

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

Executive Summary of “TOWARDS A SET OF UNWTO GUIDELINES”

*The present document is the Executive Summary of the forthcoming “**Towards a set of UNWTO guidelines**”. Such document is an updated version of the one prepared by INRouTe’s Chair, Antonio Massieu and several collaborators, for INRouTe First Seminar on Regional Tourism: setting the focus (Venice, Italy, 5-6 July 2012) in cooperation with CISET / Università Ca’ Foscari Venezia, CICtourGUNE and Regione del Veneto.*

*“**Towards a set of UNWTO guidelines**” will be released by October 2012.*

Executive Summary

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Overview

1. The International Network on Regional Economics, Mobility and Tourism (INRouTe) is an initiative promoted by UNWTO and formally established as a non-profit association by two UNWTO Affiliate Members, the Cooperative Research Centre in Tourism CICtourGUNE and the statistical consulting firm Araldi, S.L. This network is dedicated to advancing policy-oriented measurement and analysis of tourism in order to provide operational guidance to entities involved with regional and local tourism destinations. INRouTe works around a number of well-defined research areas (“tourism as an economic sector”, “tourism and sustainable development”, “tourism development and territorial cohesion” and finally, “supporting tourism destination key stakeholders”); all with the specific focus on sub-national levels.
2. This document presents the overall objective of INRouTe (a project promoted by the World Tourism Organization) as well as the focus, proposed recommendations and some insight into their operationalization, commitments and agenda for a very particular initiative: the setup of a Regional Tourism Information System (R-TIS) as the first step to develop basic statistical information between regions and other sub-national entities. It also responds to the World Tourism Organization’s (UNWTO) aspiration to support National Tourism Administrations as they work towards an improved formulation of national policies that take into account the sub-national territories where tourism is relevant. (For the criteria used to determine *relevance* see paragraph 1.4.)
3. This initiative allows for collecting a reasonable number of basic data items and indicators for monitoring and comparability purposes regarding some key areas of the measurement and analysis of Tourism at the level of the region. (Also some guidance for the collection of such information will be provided for the local level.) It should be noted that INRouTe will never request any series of data from Regional or Local Authorities. Nor will it design any type of statistical database.
4. The target audience of this project are 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 public institutes and agencies, universities, research centres, industry associations, trade bodies and specialized firms).
5. During the period 2012/2015, INRouTe will focus on a list of 20 topics (listed in paragraph 1.8 / Box 1); a proposed set of recommendations (general guidance and standardised procedures) will be drafted for each of them. These will be presented to UNWTO for its insight and evaluation for future dissemination as UNWTO guidelines. During 2012-2013 priority will be given to four of these topics: (1) Defining a tourism destination (Topic 16), (2) Defining and measuring types of tourism (Topic 20), (3) Tourism itineraries (Topic 15) and (4) Tourism observatories (see paragraphs 5.21 to 5.23) (Topic 19). These are considered to be key topics in advocating for Regional Tourism to be taken seriously.

6. Regional tourism is not just the transposition of national figures to sub-national levels. Because tourism is unevenly distributed across the national territory, the understanding of such activity in those territories would be useful for the more efficient design of national policies regarding especially domestic tourism; the sub-national measurement and analysis of tourism in these destinations becomes a relevant issue. Domestic tourism plays a particularly important role in times of crisis and has been identified as one of the three areas that deserve special attention –because they have not been in the mainstream of UNWTO- as mentioned in UNWTO White Paper (being “employment in tourism” and “governance in tourism” the other two areas).
7. Tourism is a relevant economic driver in most countries (generally, in developed countries, domestic tourism comprises the biggest component of total tourism activity), and might significantly impact the sustainable development of a country. At the regional and other sub-national levels there is strong evidence that tourism is also a significant contributor to undesirable and irreversible environmental, economic and social changes.
8. The credibility of Regional Tourism requires the setting up of basic information as a prerequisite for measuring, analyzing and monitoring the economic consequences. The basic core of such information should be statistically-founded. Yet other types of non-statistical or non-official data are also needed, for different purposes, by key stakeholders (including regional and local (public) institutes and agencies, universities, research centres, industry associations, trade bodies, and specialized firms).
9. Out of all data, only statistical data allow for comparability, both between regions in a given country (intra-regional) as well as between regions in different countries. However, not all territorial levels have the same type and amount of statistical data. This is not a question of size (the smaller the unit, the lower is the amount of available data), but relates rather to the fact that statistical sources do not usually include all levels of territorial administrative units and/or that the sample sizes involved in surveys do not allow for uniform reliability of data at different territorial levels.
10. Defining the boundaries of a tourism destination is a key issue for comparability purposes. This becomes a relevant issue when designing data sets, which enable comparison between national and regional levels and between regional and other sub-national levels. The data need to be robust enough to enable such comparison, which can be difficult when the data is very limited at the local level.
11. The project presented in this document will, during its first phase (2012-2015), principally take into account those countries with a higher level of statistical development. This is the case for the G.20 countries and several members of the European Union (all of which are countries that have a highly developed framework for regional statistical harmonization and even a territorial nomenclature for statistical purposes: the Nomenclature of territorial units for statistics, NUTS).
12. It should nevertheless be pointed out that not all the countries included in this group have equally relevant experiences in terms of the measurement and analysis of tourism

at sub-national levels. Even so, once the set of guidance documents have been drawn up, it will be possible to consider their adaptation to a larger group of countries.

13. The following six sources (all of them national sources) could provide most of the basic data and indicators considered necessary to set up a first step towards a Regional Tourism Information System (R-TIS):

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

In addition to these, availability of other sources (national as well as regional ones) should be explored, specifically:

- Annual estimates of resident population
- Personal and professional characteristics of employment associated with the tourism sector
- Arrivals by air and slot allocation figures
- Production and consumer price indexes
- Turnover and remuneration figures provided in fiscal sources
- Water suppliers' information on water consumption
- Size and sources of personal income generated by the tourism sector
- Tax bases, rates and total tax receipts and other revenues collected by governments that is generated by tourism

14. The first initiative launched by INRouTe is the set-up of a Regional Tourism Information System (R-TIS) which attempts to articulate a nation / regions dataset in a limited number of areas:

- 1) Tourism as an economic sector;
- 2) Tourism and the environmental dimension, non-economic contributions and impact;
- 3) Tourism's economic contribution and impact;
- 4) Tourism development and territorial cohesion;
- 5) Supporting destinations' key stakeholders.

15. Although the present document refers to a world-wide initiative, it highlights the particular case of EU countries for which the articulation of basic statistics and indicators between nation / regions at NUTS 2 level could be further expanded to NUTS 3 level (provinces) without special difficulties. This is because the sources proposed above to be used in setting up a R-TIS allow for this. Also Local Administrative Units (LAU) at level 2 (municipalities) could be part of the R-TIS basic data and indicators. A set of concrete actions is suggested as an EU coordinated initiative.

16. The structure of chapters 3 to 6 allows for a better understanding of the links between the background of the different future recommendations (general guidance and standardize procedures), some insight into their operationalization and finally, some suggested initiatives. (Some of these are part of INRouTe's commitment to provide technical support to UNWTO on different topics, listed in paragraph 1.8 / Box 1; others are suggested initiatives for key regional stakeholders, in order to foster the completion of R-TIS, reinforcing the focus of regional tourism observatories and expanding the research agenda at sub-national levels.)

17. These suggested actions are structured around the following principles:
 - a) A Regional Tourism Information System should include not just official statistics (national and regional) but also other types of relevant information (not necessarily of a statistical nature or official) in order to properly address the design/monitoring of tourism initiatives carried out by the regional tourism authority or other regional entities, other entities of supra-regional scope, or even national bodies;

 - b) The database including the proposed set of regional information should be georeferenced for the purpose of promoting the territorial analysis of tourism especially in more disaggregated territorial levels;

 - c) For that purpose, other experts besides statisticians and tourism practitioners should be invited to cooperate: not just mobility researchers but also social science experts, geographers and environmental researchers;

 - d) The creation of regional tourism observatories could be envisaged in order to build a network of key regional stakeholders that could support the aim of taking regional tourism seriously. Such observatories should define a clear management and methods research agenda to specifically address issues that are not of particular interest to national bodies but appear crucial to tourism destinations;

 - e) Such a network, together with regional authorities, should explore the potential for cooperation on a number of topics and issues of mutual interest.

Motivation and the role of UNWTO promoting INRouTe

18. The rationale for better understanding and analysing of tourism at different territorial levels lies in the fact that tourism is strongly territory-contingent, with flows of visitors occurring unevenly across countries, regions, municipalities, or any other territorial entity. Tourism and territory are narrowly intertwined not only because the natural or

built territory is often the main tourism attraction (e.g. an exotic beach, a vibrant city), but also because the territory, and movements across it, largely condition tourism trips, the nature of the supply that caters to visitor consumption, the capacity to modulate by means of policy and, consequently, the relationship to potential welfare.

19. The UN-approved *International Recommendations for Tourism Statistics 2008* (IRTS 2008) and *Tourism Satellite Account: Recommended Methodological Framework 2008* (TSA: RMF 2008), developed under the leadership of UNWTO, are the conceptual framework for the measurement of tourism activity and its economic dimension at the national level. As such they are also the cornerstones for designing measurement guidelines of tourism at regional and local levels. This is particularly the case for the regional adaptation of the Tourism Satellite Account (TSA) and other pertinent instruments that benefit the economic analysis of tourism:
 - a) The IRTS 2008 notes that “increasingly, regional tourism authorities are interested in regional statistics and possibly some form of TSA at regional level as a means of providing useful indicators for tourism enterprises and organizations in identifying possible business opportunities, assessing the volume and intensity of tourism business and determining the extent to which private and public regional tourism networks and clusters are interconnected”.
 - b) The TSA: RMF 2008 notes that “there are various reasons for encouraging discussion on how the TSA can be adapted to the sub-national level”.
20. Thanks to this conceptual framework, countries around the world are able to compile statistical tourism data and indicators, which are comparable across countries and over time, and at the same time comparable to other economic statistics. The UNWTO *Compendium of Tourism Statistics*, comprehensively expanded from 2011 onwards, reflects the IRTS 2008 concepts, definitions and classifications to provide information for over 200 countries on inbound, domestic and outbound tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. In addition, UNWTO releases regular updates of its *Barometer*, providing up-to-date statistics and short-term trends’ analysis, and its *Tourism Highlights*, presenting a concise overview of international tourism trends over the year, such as results by (sub) region and country of destination, top tourism destinations, outbound tourism by region and top spenders, and long-term forecasts.
21. As the conceptual framework for the international credibility of tourism as both a demand and a supply side phenomenon, the IRTS 2008 / TSA: RMF 2008 form a substantial part of the INRouTe initiative for two basic reasons:
 1. Such framework is a very solid one, and
 2. It has the official recognition of the UN Statistical Commission that all countries should develop basic data and indicators using the set of concepts, definitions and classifications for the purpose of:

- i. Measurement;
 - ii. The analysis of tourism as an economic driver; and
 - iii. International comparability.

22. UNWTO has been aware for a couple of years of the need to provide countries, particularly its Member States, with guidance in the area of adequately measuring and analyzing tourism at the sub-national level. This will be an important step beyond the work currently carried out by UNWTO at the national level and is seen to be the way towards tailoring policy to those areas where tourism does or could contribute to generate national welfare.

23. Indeed, the sixth International Forum for Parliamentarians and Local Authorities (Cebu/Philippines, 22-24 October 2008), organized by UNWTO and the Philippines National Tourism Administration, formally requested UNWTO to “deliver guidelines on measuring tourism at the regional and local levels regarding basic statistics, the tourism satellite account and the economic analysis of the contribution that tourism makes at those levels”. To this purpose, UNWTO signed a cooperation agreement (see Annex 2) with INRouTe.

24. INRouTe, in addition to its own activities, provides technical support to UNWTO as a result of this cooperation agreement. Central to this support is the development of a conceptual framework sufficiently robust for the sub-national measurement, monitoring, and analysis of tourism that is so essential for designing policies that properly address today’s challenges and opportunities. As an outcome of such effort, INRouTe will provide recommendations for those 20 topics selected belonging to five research areas and draft a set of guidance documents to be presented to UNWTO. Based on these, UNWTO will design a set of *guidelines* on the measurement and analysis of tourism from the sub-national perspective.

25. Such *guidelines* will also be crucial for a better understanding of the spatial distribution of domestic tourism flows and their economic contributions, an issue recurrently highlighted by several UNWTO Member States (for example, in the UNWTO Survey on Member States’ priorities for 2012-2013).

Singularity of the INRouTe project

26. It seems clear that the distinctive features of the INRouTe project vis-à-vis other projects or initiatives regarding tourism at sub-national levels are its link to the UN 2008 international recommendations previously mentioned and the cooperation agreement with UNWTO.

In order to highlight the singularity of the INRouTe project, the following paragraphs provide some clarifications.

27. INRouTe has developed a first approach of its own conceptual framework –presented in this document- by adapting the UN 2008 international standards for the measurement and analysis of tourism at national level to sub-national levels. Such adaptation is not a mere question of semantics (changing the term “nation” to “region” or “tourism destination”, for example). It is a challenging issue that requires interdisciplinary research in order to overcome what Professor Jafar Jafari¹ formulated as tourism’s detrimental tendency to isolate itself, as is the case for instance, in relation to sustainability: “In the name of sustainability, we now have many models of ‘sustainable tourism development’. These boosterism molds often suggest that this [sector] in and by itself can become sustainable. However, tourism cannot be isolated from the larger contexts which structure and explain it, as many do.”
28. The adaptation of the conceptual framework to sub-national levels should take into account the need for including a consideration of both the territory and tourism behaviour. In fact, in many mature tourism destinations, a divide between the tourism and the land planning authorities has resulted in a significant issue in terms of sustainable development. Consequently, the development of new concepts, definitions and insights that connect tourism with territory are part of the challenge to strengthen the credibility of tourism at the different territorial levels. In this regards, and as previously mentioned, INRouTe works on five research areas composed of 20 selected topics in total (see paragraph 1.8).

The connect between tourism and territory is an area in which official statisticians generally do not have much experience, but it is nevertheless crucial for setting up a Regional Tourism Information System that could support tourism practitioners (including tourism officials who commission surveys and research, and those who undertake such surveys) and different key stakeholders (including public institutes and agencies, universities, research centres, industry associations, trade bodies, and specialized firms). It is especially so in those territories where tourism is relevant (for the criteria used to determine *relevance* see paragraph 1.4) that tourism practitioners and stakeholders have most to gain from a Regional Tourism Information System that connects tourism and territory.

29. The set-up of this INRouTe initiative (the design of a Regional Tourism Information System, R-TIS) has taken advantage of two case studies², viz. Ireland and Brazil. These highlight that it is possible to structure an articulation between nation/regions/local entities that generates a sufficient set of basic data and indicators both for the demand and supply of tourism as an economic activity. (This is the case for overnights/ establishments of tourism industries/ employment associated with such industries.) The necessary information does exist in countries with a higher level of statistical development, for example, countries that form the so-called T.20 (a group of countries

¹Jafari, J., “Bridging Out, Nesting Afield: Powering a new platform”

² Caeman Wall, Steve MacFeely, “Ireland Case Study: Measuring & Analysing Regional Tourism”. Steve MacFeely, Jillian Delaney, Fiachra O’Donoghue, “Using Business Registers to conduct a regional analysis of Enterprise Demography and Employment in the Tourism Industries: Learning from the Irish Experience”. Patricia Sakowski, “Measuring employment in the tourism industries in Brazil: from national to regional and local level”.

that are also part of the G.20 and that participate in UNWTO's annual T.20 Ministers' Meeting) and additional members of the European Union (all of which are countries that have a highly developed framework for statistical harmonization and even a Nomenclature of territorial units for statistics –NUTS).

30. In order to set up a R-TIS there is a need for a proposed agenda of measurement and research initiatives in order to further adapt the UN 2008 international standards to the INRouTe project. Two concrete examples express clearly enough what such adaptation implies³:
 - a) “Despite the rhetoric that exists about the advantages of sustainability practices, there is still limited appreciation of how markets and destination stakeholders have/will respond to proposed sustainability initiatives, or what the short and long term implications of implementing sustainability practices are for the tourism sector operations. More standardization of terms and approaches to analysis are needed”;
 - b) “Measuring tourism experiences involves developing the instruments and approaches to emotional responses of visitors to the experience they have during their travels, as well as identifying the perceived drivers/stimulators of those responses. The value of destination assets and the competitiveness of places tend to grow as their economies shift from producing commodities to creating experiences for consumers. Creating such value added for tourism destinations requires a stronger appreciation of those factors that contribute to the power of those experiences. Credible and systematically applied approaches to understanding the nature and dynamics of tourism experiences are needed”.
31. This agenda, proposed by a group within the Travel and Tourism Research Association (TTRA) members, requires some type of consensus between relevant stakeholders at the sub-national level. INRouTe looks for a light level of consensus (meaning that the guidance documents to be prepared as part of the commitment with UNWTO will not require formal UN approval) based on the work carried out with our partners, through international Conferences and Seminars, and through the support of UNWTO.
32. Such consensus will refer to sub-topics (those aspects or elements of the 20 topics listed in paragraph 1.8) to be identified according to the experience of the INRouTe network and other available resources.
33. More specifically, such consensus will refer to INRouTe recommendations, either general guidance documents –on measurement and basic research- or standardization procedures -basically on different aspects of surveys and other measuring tools.
34. The focus of such recommendations (most of them will be general guidance documents focusing on measurement issues) is about improving the quality, consistency and accuracy of a selected set of basic data and indicators at the sub-national level (see

³Williams Peter, Kent Stewart and Donn Larsen (2012). “Towards an Agenda of High Priority Tourism Research”

paragraph 1.8/Box 1 topic 18). The objective is that they should benefit the tourism community as a whole and not exclusively tourism practitioners (see paragraph 1.7).

It is important to clarify that INRouTe recommendations relating to standardisation and general guidance are not conceived as *standards*, which would imply requirements, certification and similar attributes. While *standards* may be desirable, they cannot be instituted without a body that should continually update them and ensure that they are being followed. Therefore, such recommendations are conceived as an input for future UNWTO *guidelines*.

35. Nevertheless, standardization procedures represent procedures that, if practitioners voluntarily adopt them, 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.
36. Consequently, INRouTe has organized an agenda for those initiatives related to the agreed commitments with UNWTO and focused on renewing and reinforcing the measuring and analysis of tourism in order to provide guidance to tourism practitioners and other key stakeholders in relevant tourism destinations.
37. During the first four-year period (2012-2015), INRouTe will focus on the list of 20 topics (identified in paragraph 1.8) and will identify some aspects/elements of each of them in order for the INRouTE project to be a credible medium/long term endeavour combining the following objectives:
 - Empowering tourism entrepreneurs as key stakeholders of the tourism sector;
 - Avoiding information overlapping between national and regional levels; and
 - Fostering the dissemination and use of available data and analysis.
38. Priority will be given during 2012-2013 to the following initiatives mentioned in the present document:
 - The Glossary of terms and their definitions included in the present document will be updated and enlarged. The Glossary is an INRouTe initiative with the aim that the use of it will make sub-national comparisons easier if adopted by tourism practitioners and other key stakeholders in relevant tourism destinations; the purpose of the Glossary is to promote understanding and establish common terminology amongst users.
 - Produce standardized documentation of case studies linked to INRouTe's list of topics and sub-topics (aspects / elements); priority will be given to those topics where more experience of INRouTe partners is available (such as Regional TSA, Special Events, etc.).

- Design questionnaires on specific issues in order to identify and document additional case studies.
 - Suggest literature review type of initiatives in connection with complementary case studies.
 - Draft guidance on the definition and measurement of the following topics: (1) Defining a tourism destination (Topic 16), (2) Defining and measuring types of tourism (Topic 20), (3) Tourism itineraries (Topic 15) and (4) Tourism observatories (see paragraphs 5.21 to 5.23) (Topic 19).
39. All of these last initiatives will be circulated to our partners, to UNWTO for eventual dissemination and discussion by that Organization and/or selected bodies as deemed appropriate, and to the second INRouTe Seminar on Regional Tourism scheduled for the first semester of 2014.
40. Finally, another singularity of INRouTe should be clearly highlighted as a warning: INRouTe is not a statistical initiative - its purpose is not to gather basic data and indicators. Consequently, INRouTe will never request any series of data from Regional or Local Authorities, nor will design any kind of statistical database for its own use. INRouTe merely provides guidance (in the form of technical assistance and the ensuing guidance documents) to those tourism practitioners and stakeholders that are willing to embark on the measurement and analysis of tourism in the sub-national areas identified in paragraph 1.8.

Taking regional (sub-national) tourism seriously: general overview

- 1.1. There is an increasing understanding that tourism is a driving force for economic growth especially in those territories (both at the regional and local levels) where tourism has become a relevant activity vis-à-vis other sectors. Nevertheless, for many entities and professionals in tourism, as well as for a good number of governing bodies, tourism is seen as a disrupting force regarding its contribution to sustainable development and territorial cohesion.
- 1.2. This document presents an approach to measure and analyse key issues of tourism activity at sub-national levels. This approach is supported by UNWTO as part of its commitment to provide guidelines at different territorial levels in line with the UN *International Recommendations for Tourism Statistics 2008 (IRTS 2008)* and the *Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA: RMF 2008)*.
- 1.3. UNWTO has been insistent (throughout the process of drafting the UN International Recommendations, from 2004 to 2008) on the notion that the development of a Tourism Information System (TIS) should be understood not as an end in itself but rather as an initiative that, aside from allowing a credible analysis of tourism activity and its economic consequences, should also support the institutional reinforcement of National Tourism Administrations (NTAs) in their responsibilities both at the national and sub-national levels. Ideally, NTAs should take the leadership in developing a TIS.

1.4. The central reason for having underscored the development of the Regional TIS (R-TIS) as a strategic objective stems from a conviction—*unless you measure tourism, you'll never manage it properly or improve it*. Two facts should be mentioned in this context:

- Strictly speaking, tourism officials alone cannot develop a R-TIS (both for reasons of lack of institutional legitimacy, as well as due to the lack, in the vast majority of cases, of the necessary infrastructure for such an endeavour, where the qualification and amount of required human resources constitute a principal limitation). Tourism officials require the cooperation of, at least, the statistical authorities and specialized private sector contributions. This is not merely an issue of the division of competencies or of complementarities between the relevant entities; it also relates to the fact that each entity has its own legitimacy and credibility vis-à-vis third parties and, especially, the users of the information generated.

- In order to make the effort sustainable over time (and not just in the financial sense), the measurement and analysis of tourism need to pay special attention to the inevitable nexus between the different layers of territorial aggregation: between national and (sub-national) regions, and between the regions and corresponding municipalities where tourism is relevant. The term “relevance” at the regional level implies both the territorial scale under consideration as well as the number of establishments in the tourism industries –and, consequently, also the number of associated jobs- and the value added generated by them in relation to the economy in the corresponding territory. Such industries include accommodation for visitors as well as others. It should be highlighted that relevance is defined from the supply side.

1.5. The present document attempts to explain to a wide audience of tourism practitioners and key stakeholders the importance of considering tourism at sub-national levels. In this sense, the INRouTe initiative has identified five areas of research for the period 2012-2015 (each of them composed of a limited number of topics) that it deems fundamental:

- Tourism as an economic sector;
- Tourism and the environmental dimension, non-economic contributions and impact;
- Tourism’s economic contribution and impact;
- Tourism development and territorial cohesion;
- Supporting destinations’ key stakeholders.

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 strategic and marketing dimensions, competitiveness, technological innovations, etc, could be clear candidates.

1.6. In order to allow for the measurement and analysis of these areas, each of the selected topics should, first of all, be properly defined (because measurement

necessarily requires definitions). Consequently, before it becomes possible to proceed with the design of a regional set of basic data and indicators a prior step is required: the setting up of the concepts, definitions and classifications necessary for deriving such information.

- 1.7. The development of a R-TIS according to the above research areas should draw from and be directed at all those 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 public institutes and agencies, universities, research centres, industry associations, trade bodies, and specialized firms). It will therefore be highly desirable to gather sufficient information and knowledge from experiences around the world, in order to be able to design such guidance.
- 1.8. INRouTe has identified five research areas that are relevant in the endeavour of measuring and analysing tourism at sub-national levels (especially at the regional level); each of these areas includes those sub-items (topics) selected for the first four-year period (2012-2015).

Box 1. List of Areas and Topics for which guidance will be provided over 2012-2015

1. Setting up a Regional Tourism Information System (R-TIS)

A. Guidance related to “Tourism as an economic sector”

2. Measuring demand

3. Measuring supply

4. Consumer and production prices

5. Measuring employment

6. Seasonality

B. Guidance related to “Tourism and the environmental dimension, non-economic contributions and impact”

7. General background

8. The consumption of water

9. Tourism and rural economy development

C. Guidance related to “Tourism’s economic contribution and impact”

10. Overview of main instruments for its measurement

11. Regional TSA: setting the focus

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| 12. | Special events |
| 13. | Meeting Industry |
| 14. | Vacation Homes |
| D. Guidance related to “Tourism development and territorial cohesion” | |
| 15. | Tourism itineraries |
| 16. | Defining a tourism destination |
| E. Guidance related to “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 |
| 20.1. | Cultural tourism |
| 20.2. | City tourism |
| 20.3. | Education and training tourism |
| 20.4. | Health and medical tourism |
| 20.5. | Coastal Tourism |
| 20.6. | Ecotourism |

1.9. During the period 2012/2015, INRouTe will draft for each of those topics a proposed set of recommendations (general guidance and standardised procedures) will be drafted for each of them. These will be presented to UNWTO for its insight and evaluation for future dissemination as UNWTO guidelines. During 2012-2013 priority will be given to four of these topics, viz: (1) Defining a tourism destination (Topic 16), (2) Defining and measuring types of tourism (Topic 20), (3) Tourism itineraries (Topic 15) and (4) Tourism observatories (see paragraphs 5.21 to 5.23) (Topic 19).

1.10. In order to allow for an accessible technical background for such audience, some Annexes have been included that contain more detailed explanations of some of the references identified throughout the six chapters of the present document. Although one of them includes a basic Glossary regarding the measurement and analysis of tourism at sub-national levels, some readers might find it useful to have a first look at key concepts and definitions used throughout the text.

Box 2 Key Concepts and Definitions

Business visitor	<p>A <i>business visitor</i> is a <i>visitor</i> whose main <i>purpose for a tourism trip</i> is to undertake business activity in the place visited.</p>
Destination (main destination) of a trip	<p>The <i>main destination of a tourism trip</i> is defined as the place visited that is central to the decision to take the trip. See also <i>purpose of a tourism trip</i>.</p>
Domestic tourism	<p>Comprises the activities of resident <i>visitors</i> within the country of reference, either as part of a <i>domestic tourism trip</i> or part of an <i>outbound tourism trip</i>.</p>
Domestic visitors	<p>From the perspective of the country of reference, a domestic traveller qualifies as a domestic visitor if: a) he/she is on a tourism trip and b) he/she is a resident travelling in the country of reference.</p>
Employment in tourism industries	<p><i>Employment in tourism industries</i> may be measured as a count of the persons employed in <i>tourism industries</i> in any of their jobs, as a count of the persons employed in <i>tourism industries</i> in their main job, as a count of the jobs in <i>tourism industries</i>, or as full-time equivalent figures.</p> <p>Employment in the tourism industries is a broader concept than employment in tourism, since the latter only refers to the employment directly attributable to tourism demand.</p>
Excursionist	<p>A <i>visitor (domestic, inbound or outbound)</i> is classified as a <i>same-day visitor (or excursionist)</i> if his/her <i>trip</i> does not include an overnight stay. Visitors from cruise ships, for example, classify as excursionists because they do not stay overnight in the country of reference.</p>
Forms of tourism	<p>There are three basic forms of tourism: <i>domestic tourism, inbound tourism, and outbound tourism</i>. These can be combined in various ways to derive the following additional forms of tourism: <i>internal tourism, national tourism and international tourism</i>.</p>
Inbound tourism	<p>Comprise the activities of non-resident <i>visitors</i> within the country of reference on an <i>inbound tourism trip</i>.</p>
Outbound tourism	<p>Comprises the <i>activities</i> of a resident <i>visitor</i> outside the country of reference, either as part of an <i>outbound tourism trip</i> or as part of a <i>domestic tourism trip</i>.</p>
Place of usual residence	<p>The <i>place of usual residence</i> is the geographical place where the enumerated person usually resides, and is defined by the location of his/her principal dwelling.</p>
Purpose of a tourism trip (main)	<p>The <i>main purpose</i> of a <i>tourism trip</i> is defined as the purpose in the absence of which the <i>trip</i> would not have taken place. Classification of <i>tourism trips</i> according to the <i>main purpose</i> refers to nine categories: this typology allows the identification of different subsets of <i>visitors</i> (business visitors, transit visitors, etc). See also <i>destination of a trip</i>.</p> <p>Classification of tourism trips according to the main purpose</p> <ol style="list-style-type: none">1. Personal<ol style="list-style-type: none">1.1. Holidays, leisure and recreation1.2. Visiting friends and relatives1.3. Education and training1.4. Health and medical care

	<p>1.5. Religion/pilgrimages</p> <p>1.6. Shopping</p> <p>1.7. Transit</p> <p>1.8. Other</p> <p>2. Business and professional</p>
Region	The administrative unit corresponding to the first level of territorial disaggregation of a country in terms of its political and administrative organization – for instance, the 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 initiative refers to a normative criterion; no other criterion (analytical or functional) is considered.
Regional Tourism	<p>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:</p> <ul style="list-style-type: none"> - Residents from countries other than the country of reference (inbound visitors to the country as a whole) - Residents from another region of the country of reference - Residents in the region of reference (being their usual environment located in such region) <p>Regional tourism comprises the activities of these three subsets of visitors. If deemed appropriate and feasible, additional subsets could also be identified for analytical purposes (basically, residents of a region travelling to another part of the national territory / to other countries / to a neighbour country)</p>
Same-day visitor	See <i>Excursionist</i>
Tourism expenditure	<i>Tourism expenditure</i> 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.
Tourism industries	<p><i>Tourism industries</i> (also referred to as <i>tourism activities</i>) are the activities that typically produce <i>tourism characteristic products</i>.</p> <p><i>Tourism characteristic products</i> are those that satisfy one or both of the following criteria:</p> <ul style="list-style-type: none"> - <i>Tourism expenditure</i> on the product (either good or service) should represent a significant share of total <i>tourism expenditure</i> (share-of-expenditure/demand condition); - <i>Tourism expenditure</i> 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 <i>tourism characteristic product</i> would cease to exist in meaningful quantity in the absence of visitors.

List of categories of tourism characteristic 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

Tourism sector 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*.

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

Travel / tourism *Travel* refers to the activities of travellers who are people who move 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.

Travel party A *travel party* is defined as *visitors* travelling together on a *trip* and whose expenditures are pooled.

Trip A *trip* refers to the travel by a person from the time of departure from his/her usual residence until he/she returns: it thus refers to a round trip. Trips taken by visitors are tourism trips.

Usual environment 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.

Vacation home 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.

Visit

A *trip* is made up of visits to different places. The term *tourism visit* refers to a stay in a place visited during a *tourism trip*.

Visitor

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