

## THE IMPLEMENTATION OF THE EUROSTAT METHODOLOGY ON TOURISM STATISTICS (PROBLEMS ENCOUNTERED — POSSIBILITIES FOR ADAPTATIONS AND FURTHER PROCEEDINGS)

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### I. INTRODUCTION

Considering the international importance of tourism, tourism statistics are surprisingly incoherent at present. The Directive on Tourism Statistics, currently developed by Eurostat (later referred to as 'the Directive') forms an indispensable basis for the harmonisation but that is only a start. The variables and classifications of the Directive must be defined on a most detailed level and models for data collection in a harmonised way introduced. In addition, a more thorough tourism statistics than the minimum requirements of the Directive must be recommended. This work is in progress and session 5 deals with some of the various problems and possibilities encountered in the work.

The **first part of this document** concerns the basic concepts of tourism statistics. The definitions and classifications are part of the Eurostat methodology and they are presented as they appear in the UN Draft recommendations on tourism statistics and in the WTO (World Tourism Organisation) Recommendations. The following *comments* give more accurate instructions for adaptation

but also put forward the problems encountered in implementing the concepts, and proposals how these could be solved. The problems and the possible solutions are the topic of the first part.

The **second part** deals with (proposed) Eurostat methodology on accommodation statistics. The basic variables are discussed on a very detailed level to help the implementation. Other possible variables, which, in spite of their importance, are used in few countries only, are introduced in order to encourage their use more extensively. With the Directive, many countries reform their accommodation statistics and that is an opportunity to obtain a great deal of new important information by introducing only a couple of new cells into the questionnaire. These might include e.g. occupied rooms, if they have not been previously inquired, and the income from the provision of accommodation. From the latter, average room prices (and room price indices) as well as average prices per overnight stay in different types of accommodation can be easily calculated. It is also possible (but requires good computing facilities like an advanced database), to use an open

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questionnaire in reporting the country of residence instead of naming the countries and country groups. With little extra work the accommodation statistics can then cover all the countries of the world and new countries can be currently included. The definitions of the basic variables and the various possibilities in applying accommodation statistics, presented in the document, will be discussed in the second part.

**Part three** presents the up-to-date situation concerning two important extra sources from which data, collected for non tourism statistics, can be utilised for tourism statistics. A 'proposal for household survey for data collection on inter-regional mobility', presented at the meeting of passenger transport statistics in May 1994, is the main topic in part three. The relation between tourism demand surveys and passenger transport surveys will be studied by Eurostat during the summer and autumn and the progress will be reported later on.

A proposal for carrying out a harmonised time use survey on a EEA level will give valuable information, assuming that tourism trips can be separated in the survey (like proposed), especially on same-day visits but also on many aspects of staying trips. The use of the data from time use surveys for tourism statistic represents a new area that is not discussed earlier on an international level.

*Note: Since this session deals with a subject matter currently developed by Eurostat, Eurostat would be very grateful for all subsequent written feedback (revisions, additions,...) concerning the variables and definitions in this document. The methodology will be further discussed at the*

*EEA Working Group meeting on Tourism Statistics in October 1994.*

## II. BASIC CONCEPTS AND TOURISM UNITS

### II.1. Tourism: forms of tourism

**Tourism** comprises "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

*Comment 1.* The definition covers the world-wide travel market within the general framework of population mobility (and clearly states that tourism is not limited to the holiday market). Weekend trips and holiday trips to a household's long term (season, year) hired pitch on a camping site and other accommodation are included in tourism (although this is not clear from the definition).

*Comment 2.* There are some trips that, although not excluded by the definition, are not considered as tourism. These include non-voluntary stays in hospital and other medical institutions providing clinical/medical treatment, which is prescribed by doctor and often largely paid for by the state or by recognised health insurance.

**Forms of Tourism:** In relation to a given country, the following forms of tourism can be distinguished:

- (i) **Domestic** tourism, involving residents of the within this country;
- (ii) **Inbound** tourism, involving non-residents travelling in a given country;

(iii) **Outbound** tourism, involving residents travelling in another country.

The three basic forms of tourism can be combined in three ways to derive the following categories of tourism:

(i) **internal** tourism, which comprises “domestic tourism” and “inbound tourism”;

(ii) **national** tourism, which comprises “domestic tourism” and “outbound tourism”;

(iii) **international** tourism, which consists of “inbound tourism” and “outbound tourism”.

**Comment 1.** The term “domestic” used in the tourism context differs from its use in the National Accounts context, where it would refer to the activities and expenditures of both residents and non-residents travelling within the reference country, i.e. “internal” tourism. (The use of same words in different meanings, e.g. in the OECD manual on tourism economic accounts, is quite confusing).

**Comment 2.** The term “domestic” used in the tourism context has the same meaning as “national” in the Transport statistics (e.g. in national transport).

## II.2. Traveller, visitor, tourist



**Traveller** refers to: “any person on a trip between two or more countries or between two or more localities within his/her country of residence”.

An **international** traveller is defined as “a person on a trip outside his/her own country of residence (irrespective of the purpose of travel and means of transport used, and even if s/he may be travelling on foot)

A **domestic** traveller is defined as “any person on a trip within his/her own country of residence (irrespective of the purpose of travel and means of transport used, and even if s/he may be travelling on foot)”.

**Comment.** There is a discrepancy between the definition of traveller and the definition of domestic traveller: traveller is on a trip *between* localities but a domestic traveller can, by definition, also be on a trip *inside* a locality. As a description of the overall idea, the latter, wider definition of travelling is more appropriate.

**Visitor** is defined as: “any person travelling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited”.

All types of travellers engaged in tourism are described as visitors. Therefore the term ‘visitor’ represents the basic concept for the whole system of tourism statistics. Visitors (domestic/international) comprise **tourists** (“visitors who stay at least one night in a collective or private accommodation in the place/country visited”) and **same-day visitors** (“visitors who do not spend the night

in a collective or private accommodation in the place/country visited”).

The three fundamental criteria that are used to distinguish visitors from other travellers are as follows:

(i) the trip should be to a place *other than that of the usual environment* (see definition in next chapter), which would exclude short-distance local transport and commuter travel;

(ii) the stay in the place visited should not last *more than twelve consecutive months*, beyond which the visitor would become a resident of that place (from the statistical standpoint);

(iii) the main purpose of the visit should be *other than the exercise of an activity remunerated from within the place visited*, which would exclude migratory movements for work purposes.

**Comment.** (i) and (ii) are in the definition of tourism and they are unambiguous although often difficult to put into practice. But (iii) “remuneration” is *not* mentioned in the definition of tourism. In the UN Recommendations on statistics of international migration (1980; ST/ESA/STAT/SER.M58) a short-term (one year or less) immigrant is defined as a person who has entered the country for the purpose of working at an occupation remunerated from within the country, including, their dependants and household employees. However, the exclusion of “remuneration” from tourism statistics does not seem appropriate even in principle: a difference whether a consultant is paid by the enterprise headquarters (= tourist) or by the local unit

(= non-tourist) is insignificant. Persons remunerated from within the place visited are very difficult to distinguish, unless asked about the place of payment, which is inquisitive and awkward. They may also account for a considerable part of the clientele especially in guest and boarding houses and lower-class hotels. Therefore it is proposed, that only cases when the remuneration from within the place visited is clear and lasts for a longer time (usually in that case the persons no longer live in accommodation establishments but rent an apartment) should be excluded from tourism statistics.

The following **categories of travellers** should not be included in **international visitor** arrivals and departures:

(i) persons entering or leaving a country as migrants, including dependants accompanying or joining them;

(ii) persons, known as border workers, residing near the border in one country and working in another;

(iii) diplomats, consular officers and members of the armed forces when travelling from their country of origin to the country of their assignment or vice-versa, including dependants and household employees accompanying or joining them;

(iv) persons travelling as refugees or nomads;

(v) persons in transit who do not formally enter the country through passport control, such as air transit passengers who remain for a short period in a designated area of the air

terminal or ship passengers who are not permitted to disembark. This category would include passengers transferred directly between, airports or other terminals. Other passengers in transit through a country are classified as visitors.

*Comment.* These exclusions are also related to migration statistics. In tourism statistics it is important to distinguish and exclude border workers (ii) and refugees (iv); the other groups are usually not so problematic.

The following categories of trips should not be included in **domestic visitor** arrivals and departures:

(i) residents travelling to another place within the country with the intention of setting up their usual residence in that place;

(ii) persons who travel to another place within the country to exercise an activity remunerated from within the place visited;

(iii) persons who travel to work temporarily in institutions within the country;

(iv) persons who travel regularly or frequently between neighbouring localities to work or study;

(v) Nomads and persons without fixed residence;

(vi) Armed forces on manoeuvre.

*Comment.* Commuting (iv) is already excluded in the definition of tourism. (i), (v) and (vi) are usually not problematic. The problems of “remuneration” (ii) has already

been dealt with in an earlier comment. (iii) is quite similar to that: if the duration of stay is not long, it may also be considered as a business/professional or mission travel.

### II.3. Usual environment and residence

**Usual environment** of a person consists of their home and place of work or study, or other places frequently visited.

*Comment.* The purpose of introducing the important (but not easily applied) concept “usual environment” is to exclude from the concept of “visitor” persons commuting daily or weekly to work or study, daily shopping, persons visiting the doctor, club meetings, church, the cinema or any other similar trips with the local day-to-day activity.

The following **criteria** can be used in defining the usual environment:

(i) minimum distance travelled;

(ii) minimum duration of absence from usual place of residence;

(iii) minimum change between localities or administrative territories.

*Comment.* The criteria are valuable especially in distinguishing tourism in statistics and surveys carried out for non-tourism purposes. Minimum distance travelled (?? km) and minimum distance of absence (? hours) need to be discussed; the minimum change between localities is apparently one.

**Resident in a country** (in a place). For the

purposes of international (domestic) tourism statistic “a person is considered to be a resident in a country (place) if the person:

(a) has lived for most of the past year or 12 months in that country (place), or

(b) has lived in that country (place) for a shorter period and intends to return within 12 months to live in that country (place)”.

**Comment.** The country of **usual residence** is one of the key criterion for determining whether a person arriving in a country is a visitor or other traveller. The underlying concept in the classification of international visitors by places of origin is the country of residence, not their citizenship. Foreign citizens residing in a country are assimilated to other residents for the purpose of domestic and outbound tourism statistics. Citizens of a country residing abroad who return to their home country on a temporary visit are included with non resident visitors, though it may be desirable to distinguish them in some studies. Citizenship is indicated in the person’s passport (or other identification document), while country of residence has to be determined by means of question or inferred e.g. from the person’s address.

### III. ACCOMMODATION STATISTICS

#### III.1. Variables on accommodation capacity

##### – Bedroom(\*)

*(the asterisk denotes, that the variable is included in the Directive)*

A bedroom is the unit formed by one room or groups of rooms constituting an indivisible rental whole in an accommodation establishment or dwelling.

Rooms may be single, double or multiple, depending on whether they are equipped permanently to accommodate one, two or several people (it is useful to classify the rooms respectively). The number of existing rooms is the number the establishment habitually has available to accommodate guests (tourists). If a room is used as a permanent residence (for more than a year) it should not be included. Bathrooms and toilets do not count as a room. The number of rooms should generally coincide with the number of units recorded in the establishment register.

An apartment is a special type of room. It consists of one or more rooms and has a kitchen unit and its own bathroom and toilet. Apartments may be with hotel services (in apartment hotels) or without hotel services.

Cabins, cottages, huts, chalets, bungalows, villas and summerhouses can be treated like bedrooms and apartments, i.e. to be let as a unit.

##### – Pitch(\*) and mooring

Camping sites and (to a lesser extent) other establishments let pitches for tents, caravans, mobile homes and similar shelter to tourists who want to stay on a ‘touring’ pitch for one night, few days or week(s), as well as to people who want to hire a ‘fixed’ pitch for a season or year. Moorings of boats in marinas can be dealt with similarly to pitches. Hired fixed pitches and moorings for long-

term rent (more than a year) are considered as a private accommodation, like second homes.

#### **– Bed-place(\*)**

The number of bed-places in an establishment or dwelling is determined by the number of persons who can stay overnight in the beds set up in the establishment (dwelling), ignoring any extra beds that may be set up by customer request.

The term bed-place applies to a single bed, double bed being counted as two bed-places. The unit serves to measure the capacity of any type of accommodation.

A bed-place is also a place on a pitch or in a boat on a mooring to accommodate one person. A pitch for a tent (if counted), caravan, mobile home and similar shelter or in a boat on a mooring usually counts for 4 bed-places if the actual number is not known and if no other standardised or legalised number exists in the country.

The bed-places in rooms and in pitches and moorings should be counted separately as rooms and pitches are counted separately.

#### **– Months (and days) open during the year**

This variable is essential to get the seasonal aspects of the business.

#### **– Services offered**

(a) **Restaurant** (for staying guests and maybe other clients) is the most important

variable of services offered. Hotels are divided in two parts (hotels with or without restaurant) in the NACE classification but information on the availability of a restaurant is equally important for other accommodation.

Other variables may be (b) Breakfast (buffet/other), (c) Lunch, (d) Dinner, (e) Bar services (only for staying guests/for other clients also), (f) m<sup>2</sup> conference rooms, (g) Swimming pool, (h) Sauna or solarium, (i) Sports facilities, (j) Other facilities for health treatment, (k) Shop, (l) Children's playgrounds/playroom, (m) Laundry service, (n) Self-service laundry, (o) Self-catering kitchen, (p) Guarded or closed parking.

#### **– Other quality classifications**

There are three important quality classifications, which should be generally applied:

(1) **star classification** for hotels, camping sites, youth hostels and maybe holiday villages,

(2) the number of private **bathrooms** (per 100 rooms) and

(3) the number of rooms or cabins provided with heating and suitable for **all-year accommodation**.

Other quality classifications may be (4) the number of rooms provided with cooling; (5) the provision of rooms with audio equipment and television (6) soundproof rooms; (7) smoke-free rooms; (8) the length of the majority of the beds, etc.



### **III.2. Use of accommodation capacity**

#### *III.2.1. Variables on the users of capacity*

##### **– Arrival(\*)**

(departure) is defined as a person who arrives at (leaves) a collective accommodation establishment or at private tourism accommodation and checks in (out).

Statistically there is not much difference if, instead of arrivals, departures are counted.

Arrivals are calculated by country of residence of the guest and by month.

The arrivals of non-tourists (refugees, medical prescription, etc.) should be counted separately.

##### **– Overnight stay(\*)**

(or night spent) is each night that a traveller stays or is registered in a collective accommodation establishment or in private tourism accommodation, his/her physical presence there being unnecessary.

Overnight stays are calculated by country of residence, of the guest and by month.

The overnight stays of non-tourists should be counted separately, if possible.

##### **– Purpose of visit**

can be counted by guests or overnight stays (for residents and non-residents) but the classification can normally include only the

main groups: (1) leisure/recreation/holidays, (2) business/professional, (3) other purpose.

##### **– Mode of lodging**

Is relevant especially for camping sites. The classification might be: (1) tent, (2) caravan, mobile home, (3) room, cabin.

##### **– Arrangement of the stay**

classification: (1) privately rented or (2) rented by agencies: of which (2a) group travel.

##### **– Country of residence of the guest(\*)**

In the Directive, a number of countries and country groups are specified. This is a minimum solution since many important tourism generating countries (even neighbour countries, depending on geographic location) may not be among the specified countries and it is necessary to include them in addition. However, only little extra work is needed to include all the countries of the world into a census survey. For this, there are two prerequisites: the availability of an advanced database at the statistical office and computers at larger accommodation establishments. In the monthly questionnaire the countries are then not specified, but the establishments record all the countries of residence of the guests (in whatever order), their arrivals and overnight stays. Instead of writing the country names on the questionnaire, the establishments may give directly country codes (e.g. ISO 2-letter codes, which are easier to use than country numbers) and other information on computer printouts.



### III.2.2. Variables on occupancy

#### – Net occupancy rate of bed-places(\*)

The net occupancy rate of bed-places in one month is obtained by dividing total overnight stays by the product of the bed places on offer and the number of days when the bed-places are actually available for use (net of seasonal or other temporary closures for decoration, by police order, etc.) for the same group of establishments, multiplying the quotient by 100 to express the result as a percentage.

$$\text{Formula: } Un = (P/Gd) \times 100$$

where P is the number of registered overnight stays during the month (year) and Gd is the number of bed-days actually available for use during the month (year).

The figure should be calculated with an accuracy of one decimal.

The number of bed places of long-term (season, year) rented pitches, chalets, apartments should be distinguished from short-term rented units, because some countries can observe the occupation of long term rented units while others cannot.

#### – Gross occupancy rate of bed-places(\*)

The gross occupancy rate of bed-places in one month is obtained by dividing total overnight stays by the product of the bed-places on offer and the number of days in the corresponding month (sometimes termed bed-nights) for the same group of establishments, multiplying the quotient by 100 to express the result as a percentage.

$$\text{Formula: } Ue = (P/Gp) \times 100$$

where Gp is the number of potential bed-days.

According to the above definition, appearing in Tourism 1991, the only difference between net and gross occupancy rates should be that a temporary closure of the establishment for part of month is taken into account in the net but not in the gross occupancy rate. However, this should indicate only a small difference compared with the large differences found in the country figures. The gross occupancy rate is then perhaps also calculated in such a way that if (part of) the establishment is closed due to lack of demand, gross occupancy rate is calculated according to the maximum capacity. This gross-gross occupancy rate is in principle a better way of calculation, but it is often difficult to know which part of the capacity is in fact suitable for all-year accommodation.

#### – Net occupancy rate of rooms (houses, pitches, moorings...)

The room occupancy rate is probably a better measure of the utilisation of capacity than the bed occupancy rate, because a room with a double bed is very often occupied by a single person. But although highly recommended, it is not used as widely as the bed occupancy rate, because the room occupancy rate requires more information from the establishments. It is necessary to inquire monthly the average number of rooms available and how many rooms have been used during the month (= the sum of rooms in use on the 1st, 2nd, ... day of the month) and this requires calculations from the

establishments. Formula for calculating the net occupancy rate of rooms is

$$Vn = (Q/Hd) \times 100$$

where Q is the monthly (yearly) sum of occupied rooms and Hd is the number of rooms actually available for use, net of seasonal or other temporary closures.

Occupancy rate for houses (in a holiday villa or single houses) can be calculated like rooms. Frequently the rent of a holiday house does not depend on how many persons are staying in the house and in that case the calculation of room occupancy rate is the only relevant measure at least from the owner's point of view.

The gross occupancy rate for rooms can be calculated in the same way as for beds.

Occupancy rates can be calculated in a similar way for pitches and moorings (or bed-places in them) but this is more seldom applied.

Occupancy rates can also be calculated for private accommodation. In that case the net occupancy rate is usually calculated for commercial use and gross occupancy rate includes also owner's and relatives use.

### **III.3. Guidelines for collection**

#### **– Sources of accommodation capacity**

An updated register of names and addresses of accommodation establishments is extremely important. Business registers are generally used in obtaining the names,

addresses and NACE-classifications of accommodation establishments. Guide books and tourism organisations are important sources of capacity, services offered and quality classifications.

For commercial private accommodation, the intermediary agencies are an important source. For non-commercial private accommodation, housing registers, censuses and surveys may give information, e.g. the number of second homes. The availability to use the home or second home of relatives or friends can commonly be inquired in demand surveys only.

#### **– Monthly capacity**

It is advisable to ask for the number of bed-places and bedrooms in local units monthly because they may change according to season, and the information in registers may be out of date. The numbers of bedrooms and bed-places are needed for calculating the occupation rates. Bed-places should be distinguished by type of capacity (rooms, pitches, moorings).

#### **– Minimum capacity**

Countries use different legal or statistical standards for the minimum capacity of hotels and other establishments. The threshold is usually based on the number of rooms (or pitches) or beds and it may be different for observation of the capacity (for capacity there may be no threshold) and for observation of the use of capacity. However, the statistics on capacity and on the use of capacity should be consistent: if there are different thresholds,

the extra capacity, which is not included in statistics on the use of capacity, must be given separately, together with the information on the thresholds. The threshold, should be chosen in such a way that at least 95% of all nights spent in the groups of accommodation establishments included in accommodation statistics are covered (not 95% for every group of establishments, because that might mean different threshold for each group and unnecessary extra work).

#### **– Legal obligations**

– for the guests to give information to the establishment (whether a legal act requires tourists to fill in a registration form or not).

– for the businesses to fill out and send the questionnaires of accommodation statistics. When this is checked very well, high response rates are possible. Frequent police control is commonly needed on the co-operation (of new establishments especially), but it is not advisable to use police control on the quality of the data.

#### **– Census or stratified sampling**

As tourism data usually have to be regional, most European countries have census surveys for establishments. For the larger countries it is also possible to use samples without losing much reliability on a country level.

Accommodation statistics for private accommodation are usually sample based. It is also possible to get part of the information from the intermediary agencies.

#### **– Response rate**

Response rate varies according to the type of accommodation. The rate is usually high for large hotels and low for small holiday villages. Some countries adjust the number of overnight stays according to the response rate, assuming the same occupancy rate and country distribution for those, who have not replied; maybe taking into account the type of accommodation, the size of establishment and the location. Other countries do not estimate the figures for non-response because the assumptions may be false (the establishment may be closed temporarily or gone out of business without informing about it) but report the response rate so that the users may calculate the effect of nonresponse. Anyway, it should be informed, if an estimation for non-respondents has been calculated and on what grounds.

#### **– Quality of the information obtained**

Data on numbers of guests and on numbers of overnight stays are often more or less underestimated by the method of accommodation statistics, compared to the results of frontier surveys as to non-residents and compared to the results of holiday surveys on residents. This is due to lack of co-operation of the management, partially as a result of groundless fear of tax consequences. For bearing guidance and good filling instructions improve the received data.

#### **– Transmission of data**

Usually on questionnaires or computer printouts.

The possibility to transmit (main part of) the data from the establishments to the statistical offices in a standardised machine-readable format via network seems to be quite near in the future. It offers interesting possibilities for a very large data collection, which is not possible on questionnaires.

#### – Regional identification

If a country has a computerised link between the postal code of the establishments' real address and the regional classification, it is sufficient to put in only the postal codes and to deduct from that all other regional classifications:

- locality, municipality and NUTS-classification(\*)
- destination type (or topographical grouping)
- tourist region of the country and maybe cultural zone (links with demand surveys, registers, etc.).

### III.4. Links with other statistics

#### (i) Measuring tourism demand

Accommodation statistics can not cover all tourism demand (for that reason tourism demand surveys are necessary), but a most important part in relation to the economic importance and the effect on employment. Accommodation statistics, although a second best alternative, are often the cheapest and most effective way to gain information on parts of the demand side of tourism,

especially on tourists from abroad. Accommodation statistics' data in one country provide information on the outbound tourism of another country.

#### (ii) Business registers

Business registers can be used, except as a source of information on establishment addresses and classifications (activity code at the four-digit level of NACE Rev. 1), also as a source for very limited economic data. In minimum, this only contains the size of labour force (local unit) or also net turnover and net assets (enterprise).

#### (ii) Service statistics on Horeca/TA

A strong connection exists between accommodation statistics and service statistics on the hotel (= accommodation) sector.

Generally accommodation statistics are census based and service statistics are sample based, but it should be possible to connect the data on an individual basis. Some countries combine both types of surveys in one survey. The possibility to combine the annual survey of economic data with an annual survey (census) concerning accommodation capacity and services seems quite promising.

Limited economic data can be inquired monthly in the accommodation statistics, mainly the income from provision of accommodation. This, connected with other economic data, gives information about the importance of accommodation compared

with other activities of the establishment like restaurant services.

### **(iii) Price statistics**

If the income from provision of accommodation is inquired in the monthly accommodation statistics, the average room prices and room price indices can be calculated (of course room prices can be inquired also separately) as well as the prices per night spent. The room prices from accommodation statistics can be utilised to a larger extent than the room prices from consumer price index, since they can be calculated on a regional as well as on locality level and for different types of accommodation.

## **IV. PASSENGER TRANSPORT STATISTICS**

All statistics on passenger transport, except commuting, are very interesting and useful from the tourism point of view. International passenger transport consists almost entirely of tourism as well as the majority of inter-regional passenger transport. The passenger flows and also the transport infrastructure are interesting from both tourism supply and tourism demand point of view. The local transport is interesting mainly as an expense within the destination.

Like tourism statistics, passenger transport statistics are a combination of statistics and surveys from several sources. There are at least five different methods to produce passenger transport statistics (the methods can also be combined):

**(1) Total statistics** (based on the sale of tickets) give the most accurate figures and cover the main parts of four modes of transport:

(a) (long-distance) railway transport. For the present the directive on railway transport statistics covers only goods transport but in the future it is expected to include also passenger transport;

(b) inland waterways transport. The directive on inland waterways transport statistics covers only goods transport, presumably also in the future, because passenger transport on inland waterways is less extensive;

(c) maritime transport. The proposed directive on maritime transport statistics, coming into force 1995, covers also passenger transport;

(d) air transport. The proposed directive on air transport statistics, coming into force in 1995 or 1996, covers also passenger transport.

Total statistics can be obtained also for some parts (mainly inter-city) of bus traffic.

**(2) Passenger surveys** are the most important source of data in local transport, urban and non-urban, and covers road transport as well as underground and urban rail way transport. It may also be used for some parts of long-distance bus transport. Passenger surveys can be connected to national road vehicle surveys and road censuses (an international UN road census is carried out every 5th year, next 1995) and also border surveys. Passenger surveys on

local or regional level are by the principle of subsidiarity the responsibility of local and regional authorities but the transmission of results is important to get the picture of total transport.

(3) From the population **census** (either traditional census of register-based census) the addresses of persons as well as their places of employment are obtained. This gives valuable information on commuting, especially if it is accompanied by an additional survey concerning the means of transport and maybe the time of travel.

(4) **Household surveys.** The co-operation (maybe even combination) of passenger transport household surveys and tourism demand surveys offers many advantages and is dealt with separately on next page.

(5) **Approximations from different sources** are maybe the most difficult (group of) method(s) but can be used when no other methods are available or they are too expensive. An example might be the calculation based on the turnover of a bus or taxi company when the prices are known and the variables (averages) concerning the journeys are studied.

#### **The co-operation in tourism demand surveys and passenger transport surveys**

Household/individual surveys are expensive. In order that the data from the different surveys can be used for both tourism statistic and passenger transport statistics, it is vital to *standardise the concepts, definitions, common variables and their classifications on the most detailed recommended level.* This

work is about to begin and it should be continuous because the developments of tourism statistics as well as transport statistics are continuous processes.

At the Meeting of the EEA Working Group on Passenger Transport Statistics, 3-4 May 1994, a proposal for carrying out a household pilot survey on passenger transport was discussed. The methodological aspects and the possible stages towards the preparation of a useful European pilot survey were considered. On the *following three parts, the proposal for a household survey to cover the needs of interregional mobility (T7/94/7/EN), is presented.*

When we look at the proposal from the tourism point of view, there are some problems. The first and presumably most difficult is the survey unit, where domestic trips below 100 km are proposed to be excluded. All outbound trips, except commuting, are included. The *100 km limit* will exclude few overnight trips but more sameday trips. Applying the 100 km limit would mean a gap between commuting/local transport and long-distance travel and that would not be favourable even from the transport point of view. The 100 km limit is used in some countries (and they can naturally separate trips over 100 km furthermore), but in many countries no such limit exists or there is a different limit. In tourism statistics (and time-use surveys) no kilometre limits are applied, only commuting and local transport are excluded. The use of 100 km limit would make the comparisons of the results from different surveys almost impossible and we hope the passenger survey can be carried out without this km limit.



The proposed inclusion of weekly commuting is not a problem since that can be separated by purpose of visit.

The *characteristics of the trip* are so much like those in tourism demand surveys that a common proposal (recommendation, because the tourism directive does not cover all the characteristics) for a questionnaire for both surveys is worth consideration.

Duration of the trip is very important for all the surveys (tourism, transport and time use) and indispensable for the comparisons of their results.

The possibility to have regional results (destination region) depends on the sample size and the problems in different surveys are similar.

Classifications concerning the purpose of trip and the means of transport need minor harmonising.

Travel expenses are a difficult matter in both transport and tourism surveys and need to be discussed widely.

An inclusion of certain socio-economic characteristics is very desirable from both tourism and transport point of view.

In the ensuing discussion different opinions were expressed about the type of survey (panel or not), how often it should be carried out (perhaps multi-annually) and if it should be national or include also surveys for some regions. A Task Force was established and it will consider these problems. Some pilot surveys may be carried out in 1995.

## **V. PROPOSAL FOR A HOUSEHOLD SURVEY FOR DATA COLLECTION ON INTERREGIONAL MOBILITY**

In the framework of the household questionnaires and according to the demands resulting from previous experience and studies, clear standards for the production of a questionnaire according to the goals of the Mobility surveys are to be developed. Using the preliminary work done to date, the Mobility surveys carried out in France and the Federal Republic of Germany were compared.

One of the main objectives of the household questionnaires is the supply of **trip data** for the construction of origin and destination matrices for larger regional units. In addition, they provide a substantial amount of socio-economic information on the mobile part of the population, the preferred means of transport (Modal-split) for long distance journeys and the purpose of travel.

The results of a household survey carried out on this basis are not **suitable for the collection of data on transport and/or transport efficiency**. In the proposal put forward here, more details on travel time were collected, the same is true for the transport chain of each journey. To what extent these journey characteristics can satisfactorily be included in the framework of a household questionnaire should be discussed in the detail.

### **V.1. Survey unit**

- Journeys with a destination situate more than 100 km from the place of residence but within the same country as the origin of the journey.



- Journeys into another country.

All daily trips between place of residence and work/school are excluded. The journey between the place of residence and work/school where there is no daily return to the place of residence are to be included (e.g. Students at the weekend if the place of study is situated more than 100 km from the place of residence).

With regard to journeys to another country the question of whether the 100 km limit should be applied or not must be clarified.

## V.2. Characteristics

### – Duration of the journeys (absence from the place of residence)

- Return on the day of the departure.
- Return on .... the day after departure.
- Return after .... weeks.

### – Destination region (all visited regions in chronological order)

- NUTS II region

### – Purpose of journey (following the glossary)

- Work and training (commuter).
- business travel
- Vacation (holidays)

- Shopping

- VFR

- Other

### – Means of transport for the largest part of the distance (following time Use Survey)

- Aeroplane

- Railway

- Bus

- Ship

- Personal vehicles (driver)

- Personal vehicles (passenger)

- Motorcycle

- Other

### – Travel expenses

### – Payment of the journey

- Traveller himself

- Family member

- Company

### – Costs of the journey

- for journey without accommodation

- Costs for food and accommodation

If the costs of the individual family members are not known for a family journey, the allocation of costs among the individual family members should be estimated

### **V.3. Respondents**

All household members of the sample, who carried out at least one journey in the questionnaire period.

### **V.4. Methodology of the Questionnaire on Mobility**

In the household questionnaires known until now, different methods in sampling procedure have been used, equally the time periods have been very different. In the study COST 305, "data system for analysis of demand in interregional passenger traffic", a five-year survey period is suggested (see annexII). 1.000 households per year and per region are to be surveyed. The purpose of this method should be examined within the framework of a comparison of methods, before a decision on the most suitable procedure is made. The harmonisation of the contents and the objectives of the questionnaire on mobility is to be carried out independently of the methods used already.

### **V.5. Proposal on the further procedure**

For the preparation of a pilot survey, the first stage should be the distribution of tasks between the time budget survey, the tourism survey and the mobility survey in order to obtain the best possible harmonised results for all surveys (until July 1994).

The second stage should be to choose the best adapted method for the achievement of the results expected from the mobility survey. To this end, the preliminary work can be carried out in informal working discussions with those countries and institutions interested in the pilot survey (until the end of 1994).

With regard to the necessary tests before execution of the pilot survey the mobility survey could be carried out in 1995.

## **VI. TIME USE SURVEY**

Time use surveys have been utilised very rarely for tourism statistics' purpose because it has been very difficult (or even impossible) to distinguish tourism within them. In the future the situation may be better. Eurostat (unit E2) is developing a harmonised Time Use Survey for EU and EFTA countries. A pre-test for the questionnaire to test variables and questions is planned during the winter 1994/95. Pilot surveys testing the process in the field will be held during the second half of 1995. The final survey can take place 1996/97.

Time use data is collected by time-diaries kept by the respondents. In the diaries the respondents enter, in time sequences, what the informant has done at different times during the day. The survey covers all the days around the year. According to the latest proposal (April 1994), tourism trips as such will not be asked for (because the concept of usual environment is so difficult), but it should be possible to approximate tourism trips, even if this will not be easy and may involve some errors. There is a common

interest with tourism statistics: the separation of day trips and overnight trips is very useful also from the time use survey point of view, because the time used on trips is very different from time used during normal working days.

When the approximated tourism trips are separated, there is a great deal of interesting information both in the daily diary and in the background data. From the quite extensive background data, socio-economic characteristics for non-tourism participants can also be obtained.

Time use survey is an important source of information for many aspects of overnight trips but especially for same-day trips, for which harmonised data on a European level are not available. The tourism Directive does not cover same-day trips. The main disadvantage in using time use surveys is that they are carried out quite seldom, perhaps only every fifth year.

From the survey we obtain primary activities, which can be used to get information on the purpose of visit on a very detailed level, the time used for different activities (not found elsewhere) and also with whom (travel party). The personal background data gives information on the place of residence, age, sex, education, occupation, income, household composition, etc.

There is one key question in distinguishing tourism, with possible exclusions according to other variables:

Were you on a trip to another municipality during the survey day? (excluding regular trips to work/sludy).

1. No (*not tourism*)
2. Yes, on a daily trip (very probably tourism)
3. Yes, on an overnight trip (*very probably tourism*)

If Yes, the name of the municipality?

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A selection of other interesting variables might include:

- 11 Home (*not tourism*)
- 12 Second home, weekend house (*tourism*)
- 13 Work-place/school outside home (*not tourism*)
- 14 Other people's home (*may be tourism*)
- 15 Restaurant, cafe, pub (*may be tourism*)
- 16 Elsewhere, but not travelling (*may be tourism*)
- 19 Location unknown, not travelling (*may be tourism*)
- 21 Travelling on foot
- 22 bicycle
- 23 moped, motorcycle
- 24 passenger car
- 25 van, lorry
- 31 taxi
- 32 bus, coach
- 33 tram, underground
- 34 train
- 35 aeroplane
- 36 boat, ship
- 41 other
- 49 unknown mode
- 99 Location unknown, whether travelling or not (*may be tourism*)

Day of the week

Month

Type of the day

1 at work/school (*may be tourism*)

2 at vacation (*may be tourism*)

3 out of work/school because of weekend  
or day off (*may be tourism*)

4 out of work/school because of own  
sickness (*not tourism*)

5 out of work/school because of sick child  
(*not tourism*)

6 out of work/school because of other  
reason (*may be tourism*)

Primary activity (12 pages in the proposal;  
below only the main headings)

0 Personal care

1 Gainful employment

2 Study

3 Household and family care

4 Organisational activity

5 Social life and entertainment

6 Sports participation

7 Arts, hobbies and games

8 Mass media

9 Travel and unspecified time use

The most interesting are 1, 5, 6 and 7, because they include most of the purposes for tourism trips and activities on a detailed level, e.g. time used on 5.2.6 Excursions, sight seeing, tours and amusement parks.