rev. 4</i> <i>CPC, Ver. 2</i> <i>Tourism industries</i> <i>Enterprises</i></p>
Coding (complex variables)/B	<p>Refers to how to code the responses to certain types of questions that involve categories that may vary from survey to survey, depending on the level of detail required for a specific survey. Codes should be set up in such a way as to allow varying levels of aggregation, depending on the needs of any particular survey. In general, this can be done by setting up multi-digit codes, where appropriate, in which the first one or two digits represent the coarsest level of aggregation that would be used, the next digit would provide greater disaggregation, and a further digit (if applicable) could provide even further disaggregation.</p> <p>This would follow along the lines used in ISIC and CPC international classifications of economic activities and products</p> <p>Standardized categories could be proposed for complex variables such as means of travel, activity, internet and cell phone use, type of accommodation establishment, etc.</p> <p>Related terms: <i>Activity of visitors</i> <i>Activities undertaken by visitors</i> <i>Survey</i></p>
Coherence/A	<p>Coherence is defined as the adequacy of statistics to be combined in different ways and for various uses.</p> <p>When originating from different sources, and in particular from statistics surveys using different methodology, statistics are often not completely identical, but show differences in results due to different approaches, classifications and methodological standards. There are several areas where the assessment of coherence is regularly conducted: between provisional and final statistics, between annual and short-term statistics, between survey statistics and national accounts, between statistics from the same socio-economic domain, and between survey statistics and national accounts.</p> <p>The concept of coherence is closely related to the concept of comparability between statistical domains. Both coherence and comparability refer to a data set with respect to another. The difference between the two is that comparability refers to comparisons between statistics based on usually unrelated statistical populations and coherence refers to comparisons between statistics for the same or largely similar populations</p> <p>Related terms: <i>Survey</i> <i>Data documentation</i> <i>Data confrontation</i> <i>Comparability</i></p>

Comparability (Regional) /C The term comparability used in statistics refers to comparisons between statistical basic data and indicators (see also *Coherence*).

INRouTe accepts that only statistical basic data and indicators allow for interregional comparability of tourism within a given country as well as for international comparability. For both purposes –especially for intra-national comparability of tourism destinations– a continuous lobbying for the implementation of a common set of concepts, definitions and classifications as a necessary condition for deriving a basic set of tourism statistics and indicators for such purposes. Consequently, the design of an operative articulation of a national / regional tourism statistics' dataset is a key objective and should be seen as a first priority regarding the more comprehensive objective of developing a R-TIS. For such a System to include information at other sub-national levels, it should be necessary to articulate, in a later stage, the regional / local dataset.

Strictly speaking that's right but a less robust type of comparability is also sought mainly for very different analytical purposes. Translated to the case of regional data, the third component of the Regional Tourism Information System (see *Regional Tourism Information System*) should also allow for comparability purposes between regions and main consolidated tourism destinations; INRouTe recommends, "consolidated tourism destinations" as the first step for comparability purposes.

Either carried out by the regional tourism authority or other regional entities, other entities of supra-regional scope, or even national bodies, the initiatives to create such a different but supplementary type of information should foster the analysis of regional tourism activity and be also relevant for all or some of the principal actors of the tourism sector.

Non-strict statistical type of comparability based on this R-TIS third set of data requires in addition to a common set of concepts, definitions and classifications, the use of the right type of territorial entities (see *Territorial entities*), as well as the use of tools that could allow for valid and comparable results

Congestion See *Carrying capacity*

Country of residence/A The country of residence of a household is determined according to the center of predominant economic interest of its members. If a person resides (or intends to reside) for more than one year in a given country and has there his/her center of economic interest (for example, where the predominant amount of time is spent), he/she is considered as a resident of this country.

Related terms:

Residence
Dwellings
Household

Coverage/A Coverage is the completeness of the information for the target population that would be derived if all of the frame units were to be surveyed. Coverage errors are discrepancies in statistics for the target population versus those for the frame population. These errors are a function of both the frame under-coverage (or over-coverage) of the target population and of coverage errors occurring during survey operations resulting in differences in the survey estimate for those actually covered from those for which an estimate was required. Coverage errors can have both spatial and time dimensions.

Related terms:

Frame
Survey

CPC, Ver.2/A

The Central Product Classification, version 2, covering all goods and services, is a system of categories that are both exhaustive and mutually exclusive. This means that if a product does not fit into one CPC category, it must automatically fit into another. The CPC classifies products based on the physical properties and the intrinsic nature of the products as well as on the principle of industrial origin.

It is intended to serve as an international standard for assembling and tabulating all kinds of data requiring product detail, including industrial production, national accounts, service industries, domestic and foreign commodity trade, international trade in services, balance of payments, consumption and price statistics. Other basic aims are to provide a framework for international comparison and promote harmonization of various types of statistics dealing with goods and services.

Related terms:

ISIC, Rev. 4
Tourism industries

Data analysis/A

The process of transforming raw data into usable information is called “data analysis”; such process allows for developing answers to questions through the examination and interpretation of data. The basic steps in the analytic process consist of identifying issues, determining the availability of suitable data, deciding on which methods are appropriate for answering the questions of interest, applying the methods and evaluating, summarizing and communicating the results.

Data analysis is essential for understanding results from surveys, administrative sources and pilot studies; for providing information on data gaps; for designing and redesigning surveys; for planning new statistical activities; and for formulating quality objectives”.

Data from a survey can be used for descriptive or analytic studies. Descriptive studies are directed at the estimation of summary measures of a target population (for instance, the average daily expenditure of German tourist in a given tourist destination) while analytic studies may be used to explain behaviour of and relationship among characteristics.

Related terms:

Descriptive analysis

Data confrontation/A

The process of comparing data that has generally been derived from different surveys or other sources, especially those of different frequencies, in order to assess and possibly improve their coherency, and identify the reasons for any differences.

Such data may not be coherent for a number of reasons including the use of different data item definitions, classifications, scope, reference period, etc.

Related terms:

Survey
Coherence
Data reconciliation

Data documentation/A

Data documentation should refer to what official statisticians name as “metadata” which are a particular type of data and other documentation that describe the contents and the quality of the statistical data and related processes

Statistical metadata can be classified in various ways, but there is a clear high-level distinction between the metadata needed to search for and display data (Structural

metadata) and the metadata that give more information on definitions, methodologies, processes and quality (Reference metadata)

Reference metadata should include all of the following: a) "conceptual" metadata, describing the concepts used and their practical implementation, allowing users to understand what the statistics are measuring and, thus, their fitness for use; b) "methodological" metadata, describing methods used for the generation of the data (e.g. sampling, collection methods, editing processes); c) "quality" metadata, describing the different quality dimensions of the resulting statistics (e.g. timeliness, accuracy).

INRouTe guidelines for documenting tourism statistics at the sub-national levels are an adaptation of UNWTO *Tourism Statistics Metadata Project: General Guidelines for documenting tourism statistics*, vers.2 May 2005

Related terms:

Regional Tourism Information System

Data modeling/A

Techniques used extensively to derive synthetic estimates when the cost of obtaining small area statistics from a survey is too great. Synthetic estimates are achieved through the development and use of sophisticated statistical modeling and estimation techniques, which integrate data from two or more sources.

Survey data are often restricted in their capacity to produce reliable estimates due to the restrictions of sample size whereas administrative data may bring good geographic coverage but may exclude certain groups of people from the population. Because subtle changes within the population in territorial entities may not always be recognized by the assumptions made in the modeling process, synthetic estimates should always be used with care and movements over time should be used rather than absolute values generated by any modeling process

Related terms:

Regional Tourism Information System

Data quality (evaluation)/A

Data quality evaluation is a process used to determine whether final products meet the original objectives of the statistical activity, in particular in terms of that data's accuracy, timeliness and reliability. It allows users to better interpret survey results and the Agency to improve the quality of its surveys.

There are two broad methods of evaluating data quality:

Certification or *validation* is the process whereby data are analyzed before official release with a view to avoiding gross errors and eliminating poor quality data. This process frequently coincides with an interpretative analysis of the data and usually involves time constraints and deadlines, and therefore only methods that yield rapid results can be used.

Sources of error studies generally provide quantitative information on the specific sources of errors in the data. While timeliness is important, the results of these studies often are only available after the official release of the data. (See *Errors (statistical)*)

Related terms:

Errors (statistical and non-statistical)

Data reconciliation

Data confrontation

- Data reconciliation/A** The process of adjusting data derived from two different sources to remove, or at least reduce, the impact of differences identified.
- Editing and reconciliation may involve fixing errors or adopting alternative sources and methods that are aimed at improving the process of reviewing or understanding data.
- Related terms:**
Survey
Data confrontation
- Descriptive analysis/A** Such term is very much used to denote statistical data of a descriptive kind or the methods of handling such data, as contrasted with theoretical statistics which, though dealing with practical data, usually involve some process of inference in probability for their interpretation.
- The distinction is very useful in practice but not, perhaps, entirely logical
- Related terms:**
Data analysis
- Descriptive statistics/B** A term used to denote statistical data of a descriptive kind or the methods of handling such data, as contrasted with theoretical **statistics**, which, though dealing with practical data, usually involve some process of inference in probability for their interpretation.
- The distinction is very useful in practice but not, perhaps, entirely logical.
- Related terms:**
Data analysis
- Destination/C** *See Tourism destination*
- Destination (main and secondary destinations) of a trip/A** The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip (see also *Purpose of a tourism trip -main and secondary purposes-,and Visit*). This definition is consistent with that of the main purpose of a trip. However, if the visitor can identify no such place, the main destination is defined as the place where he/she spent most of his/her time during the trip. Again, if the visitor can identify no such place, then the main destination is defined as the place that is the farthest away from his/her place of usual residence. To each trip should be associated its main destination.
- Related terms:**
Trips
Purpose of a tourism trip
Destination management
Itinerary
- Destination management/C** A management approach with the purpose of making the destination able to compete in the global tourist market through adequate structures and policies.
- Related terms:**
Tourism destinations
Territorial entities

Domestic tourism/A	<p>Comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip.</p> <p>Related terms: <i>Forms of tourism</i> <i>Regional Tourism</i> <i>Visitors</i> <i>Trip</i></p>
Dwellings/A	<p>Each household has a principal dwelling (sometimes also designated as main or primary home), usually defined with reference to time spent there, whose location defines the country of residence and place of usual residence of this household and of all its members. All other dwellings (owned or leased by the household) are considered secondary dwellings.</p> <p>Related terms: <i>Vacation home</i> <i>Household</i> <i>Country of residence</i></p>
Economic analysis (tourism)/A	<p>Tourism generates directly and indirectly an increase in economic activity in the places visited (and beyond), mainly due to demand for goods and services that need to be produced and provided.</p> <p>In the economic analysis of tourism, one may distinguish between tourism's 'economic contribution' which refers to the direct effect of tourism and is measurable by means of the Tourism Satellite Account, and tourism's 'economic impact' which is a much broader concept encapsulating the direct, indirect and induced effects of tourism and which must be estimated by applying models.</p> <p>Economic impact studies aim to quantify economic benefits, that is, the net increase in the wealth of residents resulting from tourism, measured in monetary terms, over and above the levels that would prevail in its absence.</p> <p>Related terms: <i>Economic contribution</i> <i>Economic consequences</i> <i>Economic impact</i> <i>Tourism demand</i> <i>Tourism supply</i></p>
Economic benefits (tourism) /A	<p>Tourism economic contribution plus the secondary effects (including both "indirect effects" and "induced effects")</p> <p>Related terms: <i>Tourism Satellite Account (TSA) /B</i> <i>Economic contribution (tourism)</i> <i>Job /E</i> <i>Employment /A</i></p>
Economic consequences (tourism) /A	<p>The comprehensive term including all economic effects, both positive (benefits) and negative (costs), both direct and secondary, produced by visitors their consumption expenditures and the reaction of business firms, non-profit organizations and government agencies to visitors and their activities in a national economy.</p>

	<p>Related terms: <i>Tourism Satellite Account (TSA) /B</i> <i>Economic impact (tourism)</i> <i>Visitor /A</i> <i>Visitor-trip /G</i> <i>Visit /B</i></p>
Economic contribution (tourism) /A	<p>The direct, positive effects of the Tourism Satellite Account (TSA) basic aggregates on the national economy.</p> <p>Related terms: <i>Tourism Satellite Account (TSA) /B</i> <i>Economic impact (tourism)</i> <i>Job /E</i> <i>Employment /A</i> <i>Economic analysis (tourism)</i></p>
Economic impact (tourism) /A	<p>The sum of an expanded set of direct and secondary effects of Tourism Consumption and other elements of Total Tourism Internal Demand on the national economy</p> <p>Related terms: <i>Tourism satellite account (TSA 2008)</i> <i>Economic contribution (tourism)</i> <i>Job</i> <i>Employment</i> <i>Economic analysis (tourism)</i></p>
Economically active population/B	<p>The economically active population or labour force comprises all persons of either sex who furnish the supply of labour for the production of goods and services as defined by the system of national accounts during a specified time-reference period.</p> <p>Related terms: <i>Employment</i> <i>Tourism sector employment</i></p>
Employees/B	<p>Employees are all those workers who hold the type of job defined as “paid employment”.</p> <p>Related terms: <i>Employment</i> <i>Jobs</i></p>
Employees (in full-time equivalent units)/B	<p>Figures for the number of persons working less than the standard working time of a full-year full-time worker, should be converted into full time equivalents, with regard to the working time of a full-time full-year employee.</p> <p>Included in this category are people working less than a standard working day, less than the standard number of working days in the week, or less than the standard number of weeks/months in the year The conversion should be carried out on the basis of the number of hours, days, weeks or months worked.</p> <p>Related terms: <i>Employees</i> <i>Employment</i></p>

Employment /A

Employment in tourism industries may be measured in different ways: as a count of the persons employed in tourism industries in any of their jobs, as a count of the persons employed in tourism industries in their main job, and as a count of the jobs in tourism industries. Figures obtained in either of such measurements should be presented as full-time equivalent figures (See **Employees (in full-time equivalent units)**).

Each measure serves different purposes, and countries may adopt one or more of them depending on the intended use. If the intent is to determine the number of people who depend to some extent for their livelihoods by working in the tourism industries, then a count of persons with a job (main or other) in these industries would be appropriate. The measure based on employment in the main job would serve to gauge those with significant attachment to the tourism industries, for instance. If the intent is to make a comparison between tourism and non-tourism industries or between the tourism industries and the economy overall, then a count of jobs in the tourism industries would be more appropriate.

Countries may also be limited to one or other measure depending on their unique circumstances in terms of sources available

Related terms

Enterprise

Employees

Enterprise/B

The smallest combination of legal units that is an organizational unit producing goods or services, which benefits from a certain degree of autonomy in decision-making, especially for the allocation of its current resources. An enterprise carries out one or more activities at one or more locations.

It should be highlighted that the term enterprise is not used in the 2008 international standards on tourism statistics (national accountants might be familiar about the differences of the terms enterprise and establishment specially regarding the two different but still complementary approaches in National Accounts between a sectorial vs functional approaches (being the enterprise associated to the first one while establishment is to the functional one –and this is precisely the approach used in the Tourism Satellite Account-).

Related terms:

Employment

Establishment

Job

Small and medium sized enterprise

Establishment/A

An establishment is an enterprise, or part of an enterprise, that is situated in a single location and in which only a single productive activity is carried out or in which the principal productive activity accounts for most of the value added.

The term “establishment” is used in Eurostat ESA 2010 lexicon as “local kind of activity” unit

Related terms:

Enterprises

Employment

Employees

Jobs

Relevance

Errors (statistical and non-statistical)/A Sources of error studies generally provide quantitative information on the specific sources of errors in the data such as:

- *Coverage errors*, which consist of omissions, erroneous inclusions, and duplications in the frame used to conduct the survey. Since they affect all survey estimates, they constitute one of the most important types of error. Coverage errors may translate into a negative or positive bias in the data, and the impact may vary depending on the survey universe subgroup. One should also be concerned about classification errors, notably industrial and geographical, among others. For example, badly defined limits or erroneous coding may lead to an omission of part of the territory.
- *Nonresponse errors* occur when there is no response to one or all of the survey questions. Nonresponse leads to an increase in variance as a result of a reduction in the actual size of the sample and the recourse to imputation, and produces a bias if the non-respondents have characteristics of interest that are different from those of the respondents. Furthermore, there is a risk of significantly underestimating the sampling error, if imputed data are treated as though they were observed data.
- *Measurement errors* occur when the response provided differs from the real value; such errors may be attributable to the respondent, the interviewer, the questionnaire, the collection method or the respondent's record-keeping system. Such errors may be random or they may result in a systematic bias if they are not random.
- *Processing errors* occur at subsequent stages of the process, when checking, coding, entering, imputing, and tabulating data. Like measurement errors, processing errors may lead to variance and bias. It is also necessary to look into the potential impact of snags in the survey process: uneven staff training, unusually high staff turnover, procedural changes in mid-operation, etc.
- *Sampling errors* occur when survey results were obtained from a sample rather than the population as a whole. In practice, these errors may also include estimation errors that may be attributable to the use of estimators, which, deliberately or otherwise, create a bias (e.g., some small area estimators).

Related terms:

Data quality (evaluation)

Excursionist/A

A visitor (domestic, inbound or outbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay.

Related terms:

Tourism flows

Visitors

Forms of tourism/A

There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism. These can be combined in various ways to derive the following additional forms of tourism: internal tourism, national tourism and international tourism.

Related terms:

Tourism flows

Domestic tourism

Inbound tourism

Outbound tourism

Regional Tourism

Fragmentation/C

Tourism as an economic sector is a cluster of production units in different industries that provide consumption goods and services demanded by visitors; only part of the production of such industries are tourism related

Therefore, tourism as an economic sector is complex and fragmented; also national policies affecting tourism appears to be very complex and of many different kinds (in the case of EU member states, this is also valid for EU policies). The combination of both seems to hamper a coherent tourism approach, especially if the interaction between different groups of policies (intended or not intended for tourism) is analyzed and their effectiveness in relation to the overall goals is assessed.

Although evident at the national level, fragmentation increases when the analysis refers to sub-national territories

Related terms:

Tourism industries

Frame/B

A frame is any list, material or device that delimits, identifies, and allows access to the elements of the survey population. Frames are generally of two types: area frames and list frames. A list frame is a list of units in the survey population. Area frames are usually made up of a hierarchy of geographical units, which in turn contain units in the survey population; that is, the frame units at one level can be subdivided to form the units at the next level. All of the elements included in the frame constitute the frame population. Frames are often much more than a simple list of units or a map with geographic units delineated. A frame usually includes other information (e.g., identification, contact, classification, address, size, maps in case of geographical units) to be used in carrying out the survey.

The frame may or may not contain information about the size or other supplementary information about the units, but should have enough details so that a unit, if included in the sample, may be located and taken up for inquiry. The nature of the frame exerts a considerable influence over the structure of a sample survey. It is rarely perfect, and may be inaccurate, incomplete, inadequately described, out of date or subject to some degree of duplication. Reasonable reliability in the frame is a desirable condition for the reliability of a sample survey based on it.

Related terms:

Survey

Coverage

Full-time equivalent/B

A full-time equivalent, sometimes abbreviated as FTE, is a statistical procedure used to derive "average figures" during a reference period (either a week, a year or any other period). It has been basically applied to labour force statistics but also to education and other social research areas such as sustainability.

Such figures are used to improve the comparability of employment, jobs and resident/non-resident population figures.

In the case of employment, FTE figures are made up of 3 parts: number of hours worked, a standard working time and a total number of employees.

A full-time employee is therefore counted as one FTE, while a part-time worker gets a score in proportion to the hours he or she works. For example, a part-time worker employed for 20 hours a week where full-time work consists of 40 hours, is counted as 0.5 FTE.

Such statistical procedure could be also applied to tourism to derive Tourism Population estimates using overnights figures of both resident population and non-residents visitors (staying either in accommodation establishment or in second homes). In the case of tourism, such figures should refer to a calendar year

Equivalent Tourism Population figures are used basically when measuring tourism contribution to sustainability, particularly on the environment and are necessary to derive territorial indicators of population density and tourism specialization that could allow for comparability between tourism destinations (see *Tourism Population*).

Full-time equivalent units/A

Such figures are used to improve the comparability of employment, jobs and resident/non-resident population figures.

Related terms:

Number of employees

Employment

Enterprise

Full-time job/B

One in which a person usually works 30 hours or more per week

Related terms:

Enterprise

Employment

Jobs

Main job

Tourism sector employment

Geography of tourism/C

Geography of tourism tries to understand the differentiation, organization and anthropization of space as a consequence of tourism activities; dimension, scope, impacts of flows produced in between origin and destination spaces; as well as the behavioral patterns of tourists in destinations; the role of agents intervening in the tourism production, distribution and consumption, and the representations and images that tourism produces in relation to the territory where it occurs. It studies, at the same time, the processes of valuing tourism resources and spaces, in an integrated manner, and it lays out the scope of impacts at social, environmental and economic levels, as well as those associated with competitiveness, positioning, and attractiveness of spaces within the destination. From the applied perspective, geography of tourism facilitates and generates instruments for the management and planning of tourism places in relation to issues such as the assignment of needed physical, human and cultural resources for its development and participates in the resolution of vital elements for estimating the qualification of spaces and their sustainability. An example could be, the study of the definition of loading capacity of a given territorial entity, its accessibility, the territorial competitiveness of a given destination. Finally, it should be noted that the geographical analysis of tourism can be conducted at a global, national, regional, local, and even micro local level.

Governance/A

Tourism governance is a measurable government practice, geared towards the efficient management of the tourism sector at the different levels of government, through forms of coordination and cooperation among them in order to achieve the goals shared by networks of actors that have a bearing on the sector, with the aim of attaining solutions and opportunities on the basis of agreements founded on the recognition of interdependencies and shared responsibilities.

Related terms:

Tourism destination management

Tourism observatory

Household/C

All persons who occupy the same housing unit and share responsibilities and resources. A household may consist of a family, one person living alone, two or more families living together, or any other group of related or unrelated persons who make joint decisions and share resources. These persons may or may not be related to each other.

For households, the centre of predominant economic interest lies in the region where they are resident, not the region where they work.

From a regional perspective, the following individuals could be treated as residents in a given region:

- (a) Travellers or visitors i.e. individuals who leave the region for less than one year.
- (b) Workers who work for part of the year in another region or country, in some cases in response to the varying seasonal demand for labour, and then return to their households.
- (c) Workers who regularly cross the border of the region or country where they live each day or somewhat less regularly (e.g. each week or month) to work in a neighbouring region or country.
- (d) People who go abroad for *short-term studies* as well as for full-time study generally continue to be resident in the territory in which they were resident prior to studying abroad. This treatment is adopted even though their course of study may exceed a year (*long-term students*). However, students become residents of the territory in which they are studying when they develop an intention to continue their presence in the territory of study after the completion of the studies. Members of the same household who are accompanying dependents of students are also considered to be residents of the same economy as the student. Patients. People who go abroad for the purpose of medical treatment maintain their predominant centre of interest in the territory in which they were resident prior to the treatment, even in the rare cases where complex treatments take a year or more. As with students, accompanying dependents are treated in the same way.

An exception could be envisaged at the regional level, whereby these students and patients would be treated as residents of the host region, if the host region is in the home country and when they stay there more than one year.

Related terms:

Country of residence

Dwellings

Place of usual residence

Vacation home

Household vehicle/B

A motorized vehicle that is owned, leased, rented or company-owned and available to be used regularly by household members during the travel period. Includes vehicles used solely for business purposes or business-owned vehicles if kept at home and used for the home to work trip (e.g., taxicabs, police cars) that may be owned by, or assigned to, household members for their regular use.

Related terms:

Means of transportation
Household

Inbound tourism/A

Comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip.

Related terms:

Forms of tourism
Regional Tourism
Visitors

Indicator (statistical)/B

A data element that represents statistical data for a specified time, place, and other characteristics, and is corrected for at least one dimension (usually size) to allow for meaningful comparisons.

A simple aggregation such as the number of accidents, total income or women Members of Parliament, is not in itself an indicator, as it is not comparable between populations. However, if these values are standardized, e.g. number of accidents per thousand of population, average income, or women Members of Parliament as a percentage of the total, the result meets the criteria for an indicator.

Related terms:

Visitors

INRouTe (Research areas and topics)/C

The International Network on Regional Economics, Mobility and Tourism (INRouTe) proposal 's for the design of a R-TIS (Regional – Tourism Information System) is built on a comprehensive focus (often referred as umbrella) that deserves special attention when tourism is understood as a major contributor to regional economies:

- Tourism as an economic sector;
- Tourism and sustainable development;
 - o Tourism and the environmental, social and cultural dimensions;
 - o Tourism and the economic dimension;
- Tourism and territorial cohesion;
- Supporting tourism destinations' key stakeholders.

These five elements represent the five core research areas for INRouTe, always addressed from the subnational perspective. Needless to say that there are many other areas that could be added in a later stage of the INRouTe project if the required resources (both financial and human) would be available; areas related to general infrastructure, accessibility, marketing and promotion of destinations, business capacity, destination commercialization and marketing, competitiveness, technological innovation, etc., could be clear candidates.

If the relevance of such focus can be agreed, it is obvious that rigorous measurement of tourism in such areas should be foreseen; for that to happen, there is a need to set up a comprehensive approach meaning a set of concepts, definitions, classifications and basic data and indicators around regional tourism; for all these elements to become a powerful information system for policy and analytical purposes, there is a need to look for some basic understanding and agreement on a reasonable number of topics that should be included in such a system under the assumption that all of them are relevant regarding such five areas.

The conceptual framework for the setting up of a R-TIS as proposed by INRouTe (which is the adaptation of the one supporting the UN 2008 international standards for the measurement and economic analysis of tourism) makes such initiative to be the “umbrella” for drafting particular guidance for the measurement for each of those topics. Consequently, the design of a R-TIS should be understood as INRouTe’s strategic objective during the period 2012-2015 as well as the “umbrella” for drafting compilation guidance documents focusing on measurement issues on such set of topics which include a broader perspective that just a list of basic data and indicators.

List of Areas and Topics for which recommendations will be provided over 2012-2015

- A “Tourism as an economic sector”
 - 2. Measuring demand
 - 3. Measuring supply
 - 4. Consumer and production prices
 - 5. Measuring employment
 - 6. SeasonalityTourism and sustainable development

- B “Tourism and the environmental, social and cultural dimensions.”
 - 7. General background
 - 8. The consumption of water
 - 9. Tourism and rural economy development

- C “Tourism and the economic dimension”
 - 10. Overview of main instruments for its measurement
 - 11. Regional TSA: setting the focus
 - 12. Special events
 - 13. Meeting Industry
 - 14. Vacation Homes

- D “Tourism and territorial cohesion”
 - 15. Tourism itineraries
 - 16. Defining a tourism destination

- E “Supporting destinations’ key stakeholders”
 - 17. Governance
 - 18. List of basic data and indicators
 - 19. Tourism observatories
 - 20. Defining and measuring types of tourism: general background

IRTS 2008/A

The United Nations Statistical Commission approved in 2008 the new International Recommendations for Tourism Statistics (IRTS 2008); such Recommendations updated the 1993 recommendations in the following ways:

- (a) By reformulating the definition of visitors;
- (b) By clarifying the concepts of trips and visits, and their characteristics (origin, destination, duration and purpose);
- (c) By clarifying the treatment of vacation homes
- (d) By recognizing the travel party (members of the same household travelling together and sharing expenditure) as a relevant observation unit in tourism statistics;

- (e) By modifying the classification of tourism-related purposes of trips to take into consideration the changes undergone in tourism behaviour since 1993, in particular regarding education and training, health and medical care and incentive trips;
- (f) Through proposed classifications for characteristic tourism consumption products and characteristic tourism activities and revision of the classification of industries proposed in 1993 in line with the Central Product Classification, second revision, and the International Standard Industrial Classification of All Economic Activities, fourth revision;
- (g) By considering tourism-related employment an integral part of tourism analysis and defining and incorporating into the recommendations variables related to employment in the tourism industry, an effort in which ILO played an important role;
- (h) By making explicit the link with balance-of-payments statistics;
- (i) By clarifying the relationship with the tourism satellite account, providing guidance on extensions of tourism statistics to the subnational level and recognizing the need to collect data to address sustainability concerns;
- (j) By providing recommendations in several new areas, such as metadata, data quality, dissemination of data, inter-agency cooperation, implementation programme and policy for future updates.

ISIC Rev. 4/A

The International Standard Industrial Classification of All Economic Activities (ISIC) is the international reference classification of productive activities. Its main purpose is to provide a set of activity categories that can be utilized for the collection and reporting of statistics according to such activities.

In this fourth revision of ISIC, great efforts have been made to address the need for convergence between existing activity classifications at the international and multinational levels. Experience with the implementation of classifications and development work on classifications carried out in countries around the world have greatly contributed to ISIC, Rev.4. Explanatory notes have been extended to provide additional detail, allowing for more accurate interpretation of the content and boundaries of individual classes, which should lead to a less ambiguous application of ISIC, Rev.4. The rationale for the final ISIC, Rev.4 structure, together with illustrative examples of the interpretation of the classification, will be discussed in the forthcoming UNSD Companion Guide to ISIC Rev. 4 and CPC, Ver. 2.

Related terms:

CPC, Ver.2
Tourism industries
Enterprises

Itinerary/C

IRTS 2008 identifies “trip” and “visit” as units related to the displacements of visitors: such trips qualify as “round trip”. From an analytical perspective the concept of itinerary (closer to the mobility research community –see *tourism trip* and *tourism visit*-) allows for deeper understanding of the movement of visitors in space and time while at destination

From a measurement perspective an itinerary can be defined as a systematization of an alignment of potential points of interest to be visited: in the case of tourism, such alignment is usually defined and structured for planning, promotion and commercial purposes. Successful itineraries usually become a tourism product

The measurement of itineraries should incorporate, in addition to a reference to the corresponding administrative and analytical territorial entities and characteristics of visitor (obtained from local surveys) other set of information as well, such as:

- georeferenced information, which includes number of stops (events) and points of interest visited (visited spots)
- length of time
- distance covered

Related terms:

Tourism destination

Visitors

Visits

Stops

Job/B

A job is defined as an explicit or implicit contractual relationship (relating to the provision of labour input, not to supplying output of a good or service) between a person and a resident institutional unit to perform work (activities which contribute to the production of goods or services within the production boundary) in return for compensation (including mixed income of self-employed persons) for a defined period or until further notice.

In that definition, both employee and self-employment jobs are covered: that is, an employee job if the person belongs to another institutional unit than the employer and a self-employment job if the person belongs to the same institutional unit as the employer.

The concept of job differs from the concept of employment:

- It includes second, third, etc. jobs of the same person. Those second, third, etc. jobs of a person may either successively follow one another within the reference period (usually, a week) or, as when someone has an evening job as well as a daytime job, run in parallel.
- On the other hand, it excludes persons temporarily not at work but who have a 'formal attachment to their job' in the form, for instance, of 'an assurance of return to work or an agreement as to the date of return'. Such an understanding between an employer and a person on lay-off or away on training is not counted as a job in the system.

Related terms:

Employment

Enterprise

Jobs generated by tourism/B

Jobs that can be directly attributed to tourism demand.

Related terms:

Enterprise

Employment

Full-time job

Job

Main job

Tourism sector employment

Jobs (in full-time equivalent units)/B

Is defined as total hours worked divided by average annual hours worked in full-time jobs. This can be described as full-time equivalent work-years.

	<p>Related terms: <i>Enterprises</i> <i>Employment</i></p>
Main destination (of a tourism trip)/A	<p>The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip.</p> <p>Such characteristic can be requested in personal/household surveys being the other possible destination during a trip, labeled as secondary destinations.</p> <p>Related terms: <i>Tourism destination</i> <i>Forms of tourism</i> <i>Tourism destination management</i></p>
Main job/B	<p>The job at which the most hours are worked.</p> <p>Related terms: <i>Enterprise</i> <i>Employment</i> <i>Full-time job</i> <i>Job</i> <i>Tourism sector employment</i></p>
Means of transportation/B	<p>A mode of travel used for going from one place (origin) to another (destination). Includes private (such as car, motorcycle, etc.) and public modes, as well as walking and other modes (such as plane, buses, ship, bicycle, passenger line/ferry, etc.).</p> <p>Related terms: <i>Household vehicle</i> <i>Transportation</i></p>
Metadata/B	<p>See <i>Data Documentation</i></p>
Meetings industry/A	<p>The term meetings industry is preferred by the International Congress and Convention Association (ICCA), Meeting Professionals International (MPI) and Reed Travel over the acronym MICE (Meetings, Incentives, Conferences and Exhibitions) which does not recognize the industrial nature of such activities.</p> <p>To highlight purposes relevant to the meetings industry, if a trip's main purpose is business/professional, it can be further subdivided into "attending meetings, conferences or congresses, trade fairs and exhibitions" and "other business and professional purposes".</p> <p>Related terms: <i>Meeting tourism</i> <i>Forms of tourism</i></p>
MICE	<p>See <i>Meetings industry</i>.</p>
Mobility/C	<p>In transportation literature, mobility is an area of research that refers to the measurement and analysis of travel behavior (mainly road travel) of the resident population. For that</p>

purpose, mobility surveys are mostly addressed to households; data of households and their components (persons), vehicles used and trips undertaken are the key ones for such analysis but also for a multitude of planning, policy or infrastructures options.

From a tourism research perspective particularly at the sub-national level, “long distance/scale mobility surveys” are the most relevant ones.

Related terms:

Regional Tourism Information System

Modules/A

Also referred as supplementary surveys, are questions added to an existing survey to provide information on particular aspects of tourism or particular topics of interest. The results from supplementary questions can then be analyzed in conjunction with data already collected in the base survey

For effective implementation of supplementary surveys a framework for developing and implementing supplementary surveys needs to be in place. This framework should include:

- a requirement for evaluation of alternative data sources, including administrative records. If the information is already available, a supplementary survey would not be required;
- criteria for assessing proposals for supplementary survey (for example, the supplementary survey shall not undermine the goodwill and value of the base survey);
- guidelines for signing the supplementary questions;
- checklists for assessing impact, including effect on respondent burden;
- restrictions (for example, maximum length of survey);
- guidelines for outputs.

Related terms:

Regional Tourism Information System

NACE Rev. 2/B

NACE (“Nomenclature générale des Activités économiques dans les Communautés Européennes” – Statistical classification of economic activities in the European Communities) is the acronym used to designate the various statistical classifications of economic activities developed since 1970 in the European Union. It is the European standard classification of productive economic activities. NACE presents the universe of economic activities partitioned in such a way that a NACE code can be associated with a statistical unit carrying them out. NACE provides the framework for collecting and presenting a large range of statistical data according to economic activity in the fields of economic statistics (e.g. production, employment, national accounts) and in other statistical domains.

NACE is derived from ISIC, in the sense that it is more detailed than ISIC. ISIC and NACE have exactly the same items at the highest levels, where NACE is more detailed at lower levels.

Related terms:

Tourism industries

ISIC Rev. 4

Nomenclature/B

A systematic naming of things or a system of names or terms for things .In classification, nomenclature involves a systemic naming of categories or items.

The terms "classification" and "nomenclature" are often used interchangeably, despite the definition of a "classification" being broader than that of a "nomenclature". A nomenclature is essentially a convention for describing observations, whereas a classification structures and codifies the observations as well.

Related terms:

Classifications (of products and industries)

NUTS/B

The Nomenclature of Territorial Units for Statistics (NUTS) provides a single uniform breakdown of the economic territory of the European Union.

The NUTS classification is a hierarchical system for dividing up the economic territory of the EU for the purpose of:

- The collection, development and harmonization of EU regional statistics.
- Socio-economic analysis of the regions.
- Framing of EU regional policies.

In the context of Regional Accounts, the territory concept implies that activities are allocated to the territory where they actually take place, regardless of the residence of the units involved in the activity. In the hypothetical case where units in a region only have activities within their regional territory, the residence concept coincides with the territorial concept.

Occupation/A

A set of jobs whose main tasks and duties are characterised by a high degree of similarity (see also Tourism characteristic occupations).

Occupation refers to the type of work done during the reference period by the person employed (or the type of work done previously, if the person is unemployed), irrespective of the industry or the status in employment in which the person should be classified. Occupation is defined in terms of jobs or posts.

Related terms

Job

Employment

Post

Outbound tourism/A

Comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip.

Related terms:

Visitors

Trips

Domestic Tourism

Regional Tourism

Package tour/A

A single product provided by a tour operator which elaborates it and sells it directly or through travel agencies, in which travelers receive a combination of products associated to a trip, which are made of more than one of the following services transport, accommodation sightseeing, entertainment, etc. and other goods and services at will.

Package tours might refer to travel to one or more places within the economic territory of the country of residence of the packager selling the package, and also travel to destinations in one or more places or countries outside this economic territory, or a combination of both circumstances.

- Related terms:**
Travel
Tour operator
Travel agencies
- Place of usual residence/A** The place of usual residence is the geographical place where the enumerated person usually resides, and is defined by the location of his/her principal dwelling.
- Related terms:**
Country of residence
Dwellings
Household
Residents
- Person Miles (Kilometers) of Travel/B** A measure of person travel. When a person travels 1 mile (kilometer), 1 person mile (kilometer) of travel results. Where two or more persons travel together in the same vehicle, each person makes the same number of person miles (kilometers) as the vehicle miles (kilometers).
- Related terms:**
Travel/Tourism
- Pilot survey/B** The aim of a pilot survey is to test the questionnaire (pertinence of the questions, understanding of questions by those being interviewed, duration of the interview) and to check various potential sources for sampling and non- sampling errors: for instance, the place in which the surveys are carried out and the method used, the identification of any omitted answers and the reason for the omission, problems of communicating in various languages, translation, the mechanics of data collection, the organization of field work, etc.
- Related terms:**
Errors (statistical)
- Points of interest/C** The terminology of geographical referenced research uses the term “point of interest, for those coordinates that correspond to a place that has special relevance, from the perspective of the final user of the information”.
- Related terms:**
Excursionist
Itinerary
Visitors
Visitor trip
Visit
- Post/B** A post is a set of tasks, which are carried out by one person. Posts are assigned to persons through jobs (see also *Job*).
- Related terms:**
Job
Employment
Enterprise
- Product (tourism)/C** INRouTe uses the following definition: a tourist product is branded for attracting visitors to a specific subnational area, and can be identified by a visitor once at destination. Such products can neither be defined in a standard way, nor can a proper typology be set up; only part of their components can be measured although this is not usually done.

In such products there are imbedded remunerated components (services -such as lodging, eating and transportation, as well as potential activities to be undertaken) and components provided for free (climate, nature, landscape, enjoyable “atmosphere”, etc.); these last ones, related with non-reproducible resources, although price-less, influence greatly the consumption of visitors.

It is a supply side concept usually associated to market segments

Role of the stakeholders in the value chain of a tourist product

Stage	Functions	Stakeholders involved
Pre-purchase	<ul style="list-style-type: none"> To publicize the destination To motivate the purchase of the destination 	<p><i>Public (or mixed) promotional bodies</i></p> <ul style="list-style-type: none"> National, regional and local <p><i>Private operators</i></p> <ul style="list-style-type: none"> Tour operators, travel agencies, hotels, transport companies, other private operators
Purchase	<ul style="list-style-type: none"> To facilitate and materialize the purchase 	<p><i>Public (or mixed) promotional bodies</i></p> <ul style="list-style-type: none"> Booking offices or institutional webs <p><i>Private operators</i></p> <ul style="list-style-type: none"> Tour operators, travel agencies, hotels, transport companies, private CRS, tour operators, e-commerce, etc.
Transport and arrival at destination	<ul style="list-style-type: none"> To facilitate transport and access to the destination 	<p><i>Public (or mixed) promotional bodies</i></p> <ul style="list-style-type: none"> Dept. Public Works and Transport (national, regional, local) Airports, ports and stations Home Office and Foreign Ministry <p><i>Private operators</i></p> <ul style="list-style-type: none"> Transport companies (air, maritime, terrestrial, etc.) Private dealers, infrastructures (motorways, airports, etc.)
Consumption: Use and enjoyment of the experience of the destination	<ul style="list-style-type: none"> Reception and information at the destination Mobility at the destination Enjoyment of tourist resources and attractions (natural, cultural ...) Accommodation Tourist services and complementary supply: restaurants, commerce, shows, excursions, guides, financial services, etc. Basic general services: energy, telecommunications, water and sewage, refuse and cleaning, personal security, healthcare 	<p><i>Public (or mixed) promotional bodies</i></p> <ul style="list-style-type: none"> Promotional bodies (Information Offices) Dept. Public Works and Transport (national, regional, local) Dept. Environment (national, regional, local) Dept. Culture (national, regional, local) Museums, parks Security services (national, regional, local) Basic public services <p><i>Private operators</i></p> <ul style="list-style-type: none"> Hotels, tourist apartments, campsites, etc. Restaurants, bars, cafeterias, etc. Commerce Tourism services companies: shows, incoming travel operators, congress organizers, guides, translators, etc. Transport companies: buses, taxis, rent-a-car ...
Post-consumption	<ul style="list-style-type: none"> Loyalty building and recommendation 	<p><i>Public (or mixed) promotional bodies</i></p> <ul style="list-style-type: none"> National, regional and local <p><i>Private operators</i></p> <ul style="list-style-type: none"> tour operators, travel agencies, hotels, transport companies, etc.

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Related terms:

Excursionist
Tourism destination
Data analysis
Visitor
Visitor trip
Visit

Propensity to travel/C

Number of households in the sample (usually a household type survey provides this type of information) that took at least one tourism trip during a given period, in relation to the total population (the frame used for such survey). Such relationship is expressed in %.

Related terms:

Household
Trip (tourism)

Purpose of a tourism trip (main and secondary purposes)/A

The *main purpose* of a *tourism trip* is defined as the purpose in the absence of which the *trip* would not have taken place. Classification of *tourism trips* according to the *main purpose* refers to nine categories: this typology allows the identification of different subsets of *visitors* (business visitors, transit visitors, etc.).

Classification of tourism trips according to the main purpose

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

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

For individuals traveling alone, each tourism trip has only one main purpose though a visitor can also undertake secondary activities not proper to this main purpose while on his/her trip, from which secondary purposes can be inferred if relevant for analytical purposes. For instance, a person on a business trip might also spend a couple of days for recreation.

The main purpose of a trip is strongly linked with the main activities a traveller will deploy during his/her stay and determines importantly the level and pattern of his/her expenditure.

In the case of travel parties, the general principle when measuring expenditure is that the main purpose of the trip should be the one that is central to the decision for the travel party as a unit to take the trip, that is, the purpose in the absence of which the party would not have taken the trip.

However, it is evident that, once this central purpose has been defined, each individual member of the travel party might have a different particular purpose. This specific purpose will be considered as a secondary purpose of the trip for those of the accompanying party.

Related terms:

Tourism destination

Trips

Visitors

Tourist behaviour

**Recommendations
(INRouTe)/C**

INRouTe looks for a light level of consensus (not a formal UN approval) around those 20 topics agreed with UNWTO based on the work carried out with our partners and through the celebration of international Conferences and Seminars

More specifically, such consensus will refer to INRouTe standard recommendations on measurement topics associated to a limited number of research areas, main instruments for measurement and analysis – particularly on the setting up of Regional Tourism Information Systems and TSA- and on related items.

The focus of all of them will be to provide advice about improving the measurement quality, consistency and accuracy of the above-mentioned 20 topics (see *INRouTe –Research areas and topics*). The objective is that they should benefit the tourism community as a whole and not exclusively tourism practitioners.

Nevertheless, if practitioners voluntarily adopt them, they will improve (a) the consistency of the instruments to which they apply (surveys or other measuring tools); (b) the quality of such instruments; (c) the comparability of results; (d) the reliability of the data resulting from such instruments, and (e) the accuracy of the measurements and expansion of economic analysis.

Related terms:

Comparability

Regional Tourism Information System

Region/C

In relation with the INRouTe project, the administrative unit corresponding to the first level of territorial disaggregation of a country in terms of its political and administrative organization – for instance, NUTS 2 level in the EU, provinces in Canada and China, states in Brazil and Mexico, etc.). Consequently, the definition of a “region” for the INRouTe project refers to normative criteria as the expression of political will; no other criteria (analytical or functional) is considered.

Related terms:

Regional tourism

Regional tourism/C

In order to separate visitors to a region who have their place of usual residence within this region from those who come from other regions or countries, it is recommended that three subsets of visitors to or in this region be identified:

- Residents from countries other than the country of reference (inbound visitors to the country as a whole)
- Residents from another regions of the country of reference
- Residents in the region of reference (who travel for tourism purposes outside their usual environment which is located in such region)

It should be noticed that inbound regional tourism would include the first two subsets while the third one includes both domestic and outbound regional tourism

Regional tourism comprises the activities of these three subsets of visitors and it might be the case that the identification of outbound regional tourism is not a priority in most regions; consequently, in these cases the third subset will refer exclusively to domestic regional tourism.

If deemed appropriate and feasible, additional subsets could also be identified for analytical purposes.

Related terms:

Data Analysis

Visitors

Inbound tourism

Domestic tourism

Outbound tourism

Geography of tourism

**Regional Tourism
Expenditure/C**

The economic dimensions of tourism trips are linked to tourism expenditure. Though tourism expenditure always relates to persons travelling or intending to travel outside their usual environment, the acquisition of goods and services may well occur within the usual environment of the visitor or in any of the places visited during the trip. This might depend on the nature of the good or service purchased (vehicle fuel, travel agency services, inoculations required for the trip) or on the particular behaviour of a visitor (some prefer purchasing clothes, gear, or other goods to be used on the trip before leaving, while others prefer doing it on the trip as part of their tourism experience).

That's to say that the issue of the timing of tourism expenditure is relevant, as often items such as transportation, accommodation, etc., are booked and paid for before being "consumed". The corresponding payment might also happen after consumption when paying off a credit card or a special loan drawn for this specific purpose.

Following the rules of the System of National Accounts 2008, final consumption is deemed to occur at the moment of the transfer of ownership of goods or that of the delivery of services, and not the time of its payment. Tourism expenditure follows the same rules. Consumption expenditure on transport services occurs when being transported, on accommodation services, when staying in the place of accommodation, on travel agency services, when the information is provided and the travel services are booked, etc.

The acquisition of all goods and services during a tourism trip is, in principle, part of tourism expenditure.

Moreover, all services delivered before the trip and clearly related to the trip, (for example, inoculations, passport services, medical control, travel agency services, travel insurance, transportation services from the usual environment to the place visited, etc.) are included in tourism expenditure. All goods acquired before the trip that are intended to be used on the trip (specific clothes, medicines, small items to take along to use or give away, or purchase of camping gear, luggage, etc.) or brought along as gifts, should also be included.

Consequently, determining the venue of tourism expenditure is not straightforward; from a sub-national perspective, it is important to locate such expenditure geographically in order to analyse its impacts in a rigorous way.

INRouTe has defined Regional Tourism in terms of the adaptation to the regional level of the three forms of tourism defined in IRTS 2008 paragraph 2.39; consequently, symmetrical to IRTS 2008 paragraph 4.15, INRouTe defines three categories of tourism expenditure based on the country/region of residence of the transactors involved:

- **Inbound regional tourism expenditure** includes two components:
 - Expenditure associated to foreigner visitors (inbound visitors to the country as a whole)
 - Expenditure associated to resident visitors from another regions (of the country of reference)
- **Domestic regional tourism expenditure** includes the expenditure associated to resident visitors in the region of reference being its main destination staying in such region
- **Outbound regional tourism expenditure** includes the expenditure associated to resident visitors in the region of reference being its main destination staying outside such region

Related terms:

Visitors

Regional Tourism

Forms of tourism

**Regional Tourism
Information System (R-
TIS)/C**

The design of a proper R-TIS would be justified under two circumstances: the significance of tourism in a given region (see *Significance*) and the availability of a basic set of national statistical sources due to the fact that its design, as recommended by INRouTe, is very data demanding.

In fact, such a system requires three sets of information:

- the statistical information obtainable as a disaggregation of operations carried out with a national coverage and in an official capacity mainly by National Statistical Offices and National Tourism Administrations;
- official statistical operations carried out by regional bodies (such as Regional Statistical Offices, Regional Tourism Administrations, Regional public institutes and agencies for tourism development and management, and other official bodies).
- These operations are sought to be supplementary to the first set in order to avoid information overlapping between national and regional levels. Exceptionally, some countries might have institutionalized bottom-up methods of collection for national data purposes (basically for the National Statistical Offices).
- a third set, not necessarily of official and/or statistical nature (such as electricity consumption by households, credit card expenditure records, transport authorities control, business cycle indicators, early warning indicators, etc.), considered to be relevant not only for the measurement/monitoring of tourism (carried out by the regional tourism authority or other regional entities, other entities of supra-regional scope or even by national bodies), but also for analytical purposes (such as analysis of the performance of certain subsectors and foresee their evolution, the perceptions of the demand of a certain destination, etc.)
- The expansion of open datasets (data is considered open when everyone is allowed to use, reuse, link or spread the data, for all purposes) will certainly spread the content of this third set of information

The R-TIS proposed by INRouTe should include national information only for those data for which the corresponding information sources provide the same information but at regional and local levels. It is a limited set of information sources for which it will be necessary to identify their existence and value their completion; in any case they allow for articulation of

a relevant amount of information at the national/regional/local level. The following six sources (all of them national sources) could provide most of those basic data and indicators:

- Border survey
- Domestic tourism household survey
- Accommodation survey
- Statistical business register
- Structural business survey
- Population census

Representativeness of regional data derived from national statistical surveys (see *Survey*) might be limited due to sample size. In such cases, modeling statistical data should be an option (see *Data modeling*).

More specifically, as a general remark, it should be recalled that tourism statistics are difficult and costly to compile at a national level. At a regional level these difficulties and costs escalate and may be so prohibitive as to prevent their compilation altogether. In terms of efficiency, the traditional methods of compiling tourism statistics (from survey data) cannot provide the basic set of statistical data and indicators required for regional tourism policy purposes and thus alternative approaches to compiling sub-national statistics and deriving indicators must be considered. In particular, administrative datasets relating to the tourism supply side or large commercial datasets arising from tourists' electronic fingerprints should be explored and exploited. Ideally, such type of information should be obtained at national level allowing for regional breakdowns

Besides the database been georeferenced, R-TIS should include historical data series, as well as the corresponding metadata for users. Access should be free and promoted between the academic community, consulting companies and individual researchers and practitioners.

The first two information sets mentioned above should be understood as the basic core of such a system including:

- a set of basic data and indicators derived from statistical surveys and statistical operations based on administrative records. Such sources should cover the measurement of the three forms of tourism –outbound, domestic and inbound- and of the tourism sector. The information sets would have different periodicities – monthly, quarterly and annual-, would be obtained from different informant units - visitors, households and productive establishments- and will refer to a limited number of research areas such as:
 - Tourism as an economic sector;
 - Tourism and sustainable dimension
 - The environmental, social and cultural dimension
 - Tourism and the economic dimension
 - Tourism and territorial cohesion;
 - Supporting tourism destinations' key stakeholders.
- The production of national statistics and the implementation of modeling techniques should also be taken in consideration in order to broaden the set of regional statistical information.

As an example:

- The estimate of a tourism price index by re-weighting of the basic indices used by national CPI

- Employment data in the tourism industries to be derived from administrative records or continuous or regular annual or multi-annual statistic operations (as in the case of the Census of Population)
- regionalization of national Input-Output or Supply/Use tables or estimated as a regional approach per se

As for modeling, neither at regional level, even fewer at sub-regional levels, will it be frequent enough to have a set of basic data and indicators for analysis, policy design, monitoring and management planning of tourist destinations; In other words, the statistics of both the first and second set of R-TIS sources can not always be expected to be used as direct sources, as it will not be easy justifying the high cost that this would entail.

Consequently, the use of modeling is inevitable both in relation to both statistical data derived from national sources as well as regional sources

- macroeconomic aggregates (such as those derived from Tourism Satellite Account exercises –either regionalization of national TSA or, alternatively, setting up of proper regional TSA).

Related terms:

Statistics
Region
Regional tourism
Geography of tourism
System of Tourism Statistics

Regional System of Tourism Statistics (R-STIS)

See *Regional Tourism Information System*

Relevance/A

The degree to which statistics meet current and potential users' needs.

Related terms:

See *Significance of Tourism*

Residents/A

The residents of a country are individuals whose center of predominant economic interest is located in its economic territory.

Such concept needs to be adapted at the regional level (see *Regional Tourism*)

Related terms:

Outbound tourism
Residence
Dwellings
Household

Same-day visitor

See *Excursionist*

Sample/A

A subset of a frame where elements are selected based on a process with a known probability of selection.

Related terms:

Frame

Seasonality	See <i>Seasonal adjustment</i>
Seasonal (adjustment)/A	<p>A statistical technique to remove the effects of seasonal calendar influences operating on a series of short-term data (such as arrivals, overnights, employment in the tourism industries, etc.). Calendar variations can be of very different kind: number of days in the calendar period, incidence of moving holidays, etc.</p> <p>Related terms: <i>Statistics</i> <i>Data documentation</i> <i>Tourism demand</i></p>
Segmentation/C	<p>Procedure to identify segments considered relevant for analytical or policy design purposes.</p> <p>Related terms: <i>Segment</i> <i>Visitors</i> <i>Visits</i></p>
Significance (economic)/C	<p>Refers to the economic importance of tourism in any subnational area; this concept, used in the IRTS 2008 (paragraph 5.10) as the criteria for defining a tourism characteristic product, is suggested by INRouTe to be also used at the subnational level in order to identify when a territorial entity can be labeled as a tourism destination</p> <p>In order to promote not just intra-national but also international comparability, the application of such concept by its own is misleading; there is also the need for a supplementary set of concepts, definitions and classifications that should be internally consistent, so as to facilitate the link between the conceptual frameworks of the Tourism Satellite Account, the System of National Accounts and Labor Statistics.</p> <p>For the operationalization of “significance”, INRouTe recommends the use of a limited number of indicators (both from the supply and demand side); each country should complement them and fix the threshold for its application in absolute terms, if deemed appropriate and feasible.</p> <p>Different key tourism stakeholders could also launch such proposal; in any case, the initiative should be subject to a formal requisite: the agreement of key stakeholders in such territory.</p> <p>INRouTe proposes the following criteria in order to support intra-national and inter-national comparability:</p> <ul style="list-style-type: none"> - <i>From the Supply side</i>, the use of employment figures associated with part of the Accommodation for visitors industry: hotels as well as other activities such as motels, guesthouse, pensions, bed and breakfast, time share units, etc. Complementary criteria could be based in other accommodation services for visitors, number of establishments in the tourism industries, value added by the tourism industries, basic infrastructure and tourism equipment, etc. - <i>From the Demand side</i>, the use of overnight figures; complementary criteria could be number of visitors –including same-day visitors–. <p>For the application of both criteria, INRouTe recommends the use of the following indicators:</p>

- **Ratio between the Tourism Population and the overall Resident Population (%)**.

At the local level, the ratio of such Tourism Population to the overall Resident Population (excluding overnight stays by those inbound visitors staying with friends and relatives) should be more than 8%: such average of the Total Resident Population in a calendar year is considered to be relevant enough to affect (if maintained or increased during some years) the use of resources, environmental and urban services management and territorial planning. (See also *Tourism Population*)

- **Ratio between number of employees in ISIC Rev.4 class 5510 “Short term accommodation activities” and the total number of employees (%)**

At the local level, the ratio should be more than 4%

Obviously, such ratios should be adjusted in due time

INRouTe also recommends that at the regional level, national and regional authorities should agree on the value of such ratios

Most consolidated destinations will fulfill both criteria and consequently, such tourism destinations could be analyzed as a territorial entity with a tourism sector and a tourism market

In principle, only in those subnational areas where both indicators could be derived, it would be justified the need for more detailed data and analysis.

Related terms:

Establishment

Enterprise

Employees

Job

Tourism destination

Skill/B

The ability to carry out the tasks and duties of a given job

Related terms:

Job

Employment

Small and medium-sized enterprises/B

Enterprises that belong to size categories defined by staff headcount and financial ceilings.

1. The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.
2. Within the SME category, a small enterprise is defined as an enterprise, which employs fewer than 50 persons and whose annual turnover and/or annual balance sheet total, does not exceed EUR 10 million.
3. Within the SME category, a micro-enterprise is defined as an enterprise, which employs fewer than 10 persons and whose annual turnover and/or annual balance sheet total, does not exceed EUR 2 million.

In addition, an SME must be 'autonomous', it cannot belong to an enterprise group or be a 'partner enterprise'. The main criterion (with some exceptions that must not lead to dominant influence), is holding 25 % or more of the capital or voting rights of another enterprise.

Related terms:

Enterprises
Employment
Establishment
Job
Tourism industries

Stakeholders/C

The target population of the INRouTe project refers to tourism practitioners -including tourism officials who commission surveys and research, and those who undertake such surveys- and different key stakeholders in relevant tourism destinations –including governments, public institutes and agencies, universities, research centres, industry associations, trade bodies and specialized firms-.

Stop/B

Those places where people stops but are not always predefined as point of interest. The concept of stop is especially relevant in relation with itineraries once at destination.

Related terms:

Destination
Visitors
Visits
Itinerary

Structural business statistics/B

The objective of the E.U. Council Regulation on structural business statistics is to establish a common framework for the collection, compilation, transmission and evaluation of Community statistics on the structure, activity, competitiveness and performance of businesses in the Community. The compilation of structural business statistics has as its purpose, in particular, to analyze:

- (i) the structure and evolution of the activities of businesses;
- (ii) the factors of production used and other elements allowing business activity, performance and competitiveness to be measured;
- (iii) the regional, national, Community and international development of businesses and markets;
- (iv) business conduct;
- (v) small and medium-sized enterprises;
- (vi) specific characteristics of enterprises related to particular groupings of activities.

Related terms:

Statistics
Enterprises
Administrative data use
Establishment

Sub-national area

See Territorial entities

Survey (statistical)/A

An investigation about the characteristics of a given population by means of collecting data from a sample of that population and estimating their characteristics through the systematic use of statistical methodology.

Included are:

- A census, which attempts to collect data from all members of a population
- A sample survey, in which data are collected from a (usually random) sample of population members
- Collection of data from administrative records, in which data are derived from records originally kept for non-statistical purposes
- A derived statistical activity, in which data are estimated, modeled, or otherwise derived from existing statistical data sources (like the TSA)

Related terms:

Regional Tourism Information System

Sustainability/C

There is no generally accepted definition of “sustainable tourism”. Indeed, it has been argued that the development of notions around “sustainable tourism” have developed in isolation from the debate on sustainability more generally and, partially.

In consequence, the debate has developed around protecting the future sustainability of tourism as an economic sector, rather than ensuring tourism is developed according to sustainable development principles; in this second acceptation, the focus is about addressing the consequences of tourism on the sustainable development of the territory of reference (being the strategic objective a broad political objective, encompassing an intention to avoid activities that will cause long-term damage and a desire to ensure adequate quality of life for present and future generations).

INRouTe focuses on both acceptations. In fact, the proposed R-TIS (see *Regional Tourism Information System*) suggest the inclusion of a list of basic data and indicators according to the following research areas and subareas:

A. Tourism as an economic sector

- A.1. Demand
- A.2. Supply:
 - A.2.1. Tourism industries
 - A.2.2. Employment
- A.3. Complementary indicators

B. Tourism and sustainable development

- B.1. *Tourism and the environmental dimension:*
 - B.1.1. Renewable energy sources
 - B.1.2. CO2 emissions
 - B.1.3. Water consumption
 - B.1.4. Generation of solid waste
 - B.1.5. Tourism pressure
 - B.1.6. Other environmental indicators
- B.2. *Tourism and the social and cultural dimensions :*
 - B.2.1. Population growth
 - B.2.2. Per capita revenue
 - B.2.3. Resident satisfaction
 - B.2.4. Tourists' use of essential services
 - B.2.5. Congestion and intrusion arising from visitors
 - B.2.6. Job creation
 - B.2.7. Other social and cultural indicators
- B.3. *Tourism and the economic dimension*
 - B.3.1. Quality of the destination
 - B.3.2. Tourism experience
 - B.3.3. Seasonality
 - B.3.4. Related infrastructure

- B.3.5. Business demography
- B.3.6. Other economic indicators
- C. **Tourism and territorial cohesion**
 - C.1. Territorial protection
 - C.2. Other indicators
- D. **Supporting tourism destinations' key stakeholders**
 - D.1. Cooperation agreements between different stakeholders

Such breakdown is an adaptation (for operative purposes in terms of structuring a list of basic data and indicators) of INRouTe's five areas of research (see *INRouTe research areas and topics*)

System of Tourism Statistics/A

Concepts, definitions, classifications and indicators presented in International Recommendations 2008 should be viewed as an important foundation of the system of tourism statistics. As such, they should be used as a reference for coordination, reconciliation and interpretation of the information in the area of tourism, although this information might extend beyond the still restricted domain these Recommendations touch upon.

Related terms:

Regional Tourism Information System Statistics

Target population/A

The **target population** is the set of units about which information is wanted and estimates are required. Practical considerations can dictate that a survey population be defined which excludes some units in the target population or which is comprised of differently defined units through which the target population can be accessed.

Related terms:

*Frame
Survey*

Territorial entities (subnational breakdown) /C

INRouTe will use as reference the following hierarchical classification of territorial entities (also referred as "subnational areas") integrated by both administrative and analytical units at two basic subnational territorial levels:

INROUTE CLASSIFICATION OF SUBNATIONAL TERRITORIAL ENTITIES

REGIONAL LEVEL

- Region
- Multi-regional (supra-national)
- Multi-regional (intra-national)
- Other administrative units (sub-regional)
- Analytical units

LOCAL LEVEL

- Municipality
- Multi-local
- Other administrative units
- Analytical units

Such classification breaks down the national territory in two basic sets of units; the terms region, multi-regional and sub-regional used refers to subnational areas. Consequently, such terms and classification used in UNWTO/INRouTe documents should not be understood as the same terms used by UNWTO in its capacity of UN Specialized Agency for Tourism.

The classification should be adapted to any country and other extensions could also be envisaged for tourism purposes: for instance

- the urban/rural identification of tourism territories might be particular relevant for policy and planning purposes
- Multi-level units as combination of both Regional and Local

Particularly at the Local level, INRouTe wants to warn about the fact that even for those territorial entities where tourism is significant, it may not always be appropriate to adapt the conceptual design of the R-TIS due to feasibility reasons as well as to organizational and financial arguments that such possibility would require.

In any case, it is recommended to develop a feasibility study to properly evaluate whatever possibilities of improving and expanding basic statistics and indicators would be more appropriate

For the INRouTe Project, any of such units (either at the Regional or Local levels) where tourism is significant (see Significance) could be labeled as a tourism destination. In the case that a tourism destination is associated with more than one tourism product, such territorial entity should be split for analytical purposes in smaller units (either “other administrative” or “analytical” units).

In any case, the physical space of each destination must be clearly identified.

At the regional level the following remarks apply:

- the region is the basic unit ((identified as the administrative unit corresponding to the first level of territorial disaggregation of a country in terms of its political and administrative organization – for instance, NUTS 2 level in the EU, provinces in Canada or China, states in Brazil and Mexico, etc.-)
- multi-regional implies combination of two or more regions
- other administrative units (for instance, NUTS 3 level in the EU as well as other subnational areas above Local)

Central to such administrative entities is the existence of Regional public institutes and agencies for tourism development and management

- examples of analytical units are: the French Riviera (combination of regional territories –“counties”- and an independent state –Monaco-), some national parks, etc.

At the local level the following remarks apply:

This grouping includes any municipality or other defined subnational area below Regional:

- the municipality is the basic unit (identified with clear administrative/ political boundaries)
- multi-local implies combination of two or more municipalities.

Central to such administrative entities is the existence of a specific unit responsible for tourism in the municipality and/or a Destination Management Organization (DMO)

- examples of analytical units: areas considered of interest by selected stakeholders - mainly in consolidated destinations-such as “area of influence” could well be of particular interest for investors; also the case of parts of local tourism destinations if there is a de facto significant difference in types of visitors –hence, with different type of consumption and behavior patterns-, etc.

Time share/A	<p>There has been a trend towards the development of innovative types of vacation home ownership or something similar (as the outright ownership of a fixed asset is not always involved) that combine the privacy of an owned vacation home with the amenities, services and flexibility offered by collective accommodation as well as a reduction of costs for the “owner” over the periods in which he/she is not making use of the “property” for himself/herself. In the original timeshare system, what was purchased was a “right to use” a given physical property at a specific moment in time over its lifetime. Flexibility was gradually introduced in the system along different lines, relaxing the conditions concerning of a specific physical asset, the lifetime of the project, or the fixity of the period of use through the design of different types of administrative and financial constructs.</p> <p>Related terms: <i>Accommodation for visitors</i> <i>Tourism services</i></p>
Tourism/A	<p>Tourism is a social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or nonresidents) and tourism has to do with their activities, some of which involve tourism expenditure.</p> <p>Related terms: <i>Regional Tourism</i></p>
Tourism characteristic occupations/B	<p>Those occupations that predominantly lie within tourism industries (See <i>Occupation</i>)</p>
Tourism dependency ratios/C	<p>A new metrics derivable from the business demography data Business registers data refer to a wide range of key analytical variables related to the tourism sector such as enterprises, persons engaged, size class and turnover</p>
Tourism (economic consequences)/A	<p>The comprehensive term including all economic effects, both positive (benefits) and negative (costs), both direct and secondary, produced by visitors their consumption expenditures and the reaction of business firms, non-profit organizations and government agencies to visitors and their activities in a national economy.</p> <p>Related terms: <i>Statistics</i> <i>Tourism economic impact</i> <i>Tourism Satellite Account (TSA 2008)</i> <i>Visitor</i> <i>Visitor trip</i> <i>Visit</i></p>
Tourism (economic contribution)/A	<p>See <i>Economic contribution (tourism)</i></p> <p><i>Tourism Satellite Account (TSA 2008)</i> <i>Tourism economic impact</i></p>
Tourism destination /C	<p>INRouTe recommends consolidated tourism destinations as the first step for comparability purposes; such territorial entities should satisfy both supply and demand side criteria about “significance” of tourism for more than 10 consecutive years. Most of such destinations are often referred, in tourism academic terminology, as “mature destinations”.</p>

Related terms:

Significance
Territorial entities
Visitors
Visit

Tourism expenditure/A

Tourism expenditure refers to the amount paid by visitors for the acquisition of consumption goods and services, as well as valuables by visitors, for own use or to give away, for and during tourism trips.

Related terms:

Tourism Satellite Account (TSA 2008)
Visitors

Tourism flows/C

It is not at random that in IRTS 2008, in chapter 2, named The demand perspective: basic concepts and definitions, the very first two paragraphs mentions:

- Tourism is a phenomenon for which statistical representation has its particular challenges because of its special nature. Most tourism indicators have traditionally been physical (non-monetary) and have focused on the description and measurement of flows of visitors associated with inbound tourism. Without underestimating the importance of such information, the present recommendations will expand well beyond this scope
- The purpose of this chapter is to:
 - Define tourism as a subset of travel;
 - Improve the conceptual background for the definition of visitors and tourism trips;
 - Establish the different forms of tourism;
 - Provide recommendations regarding the measurement of flows of visitors.

Specifically, the sub-chapter E “Measuring flows of visitors” clearly estates that the term “tourism flows” is linked to the term “flows of visitors” in the different forms of tourism. Therefore, both terms are usually used interchangeably.

Related terms:

Visitors
Forms of tourism

Tourism industries/A

Tourism industries (also referred to as tourism activities) are the activities that typically produce tourism characteristic consumption products.

Tourism characteristic consumption products are those that satisfy one or both of the following criteria:

- (a) Tourism expenditure on the product (either good or service) should represent a significant share of total tourism expenditure (share-of-expenditure/demand condition);
- (b) Tourism expenditure on the product should represent a significant share of the supply of the product in the economy (share-of-supply condition). This criterion implies that the supply of a tourism characteristic product would cease to exist in meaningful quantity in the absence of visitors.

List of categories of tourism characteristic consumption products and tourism industries

Products	Industries
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food and beverage serving services	2. Food and beverage serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental services	7. Transport equipment rental
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Other country-specific tourism characteristic activities

Related terms:*Activities undertaken by visitors**Tourism sector**ISIC Rev. 4**Tourism Satellite Account (TSA 2008)***Tourism population/C**

Tourism population is a tourism statistics concept proposed by INRouTe to be applied to tourists, for the measurement and analytical purposes linked to concentration / diffusion of tourism activity indexes as well as for setting up tourism environmental indicators.

Equivalent Tourism Population figures should be included in different type of indicators measuring tourism impacts on the environment such a

- natural protected areas
- land
- needs for waste management facilities
- water cycle
- energy flows
- etc.

Such figures might refer to different reference periods (month, quarter, year) according to the use of such indicators

Tourism Population should be estimated (see *Full-time equivalent*) using overnights figures associated to inbound regional visitors (including those staying in vacation homes); consequently, Accommodation Surveys are crucial for such purpose. In the case of local tourism destinations, such estimate of Tourism Population figures should allow for a correction factor due to the fact that not all such overnights type of figures are usually available at the local level

For the concept of inbound visitors see *Regional Tourism*; it should be highlighted that in the case of local tourism destinations, the definition of the “residents subset” of such inbound visitors must be adapted.

Tourism Satellite Account (TSA)/A

The Tourism Satellite Account (described in the Tourism Satellite Account: Recommended Methodological Framework 2008) is, besides the International

Recommendations for Tourism Statistics 2008, the second international recommendation on tourism statistics that has been developed in a framework of consistency with the System of National Accounts. Both recommendations are mutually consistent and provide the conceptual framework for measuring and analyzing tourism as an economic activity.

As a statistical tool for the economic accounting of tourism, the TSA can be seen as a set of 10 summary tables, each with their underlying data and representing a different aspect of the economic data relative to tourism: inbound, domestic tourism and outbound tourism expenditure, internal tourism expenditure, production accounts of tourism industries, the Gross Value Added (GVA) and Gross Domestic Product (GDP) attributable to tourism demand, employment, investment, government consumption, and non-monetary indicators.

Related terms:

Tourism sector/C

The *tourism sector* is the cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are called *tourism industries*.

It should be highlighted that:

- such term is not mentioned in the 2008 international standards on tourism statistics but is applied to tourism in the 2008 System of National Accounts official document, and
- only part of the production of such industries is related with tourism demand –see also Tourism industries for further clarification.

Related terms:

Tourism industries

Tourism sector employment/B

Not all business units in an industry identified as part of the tourism sector may actually be providing services directly to visitors, and those that do offer tourism goods and services may not be providing those services exclusively to visitors. However, regardless of whether or not an individual's work is completely attributable to tourism, the level of service provided and the skills or occupational requirements involved is the same whether a visitor or another type of consumer is involved in the commercial transaction. For example, whether or not a bartender serves tourists or local patrons, the profile of the occupation and the human resources needs of that individual will be the same.

Therefore, for human resource planning purposes (i.e. training, recruitment, labour supply/demand imbalances, etc.) there is the need to understand the total number of people employed in the sector.

Related terms:

Enterprise

Employment

Establishment

Full-time job

Job

Small and medium size enterprise

Tourism trip/C

A tourism trip is a trip taken by a visitor to a main destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited

However, a trip can be viewed from two different perspectives:

- From the perspective of the visitor
- From the perspective of the place/s visited

In each case the term “trip” is slightly different; focusing on the sub-national level, the following remarks are relevant

- A) In the first case, aspects or attributes of the trip taken by resident visitors are usually gathered by way of a household survey. In this case, the term “trip” refers to a round trip. In these cases it is recommended to identify the associated visits, if any and to define the minimum duration of stops to be considered as visits (see *tourism visits*)

Regarding non-resident visitors, the “trip” refers to the travel of the visitor from the time of arriving to a destination to the time of leaving

- B)
- In the second case, the visitor is interviewed at destination. From the perspective of a regional entity (see INRouTe Basic Glossary / *Territorial entities*), INRouTe understands that the term “trip” refers to two possible situations:
 - a proper trip (associated to residents in the region of reference)
 - part of a round-trip (associated to residents of another regions of the country of reference)

(In both cases see *Regional Tourism*)

In the transportation research community, a trip (also referred as a journey) is usually defined as a one-way movement from a point of origin to a point of destination. The concept of “tour” would be defined as a sequence of trips starting and ending at the same location; a “trip chain” is equivalent to a “tour” but it may not end at the same location

Related terms:

Visits

Visitors

Itineraries

Tourism visit/A

It should be recalled that observing tourism trips and visits is not the same as observing visitors, as an individual might make more than one trip during the observation period. Quite frequently, tourism statistics uses the term “visitor” instead of “tourism trip” or “tourism visit”. IRTS 2008 recommends that these concepts be clearly defined and differentiated both in the statistical operations and data dissemination.

A round-trip might be composed of one or more **visits** to different places, seen as different destinations, or as a unique (aggregated) destination. There might be as many visits as stops in different places visited.

The term visit refers to a stop in a place visited during a tourism trip. The stop does not need to be overnight to qualify as a tourism visit. Entering a geographical area without stopping there does not qualify as a visit to that area. The IRTS2008 recommends that countries define the minimum duration of stops to be considered as tourism visits.

Details of visits to individual destinations within a country are usually collected by way of surveys at those destinations. Where a visitor has made a multi-destination trip, say for example, visiting three destinations, he/she could be recorded in the numbers of people visiting each of those destinations, If the statistics of the number of visitors to the

destinations were aggregated, they would show a total of three visits. Consequently, statistics on visits at destinations cannot be aggregated to provide statistics on number of visits, or trips, at the national level.

In the transportation research community, the term “sojourn” is preferred (usually defined as a short period of stay in a particular location).

Related terms:

Trip
Tourists
Visitors
Tourism flows

Tourist (or overnight visitor)/A

A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay.

Related terms:

Visitors
Trips
Domestic tourism
Inbound tourism
Outbound tourism

Tourist behaviour/C

Refers to activities undertaken by visitors at destination, such as general type of activities (including consumption), attraction visited, specific activities undertaken during displacements (tracks) through itineraries (either organized or not), etc.

In addition to associated characteristics of trips and visitors, tourist behavior is a key element for measuring and analyzing tourism at sub-national levels because the associated expenditure is critical for such measurement and analysis. No special reference can be found in IRTS 2008

An overall measurement of tourist behavior should qualify the “tourism experience”

Related terms:

Activities of visitors
Tourism destination
Itinerary
Stops
Data Analysis
Visitors
Visits

Tour operator/A

Tour operators are businesses that combine two or more travel services (for example, transport, accommodation, meals, entertainment, sightseeing) and sell them through travel agencies or directly to final consumers as a single product (called a package tour) for a global price.

Related terms:

Travel/Tourism
Travel agencies
Package tours

Transportation (modes)

See *Means of transportation*

Travel /A	<p>Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations, for any purpose and any duration. The visitor is a particular type of traveller and consequently tourism is a subset of travel.</p> <p>Related terms: <i>Travel agency</i> <i>Trips</i> <i>Visitors</i> <i>Visitor accommodation</i> <i>Tourism flows</i> <i>Destination</i> <i>Forms of tourism</i></p>
Travel agencies/A	<p>Visitors (or potential visitors), when planning and organizing their trip, often use the services of travel agencies in order to get information on alternatives and for making their bookings (transport, accommodation, recreation activities either packaged or individually purchased, etc.). Their function consists mainly of selling the right to use a certain service provided by others at a certain moment in time and within certain conditions. Their role is to provide information and other services to the visitor and they are the intermediary in the purchase of certain services, although they might also provide additional services such as accompanying tours, guiding services, etc. Finally, it should be mentioned that travel agencies are under the specific jurisdiction of most national tourism administrations.</p> <p>Related terms: <i>Travel</i> <i>Tourism operators</i> <i>Package tours</i></p>
Travel group/A	<p>A travel group is made up of individuals or travel parties travelling together: examples are people travelling on the same package tour or youngsters attending a summer camp.</p> <p>Related terms: <i>Travel party</i></p>
Travel party/A	<p>A travel party is defined as visitors travelling together on a trip and whose expenditures are pooled.</p> <p>Related terms: <i>Trips</i> <i>Visitors</i></p>
Travel party (operational definition)/C	<p>As stated in the second paragraph of the 2008 International Recommendations for Tourism Statistics (IRTS 2008), “The activities carried out by a visitor may or may not involve a market transaction, and may be different from or similar to those normally carried out in his/her regular routine of life. If they are similar, their frequency or intensity is different when the person is travelling. These activities represent the actions and behaviours of people in preparation for and during a trip in their capacity as consumers”</p> <p>The “travel party” is a new observation unit introduced by the IRTS 2008 in order to foster credibility and rigour in the measurement of average tourism expenditure by visitors; consequently, it is obvious that the operationalization of “travel party” needs to be linked to the observation unit used in those surveys that focus on the behavior of consumers (being households surveys the most relevant ones in the case of domestic and outbound tourism).</p>

Such unit is defined as “visitors travelling together on a trip and whose expenditures are pooled”; therefore, the operationalization of the concept of “travel party” should refer primarily to “all or part of the members of the same household travelling together in a tourism trip” There might be also other possible grouping of visitors that might have “pooled expenditures” (such as a combination of individuals pertaining to different households travelling together in a tourism trip) but their identification in a survey would be in most cases highly inefficient

Related terms:

Data Analysis

Trips

Visitors

Visits

Travel pattern (of visitors)/C

Refers to a homogenous subset of visitors in terms of one or more characteristics considered relevant. Each of such characteristics are also referred as “travel choices”

The set up of travel patterns (also referred as “travel styles”) would require, ideally, in addition to characteristics of both trips and visitor (main purpose of the trip, means of transportation used, type of lodging chosen, organization of the trip, etc. -all of them are objective ones-), complementary ones associated to tourist behaviour at destination (these might also include qualitative ones).

The knowledge about what particular travel styles are prominent within a market is very useful for marketing campaigns, destination management and investors.

Related terms:

Data Analysis

Trips

Visitors

Visits

Trip

See *Tourism trip*

Turnover (business statistics) /B

Turnover comprises the totals invoiced by the enterprise or establishment during the reference period, and this corresponds to market sales of goods or services supplied to third parties.

Related terms:

Enterprises

Statistics

Visitors

Visitor trip

Visit

Types of tourism/C

See *Types of visitors*

Types of visitors/C

A cluster of visitors (either tourist or same-day visitors) that share a common travel pattern. Consequently, such concept is neither related to “Forms of tourism” and the related classification of visitors, nor to “Regional Tourism”.

Also referred as “types of tourism” or “market segments”

Related terms:

Visitors
Visits
Data Analysis

Usual environment/A

The usual environment of an individual, a key concept in tourism, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.

There are often differences in density of, transportation accessibility, cultural behaviour, proximity to national or administrative borders, etc., between territorial entities. These differences hinder the development of a unique worldwide statistical determination of the usual environment of an individual. Nevertheless, 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

In addition to using the frequency and duration criteria to determine the usual environment, IRTS 2008 recommends that in practice the crossing of administrative borders be combined with the distance criterion to establish the limits of the usual environment for the following reasons:

- Administrative units might have very different sizes
- Metropolitan areas may stretch over administrative borders even though they represent a compact or contiguous geographical area
- The place of usual residence of some individuals may be very close to the administrative borders so that their crossing might not be relevant for tourism analysis

Related terms:

Survey
Dwellings
Place of usual residence

Vacation home/A

A vacation home (sometimes also designated as a holiday home) is a secondary dwelling that is visited by the members of the household mostly for purposes of recreation, vacation or any other form of leisure.

Related terms:

Dwelling
Accommodation for visitor
Household

Value chain/C

In tourism literature the term “value chain” refers to the full range of activities required to bring a product or service through the different phases of production (including physical transformation and the inputs of various producers and services) in response to consumer’s demand

Value chain might be useful as a method for identifying, for example, constraints and levels of inefficiencies that prevent the future addition of net value, innovation and competitiveness also in the tourism sector

Sectorization of value chain analysis does not follow international standard industrial classifications of all economic activities (ISIC) as recommended by the UN for developing tourism statistics basic data and indicators as well as macroeconomic analysis (input-output tables and Tourism Satellite Accounts); consequently, INRouTe understands that the proper measurement and analysis of value created by the tourism sector should be linked to UN standards

Related terms:

Tourism sector

Vehicle Occupancy/B

The number of persons, including driver and passenger(s), in a vehicle; also includes persons who did not complete a whole trip.

Related terms:

Means of transportation

Vehicle Trip/B

A trip by a single vehicle regardless of the number of persons in the vehicle.

Related terms:

Trip

Means of transportation

Visit

See *Tourism visit*

Visitor/A

A visitor is a traveller taking a tourism 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. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

Related terms:

Trip

Visit

Tourism flows

Household

Residents

Visitor-trip/C

A trip by one or more visitors in any mode of transportation; each visitor is considered as making one visitor-trip.

Related terms:

Visitors

Visits

Tourism flows

Means of transportation

Data Analysis