


The Ministry of Culture and Tourism  
Ethiopian Sustainable Tourism Development  
Project

  
ETSMS  
Ethiopian Tourism  
Statistical Management System


Training Program

Course1. Module 1.: **Overview of tourism statistical data**

Trainer: Sandro Billi

Addis Ababa  
March 13<sup>th</sup>, 2014

  
www.targeteuro.eu

  
www.csfirenze.it

  
www.microcosmos.si



The project

The MoCT, through the financial resource made available by ESTDP  
is implementing the System of Tourism Statistics in Ethiopia.

Target Euro, Microcosmos, Centro Studi Turistici obtained the  
procurement winnina call for tender.

Beginning of the project: October 24<sup>th</sup>  
Duration: 12 months.

  
www.targeteuro.eu

  
www.csfirenze.it

  
www.microcosmos.si




## The staff

**International staff:**



Project director: Vincenzo Zappino - [vincenzo.zappino@targeteuro.eu](mailto:vincenzo.zappino@targeteuro.eu)  
 Project coordinator: Sandro Billi – [billi@idra.it](mailto:billi@idra.it)  
 Programmer: Paulo Paganelli - [paulopaganelli@openlinea.it](mailto:paulopaganelli@openlinea.it)  
 Tourism information system expert: Roberto Gambassi – [roberto@microcosmos.si](mailto:roberto@microcosmos.si)  
 Data analyst: Bernhard Bauer - [bbauer@gmx.at](mailto:bbauer@gmx.at)

**Local Staff:**

Assistant Team Leader: Tesfaye Beyene Ayele:  
 Data collector and management expert Addis Ababa: Samuel Getachew, Fetene Belayun, Debassu Hirut, Fekede Kumalechew:  
 Data collector and management expert Amhara: Yasin Teshome  
 Data collector and management expert Tigray: Tamirat Adamu









## Your assistant in the staff




Region	Assistant
Addis Ababa (city admin.)	Fetene Belayun
Afar Region	Tamirat Adamu
Amhara Region	Yasin Teshome
Benishangul-Gumuz Region	Yasin Teshome
Dire Dawa (city admin.)	Samuel Getachew
Gambela Region	Tamirat Adamu
Harari Region	Samuel Getachew
Oromia Region	Fetene Belayun
Somali Region	Samuel Getachew
SSNNPR	Fetene Belayun
Tigray Region	Tamirat Adamu

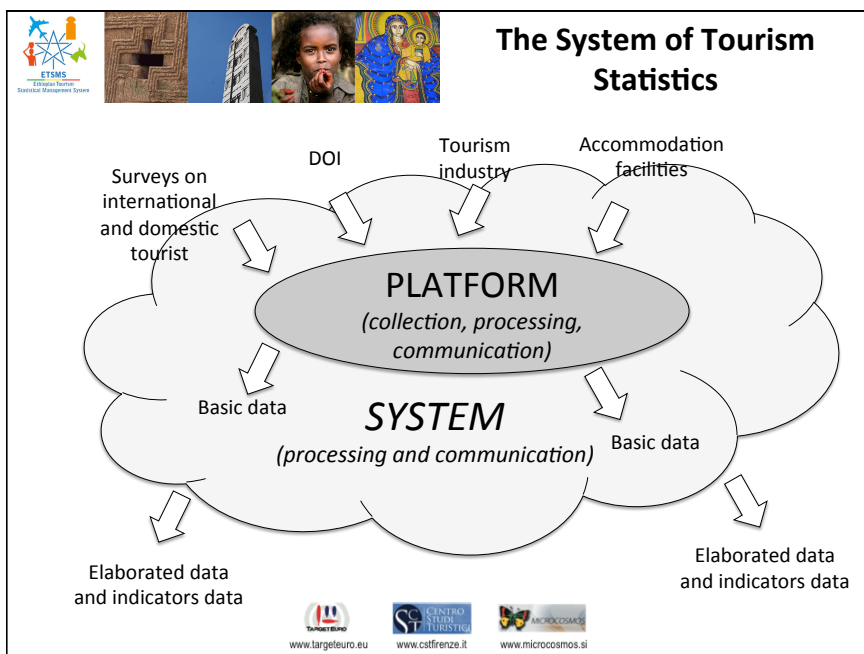



## The System of Tourism Statistics

- ✓ Is part of the National Statistical System
- ✓ Cares of socio-economic aspects related to tourism
- ✓ Provides reliable, consistent and appropriate statistical information
- ✓ Integrates with economic and social statistic related to other fields
- ✓ Operates at different territorial levels (national, federal, infra national, international)

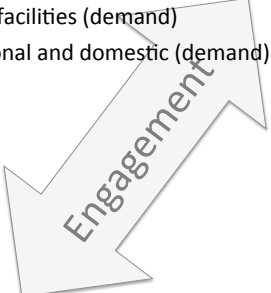
[www.targeleuro.eu](http://www.targeleuro.eu)
[www.csfirenze.it](http://www.csfirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)








## Main pillars of the system

- ✓ Data collected from accommodation facilities (demand)
- ✓ Direct surveys on tourists – international and domestic (demand)
- ✓ Data of tourism industry (supply)
- ✓ Data from Secondary Sources
- ✓ Communication



[www.targeuro.eu](http://www.targeuro.eu)
[www.csfirenze.it](http://www.csfirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)




## Phases of our work





- ✓ Training for BoCTs and MoCT
- ✓ Assistance from Consultant Firms and MoCT
- ✓ Training for Accommodation Facilities
- ✓ Survey on tourists (international and domestic)
- ✓ Data from Accommodation Facilities
- ✓ Specialized training
- ✓ Bulletins and Reports





[www.targeuro.eu](http://www.targeuro.eu)
[www.csfirenze.it](http://www.csfirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)










## Data provided by ETSMS


When the ETSMS will be ready for full operation Ethiopia will be able to collect the following kind of data for its system:


Data complete





Data available	Now	Future
arrivals of non-resident tourists at national borders, by country of residence	Yes	Yes
arrivals of non-resident tourists at national borders, by nationality	No	Yes
arrivals of non-resident visitors at national borders, by country of residence	No	No
arrivals by non-residents visitors at national borders, by nationality	No	No
arrivals of non-resident tourists in all types of accommodation establishments, by country of residence	No	Yes
arrivals of non-resident tourists in hotels and similar establishments, by country of residence	No	Yes
arrivals of non-resident tourists in hotels and similar establishments, by nationality	No	Yes
overnight stays of non-resident tourists in hotels and similar establishments, by country of residence	No	Yes
overnight stays of non-resident tourists in hotels and similar establishments, by nationality	No	Yes

  
[www.targeleuro.eu](http://www.targeleuro.eu)

  
[www.csffirenze.it](http://www.csffirenze.it)


  
[www.microcosmos.si](http://www.microcosmos.si)










## Tourism

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 non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

  
[www.targeleuro.eu](http://www.targeleuro.eu)

  
[www.csffirenze.it](http://www.csffirenze.it)

  
[www.microcosmos.si](http://www.microcosmos.si)




## Visitor vs. Tourist

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. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors. Pag. 21

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. Pag. 21





[www.targeuro.eu](http://www.targeuro.eu)
[www.cstfirenze.it](http://www.cstfirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)





## Definitions

- (a) **Domestic tourism**, which 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;
- (b) **Inbound tourism**, which comprises the activities of a **non-resident visitor within the country** of reference on an inbound tourism trip;
- (c) **Outbound tourism**, which 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.





[www.targeuro.eu](http://www.targeuro.eu)
[www.cstfirenze.it](http://www.cstfirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)






## Definitions



**Internal tourism** comprises *domestic tourism* and *inbound tourism*, that is to say, the *activities of resident and non-resident visitors within the country of reference as part of domestic or international tourism trips*

**International tourism** comprises *inbound tourism* and *outbound tourism*, that is to say, the *activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips*

**National tourism** comprises *domestic tourism* and *outbound tourism*, that is to say, the *activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips*

[www.targeleuro.eu](http://www.targeleuro.eu)
[www.csffirenze.it](http://www.csffirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)

## Definitions

The basic concepts in tourism statistics (see also section “Glossary of terms”) are the following:

- ✓ Economy of reference; economic territory of the country of reference;
- ✓ Residence: country of residence, place of usual residence (within a country);
- ✓ Citizenship and nationality;
- ✓ Usual environment of an individual;
- ✓ Tourism trips and visits;
- ✓ Tourism and being employed by a resident entity in the place visited.





[www.targeleuro.eu](http://www.targeleuro.eu)
[www.csffirenze.it](http://www.csffirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)



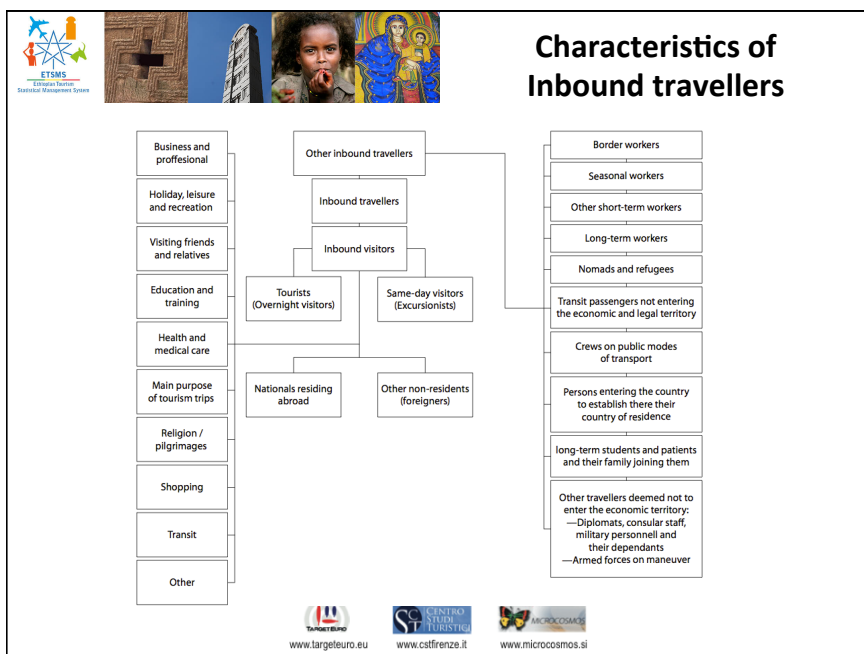
## Characteristics of tourism trip

Trips associated with different forms of tourism may be characterized by: pag.35

- ✓ Main purpose;
- ✓ Types of “tourism product”;
- ✓ Duration of a trip or visit;
- ✓ Origin and destination;
- ✓ Modes of transport;
- ✓ Types of accommodation.












## Tourism Expenditure

**Tourism expenditure** refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others.

**Internal tourism expenditure** comprises all tourism expenditure of visitors, both resident and non-resident, within the economy of reference. It is the sum of domestic tourism expenditure and inbound tourism expenditure. It includes acquisition of goods and services imported into the country of reference and sold to visitors. This indicator provides the most comprehensive measurement of tourism expenditure in the economy of reference;

**National tourism expenditure** comprises all tourism expenditure of resident visitors within and outside the economy of reference. It is the sum of domestic tourism expenditure and outbound tourism expenditure.





[www.targeuro.eu](http://www.targeuro.eu)
[www.csfirenze.it](http://www.csfirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)




## Tourism Industry

Information from visitors on their tourism expenditure is to be collected on the basis of the classification with the following groupings:

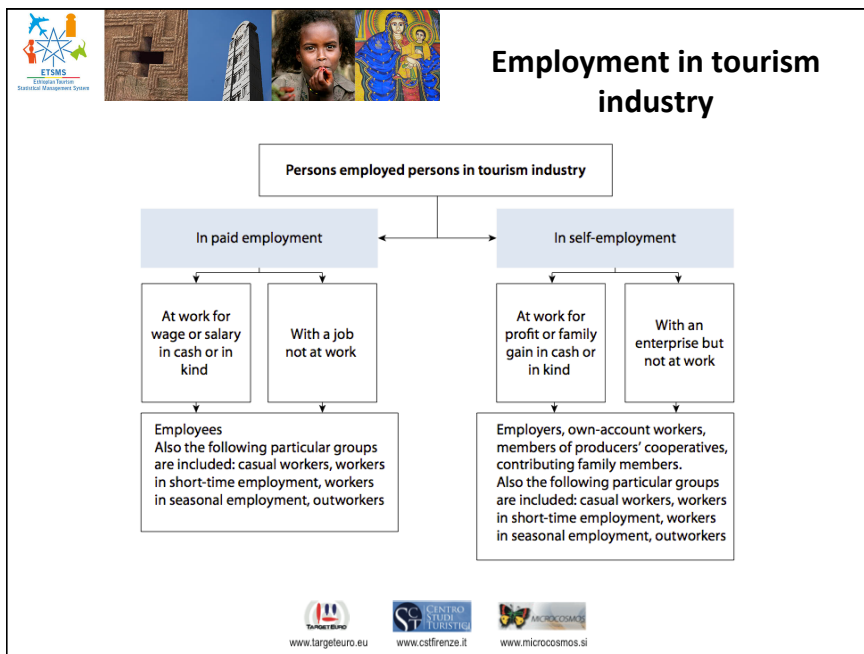
- ✓ Package travel, package holidays and package tours
- ✓ Accommodation
- ✓ Food and drink
- ✓ Local transport
- ✓ International transport
- ✓ Recreation, culture and sporting activities
- ✓ Shopping
- ✓ Others

[Classification of Individual Consumption by Purpose \(COICOP\), an international classification of products linked to CPC \(Central Product Classification\)](#)





[www.targeuro.eu](http://www.targeuro.eu)
[www.csfirenze.it](http://www.csfirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)

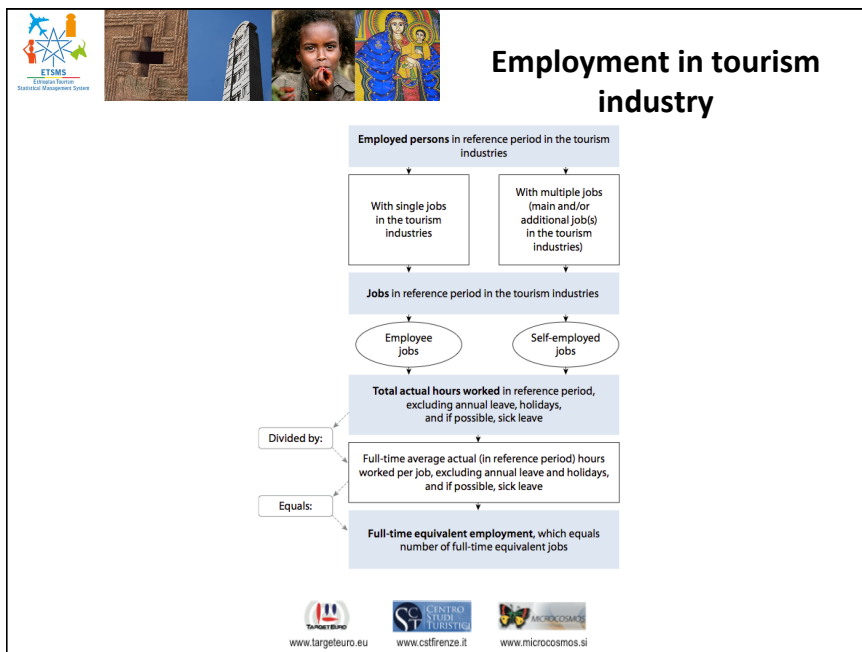


**Employment in tourism industry**

Work means an activity that contributes to the production of goods and services within the production boundary of the System of National Accounts.

In that framework, labour markets can be characterized by demand for and supply of labour.

www.targeleuro.eu    www.csfirenze.it    www.microcosmos.si



**Employment in tourism industry**

Tourism has been an ideal area for satellite accounting. The adaptation of the general concepts, definitions, classifications, aggregates and tables of the System of National Accounts, 2008 to tourism was rapidly considered an important initiative. A tourism satellite account was deemed relevant for several key reasons:

- As an instrument that recognized that **tourism cuts across many products** and productive activities, facilitating a deeper understanding of tourism's linkages to other economic areas;
- As a **structural link to the System of National Accounts**, the balance of payments and the statistics of international trade in services, and as a consequence, to other macroeconomic frameworks;
- As a **structural link to national accounts aggregates** and their general estimation approach, from which to derive credibility and legitimacy for tourism statistics data and development programmes;

www.targeleuro.eu    www.csfirenze.it    www.microcosmos.si




## Employment in tourism industry

As a methodology and framework for a **comprehensive reconciliation of tourism data related mainly to supply by tourism industries and other industries** and demand by visitors and other types of associated variables, in particular those related to the characterization of visitors, tourism trips and employment in the tourism industries;



As the unique framework through which to properly **compile tourism gross domestic product (GOP)** considered as the basic macro aggregate to characterize the size of tourism, among other aggregates;




As a reference and **milestone** for future statistical developments and economic research on tourism.





[www.targeuro.eu](http://www.targeuro.eu)
[www.csfirenze.it](http://www.csfirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)

[www.targeuro.eu](http://www.targeuro.eu)
[www.csfirenze.it](http://www.csfirenze.it)
[www.microcosmos.si](http://www.microcosmos.si)

## Annex 3

### List of tourism characteristic activities (tourism industries) and grouping by main categories according to ISIC Rev. 4

Tourism industries	ISIC Rev. 4	Description
1. Accommodation for visitors		
	5510	Short term accommodation activities
	5520	Camping grounds, recreational vehicle parks and trailer parks
	5590	Other accommodation
	6810	Real estate activities with own or leased property*
	6820	Real estate activities on a fee or contract basis*
2. Food and beverage serving activities		
	5610	Restaurants and mobile food service activities
	5629	Other food service activities
	5630	Beverage serving activities
3. Railway passenger transport		
	4911	Passenger rail transport, interurban
4. Road passenger transport		
	4922	Other passenger land transport
5. Water passenger transport		
	5011	Sea and coastal passenger water transport
	5021	Inland passenger water transport
6. Air passenger transport		
	5110	Passenger air transport
7. Transport equipment rental		
	7710	Renting and leasing of motor vehicles
8. Travel agencies and other reservation service activities		
	7911	Travel agency activities
	7912	Tour operator activities
	7990	Other reservation service and related activities
9. Cultural activities		
	9000	Creative, arts and entertainment activities
	9102	Museums activities and operation of historical sites and buildings
	9103	Botanical and zoological gardens and nature reserves activities
10. Sports and Recreational activities		

Tourism industries	ISIC Rev. 4	Description
	7721	Renting and leasing of recreational and sports goods
	9200	Gambling and betting activities
	9311	Operation of sports facilities
	9319	Other sports activities
	9321	Activities of amusement parks and theme parks
	9329	Other amusement and recreation activities n.e.c.
11. Retail trade of country-specific tourism characteristic goods		
		Duty free shops**
		Specialized retail trade of souvenirs**
		Specialized retail trade of handicrafts**
		Other specialized retail trade of tourism characteristic goods**
12. Other country-specific tourism characteristic activities		

\* Part related to second homes and timeshare properties

\*\* Not a 4 digit ISIC

## Explanatory notes

These explanatory notes refer exclusively to internationally comparable tourism characteristic activities and follow the same order as in Annex 3 above.

They have been extracted from *International Standard Industrial Classification of All Economic Activities (ISIC), Rev. 4*. Statistical papers (Series M No. 4/Rev.4), United Nations. New York, 2008.

The complete document can be consulted in <http://unstats.un.org/unsd/cr/registry/regdntransfer.asp?f=135>

## Accommodation for visitors

### 5510 Short term accommodation activities

*This class includes* the provision of accommodation, typically on a daily or weekly basis, principally for short stay by visitors. This includes the provision of furnished accommodation in guest rooms and suites or complete self-contained units with kitchens, with or without daily or other regular housekeeping services, and may often include a range of additional services such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, recreational facilities and conference and convention facilities.

*This class includes* the provision of short-term accommodation provided by:

- hotels
- resort hotels
- suite / apartment hotels
- motels
- motor hotels
- guesthouses
- pensions
- bed and breakfast units

- visitor flats and bungalows
- time-share units
- holiday homes
- chalets, housekeeping cottages and cabins
- youth hostels and mountain refuges

*This class excludes:*

- provision of homes and furnished or unfurnished flats or apartments for more permanent use, typically on a monthly or annual basis, see division 68

#### **5520 Camping grounds, recreational vehicle parks and trailer parks**

*This class includes:*

- provision of accommodation in campgrounds, trailer parks, recreational camps and fishing and hunting camps for short stay visitors
- provision of space and facilities for recreational vehicles

*This class also includes accommodation provided by:*

- protective shelters or plain bivouac facilities for placing tents and/or sleeping bags

#### **5590 Other accommodation**

*This class includes* the provision of temporary or longer-term accommodation in single or shared rooms or dormitories for students, migrant (seasonal) workers and other individuals.

*This class includes accommodation provided by:*

- student residences
- school dormitories
- workers hostels
- rooming and boarding houses
- railway sleeping cars

#### **6810 Real estate activities with own or leased property**

*This class includes:*

- buying, selling, renting and operating of self-owned or leased real estate, such as:
  - apartment buildings and dwellings
  - non-residential buildings, including exhibition halls, self-storage facilities, malls and shopping centers
  - land
- provision of homes and furnished or unfurnished flats or apartments for more permanent
- use, typically on a monthly or annual basis

*This class also includes:*

- development of building projects for own operation, i.e. for renting of space in these buildings
- subdividing real estate into lots, without land improvement
- operation of residential mobile home sites

*This class excludes:*

- development of building projects for sale, see 4100
- subdividing and improving of land, see 4290
- operation of hotels, suite hotels and similar accommodation, see 5510
- operation of campgrounds, trailer parks and similar accommodation, see 5520
- operation of workers hostels, rooming houses and similar accommodation, see 5590

#### **6820 Real estate activities on a fee or contract basis**

*This class includes* the provision of real estate activities on a fee or contract basis including real estate related services.

*This class includes:*

- activities of real estate agents and brokers
- intermediation in buying, selling and renting of real estate on a fee or contract basis
- management of real estate on a fee or contract basis
- appraisal services for real estate
- activities of real estate escrow agents

*This class excludes:*

- legal activities, see 6910
- facilities support services, see 8110
- management of facilities, such as military bases, prisons and other facilities (except computer facilities management), see 8110

### **Food and beverage serving activities**

#### **5610 Restaurants and mobile food service activities**

*This class includes* the provision of food services to customers, whether they are served while seated or serve themselves from a display of items, whether they eat the prepared meals on the premises, take them out or have them delivered. This includes the preparation and serving of meals for immediate consumption from motorized vehicles or nonmotorized carts.

*This class includes* activities of:

- restaurants
- cafeterias
- fast-food restaurants
- pizza delivery
- take-out eating places
- ice cream truck vendors
- mobile food carts
- food preparation in market stalls

*This class also includes:*

- restaurant and bar activities connected to transportation, when carried out by separate units



*This class excludes:*

—concession operation of eating facilities, see 5629

#### **5629 Other food service activities**

*This class includes* industrial catering, i.e. the provision of food services based on contractual arrangements with the customer, for a specific period of time.

*Also included* is the operation of food concessions at sports and similar facilities. The food is often prepared in a central unit.

*This class includes:*

—activities of food service contractors (e.g. for transportation companies)  
 —operation of food concessions at sports and similar facilities  
 —operation of canteens or cafeterias (e.g. for factories, offices, hospitals or schools) on a concession basis

*This class excludes:*

—manufacture of perishable food items for resale, see 1079  
 —retail sale of perishable food items, see division 47

#### **5630 Beverage serving activities**

*This class includes* the preparation and serving of beverages for immediate consumption on the premises.

*This class includes* activities of:

—bars  
 —taverns  
 —cocktail lounges  
 —discotheques (with beverage serving predominant)  
 —beer parlors and pubs  
 —coffee shops  
 —fruit juice bars  
 —mobile beverage vendors

*This class excludes:*

—reselling packaged/prepared beverages, see 4711, 4722, 4781, 4799  
 —operation of discotheques and dance floors without beverage serving, see 9329

### **Railway passenger transport**

#### **4911 Passenger rail transport, interurban**

*This class includes:*

—passenger transport by inter-urban railways  
 —operation of sleeping cars or dining cars as an integrated operation of railway companies

*This class excludes:*

—passenger transport by urban and suburban transit systems, see 4921  
 —passenger terminal activities, see 5221

- operation of sleeping cars or dining cars when operated by separate units, see 5590, 5610

### Road passenger transport

#### 4922 Other passenger land transport

*This class includes:*

- other passenger road transport:
- operation of telfers (téléphériques), funiculars, ski and cable lifts if not part of urban or suburban transit systems

*This class also includes:*

- other renting of private cars with driver
- operation of school buses and buses for transport of employees
- passenger transport by man- or animal-drawn vehicles

*This class excludes:*

- ambulance transport, see 8690

### Water passenger transport

#### 5011 Sea and coastal passenger water transport

*This class includes:*

- transport of passengers over seas and coastal waters, whether scheduled or not:

*This class also includes:*

- renting of pleasure boats with crew for sea and coastal water transport (e.g. for fishing cruises)

*This class excludes:*

- restaurant and bar activities on board ships, when provided by separate units, see 5610, 5630
- operation of “floating casinos”, see 9200

#### 5021 Inland passenger water transport

*This class includes:*

- transport of passenger via rivers, canals, lakes and other inland waterways, including inside harbours and ports

*This class also includes:*

- renting of pleasure boats with crew for inland water transport

### Air passenger transport

#### 5110 Passenger air transport

*This class includes:*

- transport of passengers by air over regular routes and on regular schedules
- charter flights for passengers
- scenic and sightseeing flights

*This class also includes:*

- renting of air-transport equipment with operator for the purpose of passenger transportation
- general aviation activities, such as:

### **Transport equipment rental**

#### **7710 Renting and leasing of motor vehicles**

*This class includes:*

- renting and operational leasing of the following types of vehicles:

*This class excludes:*

- renting or leasing of vehicles or trucks with driver, see 4922, 4923
- financial leasing, see 6491

### **Travel agencies and other reservation service activities**

#### **7911 Travel agency activities**

*This class includes:*

- activities of agencies primarily engaged in selling travel, tour, transportation and accommodation services to the general public and commercial clients

#### **7912 Tour operator activities**

*This class includes:*

- arranging and assembling tours that are sold through travel agencies or directly by tour operators. The tours may include any or all of the following:

#### **7990 Other reservation service and related activities**

*This class includes:*

- provision of other travel-related reservation services:
- provision of time-share exchange services
- ticket sales activities for theatrical, sports and other amusement and entertainment events
- provision of visitor assistance services:
- tourism promotion activities

*This class excludes:*

- activities of travel agencies and tour operators, see 7911, 7912
- organization and management of events such as meetings, conventions and conferences, see 8230

### **Cultural activities**

#### **9000 Creative, arts and entertainment activities**

*This class includes* the operation of facilities and provision of services to meet the cultural and entertainment interests of their customers. This includes the

production and promotion of, and participation in, live performances, events or exhibits intended for public viewing; the provision of artistic, creative or technical skills for the production of artistic products and live performances.

*This class includes:*

- production of live theatrical presentations, concerts and opera or dance productions and other stage productions:
- operation of concert and theatre halls and other arts facilities
- activities of sculptors, painters, cartoonists, engravers, etchers etc.
- activities of individual writers, for all subjects including fictional writing, technical writing etc.
- activities of independent journalists
- restoring of works of art such as paintings etc.

*This class also includes:*

- activities of producers or entrepreneurs of arts live events, with or without facilities

*This class excludes:*

- restoring of stained glass windows, see 2310
- manufacture of statues, other than artistic originals, see 2396
- restoring of organs and other historical musical instruments, see 3319
- restoring of historical sites and buildings, see 4100
- motion picture and video production, see 5911, 5912
- operation of cinemas, see 5914
- activities of personal theatrical or artistic agents or agencies, see 7490
- casting activities, see 7810
- activities of ticket agencies, see 7990
- operation of museums of all kinds, see 9102
- sports and amusement and recreation activities, see division 93
- restoring of furniture (except museum type restoration), see 9524

#### **9102 Museums activities and operation of historical sites and buildings**

*This class includes:*

- operation of museums of all kinds:
- operation of historical sites and buildings

*This class excludes:*

- renovation and restoration of historical sites and buildings, see section F
- restoration of works of art and museum collection objects, see 9000
- activities of libraries and archives, see 9101

#### **9103 Botanical and zoological gardens and nature reserves activities**

*This class includes:*

- operation of botanical and zoological gardens, including children's zoos
- operation of nature reserves, including wildlife preservation, etc.

*This class excludes:*

- landscape and gardening services, see 8130
- operation of sport fishing and hunting preserves, see 9319

## Sports and recreational activities

### 7721 Renting and leasing of recreational and sports goods

*This class includes:*

—renting of recreational and sports equipment:

*This class excludes:*

—renting of video tapes and disks, see 7722

—renting of other personal and household goods n.e.c., see 7729

—renting of leisure and pleasure equipment as an integral part of recreational facilities, see 9329

### 9200 Gambling and betting activities

*This class includes:*

—bookmaking and other betting operations

—off-track betting

—operation of casinos, including “floating casinos”

—sale of lottery tickets

—operation (exploitation) of coin-operated gambling machines

—operation of virtual gambling web sites

*This class excludes:*

—operation (exploitation) of coin-operated games, see 9329

### 9311 Operation of sports facilities

*This class includes:*

—operation of facilities for indoor or outdoor sports events (open, closed or covered, with or without spectator seating):

—organization and operation of outdoor or indoor sports events for professionals or amateurs by organizations with own facilities

*This class includes* managing and providing the staff to operate these facilities.

*This class excludes:*

—renting of recreation and sports equipment, see 7721

—operation of ski hills, see 9329

—park and beach activities, see 9329

### 9319 Other sports activities

*This class includes:*

—activities of producers or promoters of sports events, with or without facilities

—activities of individual own-account sportsmen and athletes, referees, judges, timekeepers etc.

—activities of sports leagues and regulating bodies

—activities related to promotion of sporting events

—activities of racing stables, kennels and garages

—operation of sport fishing and hunting preserves

—activities of mountain guides

—support activities for sport or recreational hunting and fishing

*This class excludes:*

- breeding of racing horses, see 0142
- renting of sports equipment, see 7721
- activities of sport and game schools, see 8541
- activities of sports instructors, teachers, coaches, see 8541
- organization and operation of outdoor or indoor sports events for professionals or amateurs by sports clubs with/without own facilities, see 9311, 9312
- park and beach activities, see 9329

**9321 Activities of amusement parks and theme parks**

*This class includes:*

- activities of amusement parks or theme parks, including the operation of a variety of attractions, such as mechanical rides, water rides, games, shows, theme exhibits and picnic grounds

**9329 Other amusement and recreation activities n.e.c.**

*This class includes:*

- activities of recreation parks, beaches, including renting of facilities such as bathhouses, lockers, chairs etc.
- operation of recreational transport facilities, e.g. marinas
- operation of ski hills
- renting of leisure and pleasure equipment as an integral part of recreational facilities
- operation of fairs and shows of a recreational nature
- operation of discotheques and dance floors
- operation (exploitation) of coin-operated games
- other amusement and recreation activities (except amusement parks and theme parks) not elsewhere classified

*This class also includes:*

- activities of producers or entrepreneurs of live events other than arts or sports events, with or without facilities

*This class excludes:*

- fishing cruises, see 5011, 5021
- provision of space and facilities for short stay by visitors in recreational parks and forests and campgrounds, see 5520
- beverage serving activities of discotheques, see 5630
- trailer parks, campgrounds, recreational camps, hunting and fishing camps, campsites and campgrounds, see 5520
- separate renting of leisure and pleasure equipment, see 7721
- operation (exploitation) of coin-operated gambling machines, see 9200
- activities of amusement parks and theme parks, see 9321

<p><b>THE SYSTEM OF TOURISM STATISTICS (STS) AS THE FOUNDATION FOR A TOURISM INFORMATION SYSTEM (TIS): BASIC REFERENCES<sup>(*)</sup></b></p>
---

**A. The System of Tourism Statistics and its links with the National Statistical System**

1. The National Statistical System (NSS) of a country encompasses a series of statistical functions, each of them corresponding to entities that conduct statistical observations on some of the fields belonging to the broader universe of socio economic phenomena. The term statistical activity refers to all those activities that are required for statistical information to be produced; it spans from planning and programming statistical operations to the dissemination of information and includes for instance the design of the procedure, the collection of the data, the production, processing, compilation, and storing of the data, etc.
2. The coverage and extension of a NSS at any given moment in time are determined by a series of factors, such as:
  - the organization and legal structure of the entities that produce statistical information (mostly public);
  - the legally established links and administrative mechanisms that exist for coordination and integration, usually through specific procedures between these bodies and a Central Unit (usually the National Statistical Office –NSO);
  - the human and material resources assigned to statistical activities in each of these entities.
3. The overall objective of a NSS is to provide users with reliable, consistent and appropriate statistical data relative to the country's main socio-economic variables, both in structure and change over time and at different territorial levels. Such data need to be comparable with similar data obtained in other countries. As a consequence, in addition to all the nationally required statistical sources existing at a given time, NSSs must include additionally those methodological and instrumental elements that are required to meet the objective of international comparability.
4. On account of its objective and content, NSSs must therefore harmonize statistical information at the national (or federal, where appropriate), infra-national and international levels, through appropriate coordination and integration procedures, that require the existence of a Central Unit.
5. For the purposes of this task, *harmonization* is taken to mean the controlling activity that makes it possible to ensure that a particular statistical process meets the purpose assigned to it within the NSS; *coordination* is taken to mean the function that serves to balance different statistical programmes from the twofold standpoint of activities and projects of those bodies that produce statistical information; and *integration* is a function geared to ensuring the connection and assembly of the different statistical information that are part of a NSS.
6. Regarding the integration function, it should be made of *instrumental elements* (concepts, definitions, classifications, data and indicators, national and international recommendations, etc.) on the one hand, and *integrated statistical information systems* (systems of national accounts and socio-demographic statistical systems based either on international or national standards) on the other.
7. The System of National Accounts (SNA) is doubtless the more developed of the two. In this respect, it would be desirable for countries to achieve a greater balance between the two systems in the future, insofar as they share some concepts, definitions and classifications, and because splitting economic statistics from social statistics is in part conventional since many statistical variables are at the same time of an economic and social nature, or affect both economic and social issues without distinction.

---

<sup>(\*)</sup> A working paper prepared by UNWTO Statistics and TSA Department.

8. There is a reciprocal relationship between those integrated statistical information systems and basic statistics: the former determine the basic statistics that are required for their design and compilation, and on the other hand, the latter have to be compiled using concepts, definitions, classifications that are part of the reference frameworks, both of the concepts and of the tables of results. Consequently, integrated systems become the centre of gravity for statistical work in all areas.
9. The System of Tourism Statistics (STS) should be understood, as that part of the NSS providing reliable, consistent and appropriate statistical information on the socio-economic aspects related to tourism, integrated within all the economic and social statistics related to other fields, at different territorial levels (national –or federal, where appropriate-, infra-national and international).
10. The design of a national STS should be viewed as the basic coordination and integration framework of the statistical information produced by all tourism stakeholders. Concepts, definitions, classifications, data, indicators, aggregates and table of results relating to tourism, designed so as to provide an exhaustive description of the tourism phenomenon in all its aspects (physical, social, economic, etc.) and a measurement of its economic contribution within a context of international comparability are a structural part of the NSS.
11. Regarding its socio-economic aspect, the STS can be defined as a set of components, made of the statistical sources themselves and the corresponding data obtained (i.e. statistics drawn from census, sample surveys, collection of data from administrative records, a derived statistical activity – in which data are estimated, modelled, or otherwise derived from statistical data sources -, etc.), the specific tools, methodological references and instruments used at some stages of the process that the generation of statistics entails (as is the case of concepts, definitions, classifications, databases, etc.), and also the instrumental and organizational resources used in all these processes. As a consequence, the STS encompasses in particular the technical aspects of field operation, the creation of statistical infrastructure, the elaboration of the results, and the completion of work leading to an integration of the data into a system of information.
12. It is worth recalling that the general guidelines for most of its work on the international harmonization of tourism concepts and statistics were determined at UNWTO's fifth General Assembly held in New Delhi in 1983. The *1993 Recommendations on Tourism Statistics* (adopted by the United Nations Statistical Commission –UNSC– in 1993 and published in 1994) represent the first international recommendation; a second one (the *2000 Tourism Satellite Account: Recommended Methodological Framework*) was adopted by the UNSC in 2000 and published in 2001. Both recommendations determine the basic foundations of the System of Tourism Statistics. Since then, there have been many contributions from institutions and individuals alike, finally enabling the necessary basis for enhancing the credibility of the measurement of tourism's economic importance to be constructed.
13. The development of a national STS is closely linked with the implementation of a Tourism Satellite Account (TSA). In fact, the TSA provides the conceptual framework and the organizational structure for the integration of most tourism statistics within the sector as well as with other economic statistics (mainly with national accounts and balance of payment data). In order for the TSA to be such an integrated framework, the same conditions as those required for the SNA 2008 should apply: tourism statistics should be coherent (the same concepts, definitions and classifications apply to all related components) and consistent (measurements related with each component should be commensurate so as to be integrated within a unique analytical framework).
14. The new *2008 International Recommendations for Tourism Statistics* (IRTS 2008) and *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA:RMF 2008) constitute the updated reference framework for the STS: both documents share the same concepts, definitions and classifications. As a consequence, they should be used as reference for the identification of data gaps and for the design of new statistical sources as well as for promoting coherence and consistency of available tourism statistical information. These recommendations might extend in the coming years beyond the still restricted domain they touch upon. Examples are expanding the concept of consumption to include other components of demand (such as collective consumption and gross fixed capital formation), developing the sub-national perspective, exploring the linkage of TSA with other conceptual frameworks (in particular with the System of Economic and Environmental Accounts –SEEA-), etc.
15. Although it is each country's responsibility to carry out the development of the STS, the UNWTO recommends this development should follow the Basic Principles of Official Statistics approved by the UNSC (11/15 April 1994) as indicated in IRTS 2008 chapter 9.



16. Those principles provide guidelines for establishing and maintaining a credible STS and therefore, the use of such principles should be understood as a necessary condition to maintain users' confidence in tourism statistics and, particularly, to help guarantee the integrity, transparency and confidentiality of the individual data as well as the public access to the available consolidated statistics.
17. The information system created by national STS, i.e. basic tourism statistics and TSA, should be the foundation for a reliable and accurate national Tourism Information System (TIS). The TIS might also include complementary statistics, non-statistical information, and additional types of indicators. This new set of information should be designed for national purposes only. Special attention should be given to the following set of indicators:
  - a) **‘early warning’ indicators** could be derived from sources such as credit card records as well as air traffic slot allocation data. Both types of data are administrative information (as arrivals figures are) and some countries have already experience in deriving these indicators which have proved of great interest for analysis. Spain (regarding slot allocation data) and New Zealand (using credit card data to evaluate the production performance of commercial accommodation) are just some examples;
  - b) **short-term performance indicators of tourism industries’ turnover and employment** could be derived from administrative records produced by official sources such as fiscal sources and social security schemes. The following document produced by UNWTO provides different examples already in place in OECD countries (<http://www.unwto.org/statistics/sts/strengthening/oecd.pdf>); and
  - c) **business cycle indicators** could be derived from business tendency surveys. This type of qualitative information (based on answers of staff personnel in some key tourism industries such as accommodation or travel agencies) is widely used in most countries for non-service sectors. UNWTO has identified its application in countries like France, Spain, Canada, Brazil and New Zealand. UNWTO is also using this methodology in its UNWTO World Tourism Barometer through the UNWTO Panel of Experts Confidence Index.
18. Consequently, the development by National Tourism Administrations of a **system of indicators for monitoring purposes** should be characterized by an increasingly closer relationship between planning, management and evaluation/control of the effects generated by the adopted strategies, and by a flexible structure capable of being relevant to any development or policy plan.

## B. National System of Tourism Statistics and international comparability

19. The following scheme highlights the basic core of a national STS for international comparability purposes. It identifies two basic organizational frameworks of data and indicators
  - the basic information framework (identified with a basic core of tourism data and indicators and supported by the IRTS 2008 as its conceptual background)<sup>1</sup> and
  - the measurement of tourism economic contribution framework (identified with a basic set of TSA aggregates figures which finds in the TSA:RMF 2008 its conceptual background)
 both of them with their corresponding components.

---

<sup>1</sup> In the UN System, Tourism is included under “Economic Statistics” covering “statistics regarding visitor’s activity (such as arrivals / departures, overnight stays, expenditure, main purpose of the trip, etc.) associated to different forms of tourism (inbound, domestic and outbound), tourism industries activity and infrastructure, employment and tourism satellite accounts”.

## B.1. The basic information framework

### B.1/A. Conceptual framework

Concepts	Observation units <sup>2</sup>	Main related characteristics
<b>Visitor</b>	Visitor Travel party	Classes (Overnight visitor-tourist-/same-day visitor- Country of residence / regions Size
<b>Trip</b>	Tourism trip	Main purpose Duration Main destination Modes of transport Types of accommodation used Organization Expenditure
<b>Tourism industries</b>	Establishment	<u>Monetary</u> Output Intermediate consumption Gross value added Compensation of employees Gross Fixed Capital Formation <u>Non-monetary</u> Non-monetary characteristics specific to each tourism
<b>Employment</b>	Establishment (in the tourism industries)  Households	Persons Size Status in employment Jobs Duration of work Full-time equivalent jobs

### B.1/B. Classifications

- 2.1. Forms of tourism
- 2.2. Classification of consumption products acquired by visitors
- 2.3. Classification of productive activities serving visitors
- 2.4. Other classifications

<sup>2</sup> A *statistical unit* is an entity about which information is sought and for which statistics are ultimately compiled. These units are either observation or analytical units:

- *Observation units* are those identifiable legal/organizational or physical entities which are able, actually or potentially, to report data about their activities
- *Analytical units* are created by statisticians, often by splitting or combining observation units with the help of estimations and imputations in order to compile more detailed and more homogeneous statistics than is possible using data on observation units. Examples of analytical unit is the homogeneous unit of production used in input-output analysis

In the design of the system of tourism statistics as well as in the measurement of tourism activity, only observation units are used.

Finally, *reporting units* are those entities from which information is collected by means of a questionnaire, interview, administrative records, etc. *Reporting unit*, in most cases, coincide with the *observation units*: exceptions are tourism trips (for which the visitor is the reporting unit) and in some cases, establishments (for which information might be collected from enterprises)

**B.1/C. Tables of results**

- 3.1. Inbound tourism
- 3.2. Domestic tourism
- 3.3. Outbound tourism
- 3.4. Tourism industries
- 3.5. Employment
- 3.6. Complementary indicators

**B.2. The TSA framework**

**B.2/A. Concepts and definitions**

- 1.1 Demand perspective
  - 1.1.1. Internal tourism consumption
- 1.2. Supply perspective
  - 1.2.1. Tourism direct gross value added
  - 1.2.2. Tourism direct gross domestic product

**B.2/B. Classifications**

- 2.1. Products (consumption and non-consumption products)
- 2.2. Industries (tourism industries and other industries)

**B.2/C. Tables of results**

- 3.1. Contribution of tourism to the national economy
- 3.2. Internal tourism consumption, by products and forms of tourism
- 3.3. Domestic tourism consumption, by products and categories
- 3.4. Inbound tourism consumption, by products and categories
- 3.5. Direct gross value added and tourism direct gross value added, by industries
- 3.6. Tourism gross value added, by components
- 3.7. Domestic supply of goods and services, by products

When the ETSMS will be ready for full operation Ethiopia will be able to collect the following kind of data for its system:

**Table#10**

<b>Data available</b>	<b>Now</b>	<b>Future</b>
arrivals of non-resident tourists at national borders, by country of residence	Yes	Yes
arrivals of non-resident tourists at national borders, by nationality	No	Yes
arrivals of non-resident visitors at national borders, by country of residence	No	No
arrivals by non-residents visitors at national borders, by nationality	No	No
arrivals of non-resident tourists in all types of accommodation establishments, by country of residence	No	Yes
arrivals of non-resident tourists in hotels and similar establishments, by country of residence	No	Yes
arrivals of non-resident tourists in hotels and similar establishments, by nationality	No	Yes
overnight stays of non-resident tourists in hotels and similar establishments, by country of residence	No	Yes
overnight stays of non-resident tourists in hotels and similar establishments, by nationality	No	Yes

**Table#11 – Other data included in the "Basic Indicators" form that will be available from the ETSMS:**

<b>INBOUND TOURISM</b>	<b>At the moment</b>	<b>Future</b>
<i>Data</i>		
<b>Arrivals</b>		
Total		
♦ Overnight visitors (tourists)	y	y
♦ Same-day visitors (excursionists)		
* of which, cruise passengers		
<b>Arrivals by region</b>		
Total	y	y
♦ Africa	y	y

♦ Americas	y	y
♦ East Asia and the Pacific	y	y
♦ Europe	y	y
♦ Middle East	y	y
♦ South Asia	y	y
♦ Other not classified		y
* of which, nationals residing abroad		y
Arrivals by main purpose		
Total	y	y
♦ Personal	y	y
* holidays, leisure and recreation	y	y
* other personal purposes	y	y
♦ Business and professional	y	y
Arrivals by mode of transport		
Total	y	y
♦ Air	y	y
♦ Water		
♦ Land	y	y
* railway		
* road	y	y
* others		y
Arrivals by form of organization of the trip		
Total		y
♦ Package tour		y
♦ Other forms		y
Accommodation		
Total		y
♦ Guests		y
♦ Overnights		y
Hotels and similar establishments		y

♦ Guests	y	
♦ Overnights	y	
Expenditure		
Total	y	y
♦ Travel	y	y
♦ Passenger transport	y	y
Expenditure by main purpose of the trip		
Total	y	y
♦ Personal	y	y
♦ Business and professional	y	y
<i>Indicators</i>		
Average size of travel party		y
Average length of stay		y
Total	y	y
♦ For all commercial accommodation services		y
* of which, "hotels and similar establishments"		y
♦ For non commercial accommodation services		y
Average expenditure per day	y	y
DOMESTIC TOURISM		
<i>Data</i>		
Trips		
Total		
♦ Overnight visitors (tourists)		y
♦ Same-day visitors (excursionists)		
Trips by main purpose		
Total		y
♦ Personal		y
* holidays, leisure and recreation		y
* other personal purposes		y

♦ Business and professional	y
Trips by mode of transport	
Total	
♦ Air	y
♦ Water	
♦ Land	y
* railway	
* road	y
* others	
Trips by form of organization	
Total	
♦ Package tour	y
♦ Other forms	y
Accommodation	
Total	y
♦ Guests	y
♦ Overnights	y
Hotels and similar establishments	y
♦ Guests	y
♦ Overnights	y
<i>Indicators</i>	
Average size of travel party	y
Average length of stay	y
Total	y
♦ For all commercial accommodation services	y
* of which, "hotels and similar establishments"	y
♦ For non commercial accommodation services	y
Average expenditure per day	y
OUTBOUND TOURISM	

<i>Data</i>		
Departures		
Total		
♦ Overnight visitors (tourists)		
♦ Same-day visitors (excursionists)		
Expenditure		
Total		
♦ Travel	y	
♦ Passenger transport		
Expenditure by main purpose of the trip		
Total	y	
♦ Personal	y	
♦ Business and professional	y	
<i>Indicators</i>		
Average length of stay		
Average expenditure per day		
TOURISM INDUSTRIES		
<i>Data</i>		
Number of establishments		
Total	y	
♦ Accommodation for visitors	y	
* of which, "hotels and similar establishments"	y	y
♦ Food and beverage serving activities	y	
♦ Passenger transportation		
♦ Travel agencies and other reservation service activities	y	
♦ Other tourism industries	y	
Accommodation for visitors in hotels and similar establishments		
Monetary data		



♦ Output		y
♦ Intermediate consumption		y
♦ Gross value added		y
♦ Compensation of employees		y
♦ Gross fixed capital formation		y
Non-monetary data		
♦ Number of establishments	y	y
♦ Number of rooms	y	y
♦ Number of bed-places	y	y
<i>Indicators</i>		
Occupancy rate / rooms		y
Occupancy rate / bed-places		y
Average length of stay		y
Available capacity (bed-places per 1000 inhabitants)	y	y
Travel agencies and other reservation service activities		
Monetary data		
♦ Output		
♦ Intermediate consumption		
♦ Gross value added		
♦ Compensation of employees		y
♦ Gross fixed capital formation		
Non-monetary data		
♦ Domestic trips		
* with package tour		
* without package tour		
♦ Inbound trips		
* with package tour		
* without package tour		
♦ Outbound trips		
* with package tour		

* without package tour	
EMPLOYMENT	
<i>Data</i>	
Number of employees by tourism industries	
Total	
♦ Accommodation services for visitors (hotels and similar establishments)	y
♦ Other accommodation services	y
♦ Food and beverage serving activities	y
♦ Passenger transportation	
♦ Travel agencies and other reservation services activities	y
♦ Other tourism industries	y
Number of jobs by status in employment	
Total	y
♦ Employees	y
♦ Self employed	y
<i>Indicators</i>	
Number of full-time equivalent jobs by status in employment	y
Total	y
♦ Employees	y
* male	y
* female	y
♦ Self employed	y
* male	y
* female	y
COMPLEMENTARY INDICATORS	
Demand	
Gross travel propensity	

Carrying capacity (arrivals/population)	y	y
Macroeconomic indicators related to international tourism		
Inbound tourism expenditure over GDP	y	y
Outbound tourism expenditure over GDP	y	y
Tourism balance (inbound minus outbound tourism expenditure) over GDP	y	y
Tourism openness (inbound plus outbound tourism expenditure) over GDP	y	y
Tourism coverage (inbound over outbound tourism expenditure)	y	y
Inbound tourism expenditure over exports of goods	y	y
Inbound tourism expenditure over exports of services	y	y
Inbound tourism expenditure over exports of goods and services	y	y
Inbound tourism expenditure over current account credits	y	y
Outbound tourism expenditure over imports of goods	y	y
Outbound tourism expenditure over imports of services	y	y
Outbound tourism expenditure over imports of goods and services	y	y
Outbound tourism expenditure over current account debits	y	y