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WTO's ACTIVITIES IN THE FIELD OF TOURISM STATISTICS

The activities of WTO are focused on promoting a creative approach by National Tourism Administrations, Statistical Offices and local authorities to encourage countries to collect more reliable and more complete tourism statistics in line with WTO definitions, so as to improve their international comparability. WTO also emphasizes the need to speed up the production and publication of these statistics at country level in order to provide the means of identifying tourism trends by month and fine-tuning promotion and marketing policies.

Computerization and the successful effort to develop standard definitions and classifications for tourism have given renewed force to WTO's work in statistics. WTO has expanded activities with Member States to implement the WTO Recommendations on Tourism Statistics, adopted by the United Nations Statistical Commission in 1993, through manuals, seminars and an ambitious statistical development programme to assess the economic importance of tourism.

The programme includes the holding of a World Conference on the measurement of the economic impact of tourism in Nice (France) towards the end of May/beginning of June 1999. The objective of the Conference is to develop a core of indicators for the assessment of the net economic impact of tourism at both national and international level, thereby enhancing the credibility of the tourism industry.

WTO's major objective in the field of "Tourism Statistics", as set out in the draft programme of work for the period 1998-1999, is to develop a complete, consistent and balanced system of tourism statistics, in order to guide governments in their policy decisions on tourism planning and promotion, by enhancing awareness of the economic importance of tourism as well as of the factors that determine the development and structure of the tourism industry at national, regional and international levels.

In 1977 an agreement was concluded between the United Nations and WTO on cooperation and relationships between the two organizations. In the agreement, the United Nations recognized WTO as the appropriate organization for the collection, analysis, publication, standardization and improvement of tourism statistics worldwide. The United Nations and the World Tourism Organization have agreed to combine their efforts to secure the greatest possible usefulness and utilization of such statistical information and minimize the burden placed upon the national governments from which information is collected.

WTO has invested considerable efforts in improving tourism statistics. In 1991 WTO organized, jointly with the Government of Canada, an International Conference on Travel and Tourism Statistics, held in Ottawa, in June 1991. The Resolutions of the Ottawa Conference served as a basis for the Recommendations on Tourism Statistics which were adopted by the United Nations Statistical Commission at its 27th session in February/March 1993. The Recommendations were distributed in a joint UN/WTO publication, in all official languages of the United Nations. In the same year (1993), the World Tourism Organization (WTO) established a Steering Committee composed of a small number of representatives of governments, international organizations and the tourism industry to carry out a concrete work programme for the implementation of the WTO/UN Recommendations on Tourism Statistics.

Such a programme included the following activities:

- a) the publication of a series of Technical Manuals on definitions, classifications and methodology to improve the collection, analysis, publication and use of statistics in the fields (see bibliography);
- b) the organization of regional and subregional workshops in China, Egypt, India, Indonesia, Jamaica, Morocco, Poland, Russian Federation, Seychelles, Syrian Arab Republic, Zimbabwe;
- c) the fielding of expert missions; these missions are aimed mainly at strengthening the capabilities of developing countries in the collection, compilation, processing and analysis of tourism statistics;
- d) the organization of training periods at WTO Headquarters for statisticians in National Tourism Administrations of developing countries.

Tourism is a complex field, since it deals with the decisions, travel, activities and expenditures of individuals and groups and the supply of their needs and demand, with major economic and social effects on most countries and on thousands of

destinations throughout the world. Tourism comprises “*the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes*” (UN-WTO 1994). All types of travellers engaged in tourism are described as **visitors**. Therefore the term “**visitor**” represents the basic concept for the whole system of tourism statistics.

Frontier Control is the basis for many countries' data, though according to differing definitions and coverage, usually by the country of residence, others only by nationality; some also provide data on **same-day visitors** (excursionists) and/or **nationals residing abroad**. Some countries operate Frontier Control of *visitors departing* too, enabling calculation of *length of stay* (if the date of arrival can be linked or is required then from the traveller). Some require **residents** to fill in frontier control forms on departure and/or arrival, providing basic data on **outbound tourism**. The need for more data, especially on the use of **accommodation establishments**, has led to wide use of reports of **arrivals and nights**, by main country/region of residence (distinguishing domestic guests) - at least for **hotels**. These provide essential *local* data too for thousands of resorts/regions, though the coverage and quality of these data are not always satisfactory, and the number of inbound arrivals at hotels and their average length of stay can differ greatly from tourist arrivals at frontiers and average stay in the country.

The abolishment of frontier forms (e.g. in much of EU) has expanded the need for *Frontier Sample Surveys* to estimate the basic data, enabling the collection of other important data too, e.g.

- *purpose* of visit (some who intend to work in the country may not declare their true purpose, affecting *migration* estimates as well as those for tourism),
- *type(s) of accommodation* (many stay with relatives or friends or in *zimmer*/rented rooms, for which even compiling a framework for reporting and sampling may be difficult),
- *places stayed in* and *major sites*, and *other countries visited* on this trip,
- whether on an *inclusive* (package) *tour* and other data important for marketing by the National and Regional Tourism Administrations, airlines, etc. (e.g. whether on a *first visit*, *marketing channels* which affected the choice of the country and travel plan, satisfaction),
- *expenditures* in the country (preferably distinguishing costs of accommodation, restaurants, travel in the country, purchases, etc.).

There are many problems in designing and operating a *sample survey at frontiers points* (especially on major roads), including the optimal *probability*

sampling of travellers and family units travelling together, *non-response*, *recall* and *response errors* (especially for expenditures: those on inclusive tours may not know how much of the package cost goes to hotels, tours, etc.), use of sub-samples to unable detail without over-burdening all respondents, *editing* and *estimation* procedures - also the use of *cordon samples* for those entering/leaving a resort or region (possibly covering domestic visitors too).

Household surveys are also important. *Holidays surveys* usually cover details or the *main holiday* in the previous 12 months, possibly including *other holidays* of at least 4 nights away from home. These surveys also cover *shorter holidays*, *business* and *same-day* trips away from home (using shorter recall, e.g. the last 2 or 3 months), rare holidays abroad also for previous years, and plans and bookings for the coming season. *Expenditures* on these tourism trips may also be asked and linked to income, ownership of a car and holiday home, etc., again subject to many errors, and should be included in *Expenditures Surveys* (if significant). Many countries include tourism expenditure items in the *Cost of Living Index* (there are considerable measurement problems). Other tools include *surveys* at accommodation and at sites visited, aerial and satellite photography, brochure analysis and test marketing. *Results of such surveys and monthly reports* are the value to many agencies, but not always easily available in printed electronic form.

Nearly **612 mn International Tourist Arrivals** were reported in 1997. WTO publishes detailed statistics annually, based on reports from around 200 countries and territories (**CTS**, **TMT**, **YTS**) and monthly origin-destination data three times each year (**TTB**), indicating major differences from the recommended definitions. WTO's statistics are now available on *Internet* (www.world-tourism.org).

Since data on outbound tourism are not being regularly collected by many countries, particularly the most important generating countries, WTO provides outbound statistics based on destinations, for example, German outbound trips are produced by using and aggregating tourist arrivals from Germany in the various destinations of the world. If countries improve their inbound statistics, this would help to improve the scope and content of outbound tourism.

Receipts from Inbound Tourism were estimated at over **US\$ 443 billion** in 1997, excluding international fares (WTO 1997), and should equal globally **Total Outbound Tourism Expenditures**: the latter are not estimated by all countries. Tourism Expenditures from specific origins in major destinations show considerable differences from the destination reports. WTO strongly recommends that countries collect more complete, accurate and detailed data on receipts by country of origin and on average daily expenditure. Receipts from same-day visitors should also be collected.

Domestic Tourism is also important, but more difficult to quantify. The need for more data, especially on the use of **accommodation establishments**, has led to wide use of reports of **arrivals** and **nights** - at least for **hotels**, by main country/region of residence (distinguishing domestic guests). These provide essential *local data* too for thousands of resorts/regions, though the *coverage* and *quality* of these data are not always satisfactory. *Household Surveys* can cover these subjects as well as **Outbound Tourism** (usually only holidays) and be integrated with Surveys on Family Expenditure, Travel (including commuting), Labour Force, Time-Budget and other subjects.

Tourism is of growing importance in **National Accounts** and **Balance of Payments** statistics. For many enterprises *Tourism* is only part of their activity, and statistics of service establishments present many problems. The best approach is the compiling of **Satellite Accounts**, in which WTO plays a key role. WTO has planned to hold a *World Conference on the Measurement of the Economic Impact of Tourism* in Nice (France) towards the end of May/beginning of June 1999. A preparatory meeting of the Conference will be held in Mexico in November 1998.

Forecasting is very important, and WTO has published forecasts by Regions up to 2000 and is completing *Tourism 2020 Vision*, covering the environment and prospects for tourism up to 2020, with studies on market segments, intra-regional and long-haul flows: **Total International Tourist Arrivals are forecast at 1.6 bn for 2020**. WTO also produces a series of analytical reports on the trends of international tourism in the six regions of the world. These reports are produced each year under a series titled: *Tourism Market Trends*.

Moreover, as part of a new WTO initiative to promote, for the medium and long terms, the monitoring and assessment of the results of marketing and promotional activities, an annual survey is being carried out since 1993 on the budgets and promotional activities of National Tourism Administrations.

The Tourism Economic Report (1st Edition – 1998) represents a major new initiative by the World Tourism Organization. It is the first analysis of the economic contribution of tourism conducted on a country-by-country basis worldwide.

WTO maintains close cooperation with other international and regional organizations in the field of tourism statistics. The major objective is to reduce duplication of work and to promote integration of tourism statistics with statistics in other related areas. The cooperation with other organizations (such as: UN, OECD, EUROSTAT, PATA, CTO, ETC, ICAO, IMF, IATA, ISI, etc.) is mainly channelled through the activities of the Steering Committee. WTO also participates in the activities and meetings of the ACC Sub-Committee on Statistical Activities of the United Nations.

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Monetary Fund / Organisation for Economic Cooperation and
Development / United Nations / World Bank: System of
National Accounts 1993. Brussels/Luxembourg, New York,
Paris, Washington D.C. 1993**
- WTO-SNA** **WTO – TOURISM SATELLITE ACCOUNT**
(Draft 4 – 1998)
- TTB** **Travel and Tourism Barometer** (three issues per year)
- CTS** **Compendium of Tourism Statistics** (annual)
- TMT** **Tourism Market Trends** (six, for the WTO regions)
(annual: latest, data up to 1997)
- YTS** **Yearbook of Tourism Statistics** (annual)
- Highlights** **Tourism Highlights 1997** (published in 1998)
- Technical
manuals (1995)** 1. **Concepts, definitions and classifications for tourism
statistics**
2. **Collection of tourism expenditure statistics**
3. **Collection of domestic tourism statistics**
4. **Collection and compilation of tourism statistics**
5. **Tourism and the Balance of Payments (1997-draft)**
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STUDIES** **Implications of the UN/WTO tourism definitions:
AUSTRALIA, CANADA and the UNITED STATES**
- Framework for the collection and publication of tourism
statistics (AUSTRALIA)**
- FORECASTS** **Global tourism forecasts to the year 2000 and beyond (1995)**
(6 regions and the world)
Tourism 2020 Vision (1998)
- BUDGETS** **Budgets of National Tourism Administrations (1997)**

Sažetak

AKTIVNOSTI WTO-a IZ PODRUČJA STATISTIKE TURIZMA

Nacionalni turistički uredi, statistički uredi i lokalne vlasti zajedno sa Svjetskom turističkom organizacijom (WTO) kreativno pristupaju promoviranju turizma kako bi podržali zemlje na prikupljanje točnijih i kompletnijih podataka iz područja statistike turizma u skladu sa definicijama WTO-a, čime bi se poboljšala međunarodna komparatibilnost zemalja. WTO također naglašava potrebu da se ubrza izrada i izdavanje tih statistika na državnoj razini s ciljem identificiranja mjesečnih trendova kretanja turizma i izrade odgovarajućih promotivnih i marketinških politika.

Kompjuterizacija i uspješni naponi na izradi standardiziranih definicija i klasifikacija za turizam, dali su dodatnu snagu WTO-u na području statistike turizma. WTO je proširio aktivnosti sa zemljama članicama na uvođenju WTO preporuka o statistici turizma (WTO Recommendations on Tourism Statistics), koje su prihvaćene od komisije za statistiku pri Ujedinjenim narodima (United Nations Statistical Commission) 1993. godine. Preporuke su dane u obliku priručnika, a WTO kontinuirano provodi aktivnosti u obliku seminara i programa za razvoj statistike, kako bi naglasili ekonomsku važnost turizma.

Program uključuje održavanje Svjetske konferencije o mjerenju ekonomske važnosti turizma, koja će se održati u Nici (Francuska) krajem svibnja/početkom lipnja 1999. godine. Cilj konferencije je da se definiraju pokazatelji za ocjenu ekonomskog utjecaja turizma na nacionalnoj i međunarodnoj razini, odnosno da se naglasi važnost turističke industrije.