



# **TOURISM DEMAND**

## **- OVERVIEW AND CZECH CASE -**

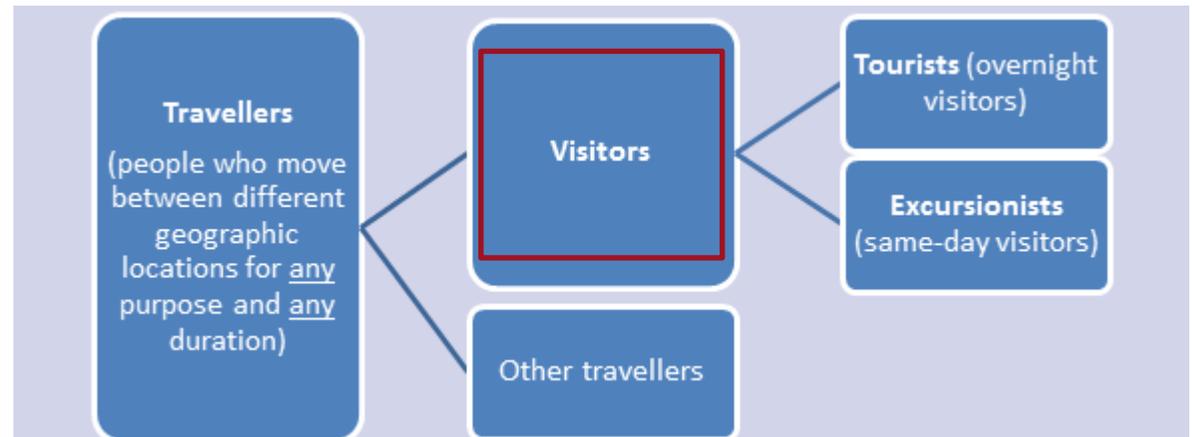
**Zdeněk Lejsek**

**TSA Workshop, 29 – 30 November 2017, Brussels**

# CONCEPTS AND DEFINITIONS

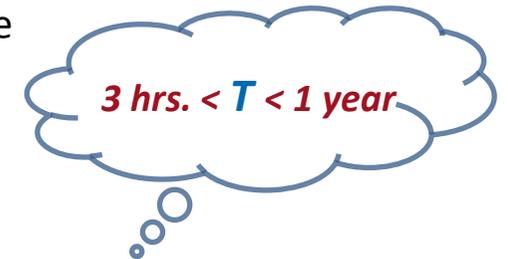
## Tourism vs. Travel

- Tourism is a **subset** of travel
- All tourism includes some travel, but not all travel is tourism.



## TOURISM IS:

- ⇒ **Temporary**, to distinguish it from the permanent travel of the tramp and nomad
- ⇒ **Voluntary**, to distinguish it from the forced travel of the exile and refugee
- ⇒ **Round trip**, to distinguish it from the one- way journey of the migrant



## Definition by UNWTO:

*„Tourism’ means the activity of visitors taking a trip to a main destination outside the usual environment, for less than a year, for any main purpose, including business, leisure or other personal purpose, other than to be employed by a resident entity in the place visited.“*

# FORMS OF TOURISM

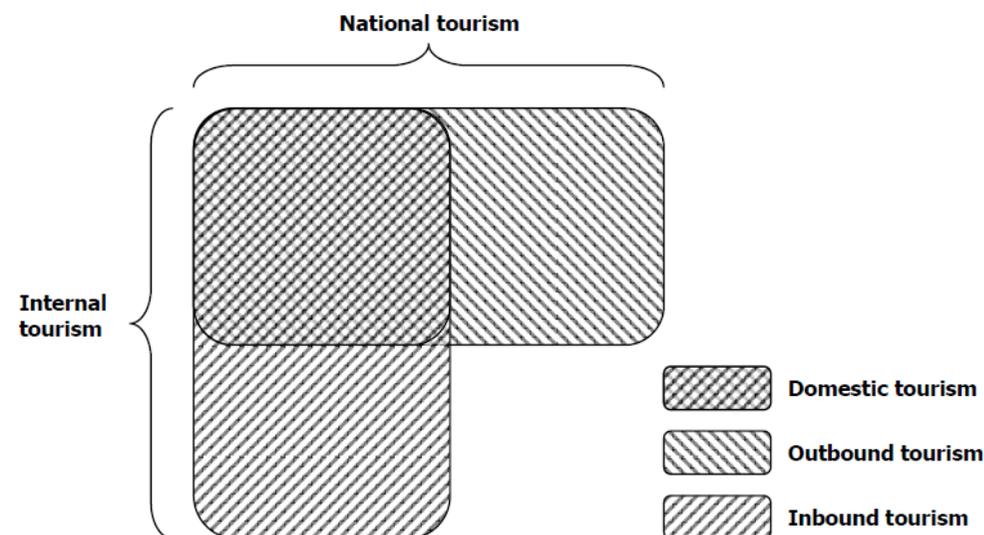
## 3 Basic forms and combinations of tourism

- **Domestic tourism**, which comprises the activities of a resident visitor within the country of reference either as part of a domestic trip or part of an outbound trip
- **Inbound tourism**, activities of a non-resident visitor within the country of reference on an inbound trip
- **Outbound tourism**, which comprises the activities of a resident visitor outside the country of reference, either as part of an outbound trip or as part of a domestic trip

**Internal tourism** = domestic + inbound

**National tourism** = domestic + outbound

**International tourism** = inbound + outbound



# USUAL ENVIRONMENT

## = Key concept in tourism

„Is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.“

- A1) **Subjective feeling** of the respondent vs.
- A2) Using of (suggested) **criteria**:
  - i.* **Frequency** of the trip (except for visits to vacation homes);
  - ii.* **Duration** of the trip;
  - iii.* The crossing of **administrative** or national **borders**;
  - iv.* **Distance** from the place of usual residence.

### What should be respect?!

⇒ density of population, transportation accessibility, cultural behaviours, vicinity to national or administrative borders etc.

### What is not Tourism?

- *Border/Seasonal workers*
- *Other short-term workers*
  - *Long-term workers*
- *Crews on public modes of transport*
- *Frequent border crossers*
  - *Long-term students*
  - *Long-term patients*
- *Diplomats, consular staff, military personnel...*
  - *Nomads, Refugees*

# TOURISM DEMAND

## Coverage of tourism expenditure

- **Symmetrically with 3 form of tourism** it can be defined: 1) **domestic** expenditure/consumption (**TSA T1**), 2) **Inbound** expenditure/consumption and 3) **Outbound** expenditure/consumption
- „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.“
- Goods or services that satisfy the wants and needs of individuals
- It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others.

### 3 phase of expenditure



# TYPES OF EXPENDITURE

## Paid directly by visitor



- Transportation
- Accommodation
- Food and beverage
- Valuables (jewellery, etc.)
- Durable consumer goods
- Manufactured items ....

## Other expenditures / payments

- (a) Monetary expenditure on consumption goods and services paid for directly by the employer for employees on business travel;
- (b) Monetary expenditure by the visitor refunded by a third party, either employers (businesses, government and non-profit institutions serving households), other households or the social insurance scheme;
- (c) Monetary payments made by visitors for the individual services provided and subsidized by Government and non-profit institutions serving households in the areas of education, health, museums, performing arts, etc.;
- (d) Out-of-pocket payments for services provided to employees and their families on tourism trips financed principally by employers, such as subsidized transport, accommodation, stays in holiday residences of employers etc.;
- (e) Supplementary payments made by visitors to attend sports or any other cultural events on the invitation of, and principally paid for by, producers (business, government, non-profit institutions serving households).

# TSA TABLES T1 – T3

## Basic template of tables concerning tourism expenditure



### CLASSES OF VISITORS

Products	Tourists (overnight visitors) (1.1)	Excursionists (same-day visitors) (1.2)	Visitors (1.3) = (1.1) + (1.2)
A. Consumption products (*)			
A.1. Tourism characteristic products			
1. Accommodation services for visitors		X	
1.a. Accommodation services for visitors other than 1.b		X	
1.b. Accommodation services associated with all types of vacation home ownership		X	
2. Food- and beverage-serving services			
3. Railway passenger transport services			
4. Road passenger transport services			
9. Cultural services			
10. Sports and recreational services			
11. Country-specific tourism characteristic goods			
12. Country-specific tourism characteristic services			
A.2. Other consumption products (a)			
B.1. Valuables			
Total			

X does not apply.



P  
R  
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D  
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S

### In TSA Table T2 Domestic tourism

Expenditures divided also by  
**types of trips:**

- a) Domestic trips
- b) Outbound trips

(domestic part of their  
expenditures)

- Total = a + b

# TOURISM CONSUMPTION

## Concept, coverage and other components

- Concept of tourism consumption used in the TSA **goes beyond** that of tourism **expenditure**
- Besides the amount paid for the acquisition of consumption goods and services for and during tourism trips, which corresponds to monetary transactions (the focus of tourism expenditure), it also includes

### 3 other components of tourism consumption:

*A) Services associated with vacation accommodation on own account*

*B) Tourism social transfers in kind (except refunds)*

*C) Other imputed consumption*

⇒ These transactions need to be estimated using sources different from information collected directly from the visitors, such as reports on home exchanges, estimations of rents associated with vacation homes, calculations of financial intermediation services indirectly measured (FISIM) etc.

# TSA TABLE T4

## Basic template of table concerning tourism consumption

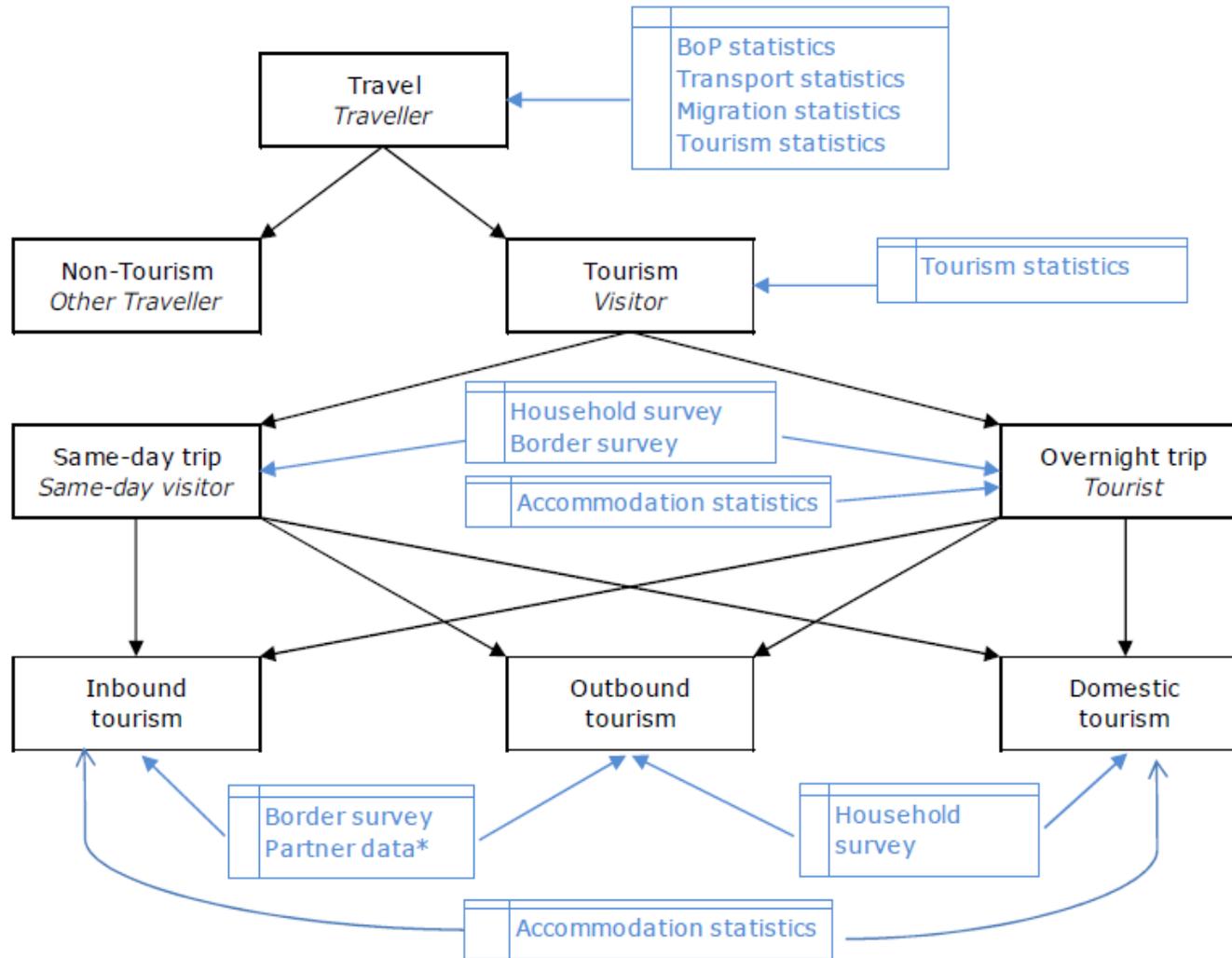
⇒ **EXPENDITURE + OTHER COMPONENTS OF TC = ITC**

Products	Internal tourism expenditure			Other components of tourism consumption (**)	Internal tourism consumption (4.3) = (4.1) + (4.2)
	Inbound tourism expenditure (1.3)	Domestic tourism expenditure (2.9)	Internal tourism expenditure (4.1) = (1.3) + (2.9)		
A. Consumption products (*)					
A.1. Tourism characteristic products					
1. Accommodation services for visitors					
1.a. Accommodation services for visitors other than 1.b					
1.b. Accommodation services associated with all types of vacation home ownership					
2. Food- and beverage-serving services					
3. Railway passenger transport services					
4. Road passenger transport services					
5. Water passenger transport services					
6. Air passenger transport services					
7. Transport equipment rental services					
8. Travel agencies and other reservation services					
9. Cultural services					
10. Sports and recreational services					
11. Country-specific tourism characteristic goods					
12. Country-specific tourism characteristic services					
A.2. Other consumption products (a)					
B.1. Valuables					
Total					

PRODUCTS

**Inbound tourism expenditure**  
 +  
**Domestic tourism expenditure**  
 +  
**Other components of TC**  
 = **Internal tourism consumption (ITC)**

# SCHEME FOR TOURISM (FLOWS AND SOURCES)



## Main data sources

### A) Household surveys

- Domestic tourism
- Outbound tourism

### B) Border surveys

### C) Partner (mirror) data

- Inbound tourism
- Outbound tourism

### D) Accommodation statistics

- Inbound tourism
- Domestic tourism

### E) Visitor surveys etc.

\* Other countries' outbound or inbound tourism data

# TOURISM DEMAND – CZECH CASE

INBOUND TOURISM	DOMESTIC and OUTBOUND TOURISM	INTERNAL TOURISM
Inbound tourism survey	Household survey	Inbound + Outbound tourism data
<p><b>MRD + Czech Tourism + CZSO</b>  <b>Covered period: 2005 – 2016</b>            Foreign visitors aged 15+            Face-to-face interviews  <b>63 border crossings:</b>            1) Random step            2) Interval 3 minutes - each fifth person  <i>Sample size: 2,5 - 6 500 individuals / quarter</i>  <i>Survey period: Continuously</i>  <i>Publication period: Quarterly</i></p> <p>-&gt; since 2017 new version + mobile positioning</p>	<p><b>Czech Statistical Office</b>  <b>Covered period: Since 2003</b>            All residents (since 2010 incl. children)            Face-to-face (tel.) interviews  <b>Two stage random sampling:</b>            1) Census district            2) Dwellings within census districts  <i>Sample size: 2 250 dwellings / month</i>  <i>Survey period: Monthly</i>  <i>Publication period: Quarterly</i></p> <p>-&gt; both types of tourism in one questionnaire</p>	<p>Compilation character = TSA Table T1 + T2</p> <p>Methodology, definitions in accordance with IRTS and Eurostat</p> <p><b>All financial resources from tourism allocated on the economic territory of the Czech Republic</b></p> 
<b>Statistical procedure of estimation (basic description)</b>		
<ul style="list-style-type: none"> <li>▪ Extrapolation of the number of foreign visitors by category (SDV, tourists, transit)</li> <li>▪ Estimation of their Ø expenses per 1 day</li> <li>▪ Transfer of (part of) expenses paid before trip</li> <li>▪ Breakdown by products (incl.package tour)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Grossing-up of the trips taken in the reference period (long, short, business, SDV)</li> <li>▪ Estimation of the structure and amount of expenditures (before/during the trip)</li> <li>▪ Breakdown by products + package tour expenditure breakdown (correct allocation)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Tourism social transfers in kind are included but only business trips</li> <li>▪ Consumption of individual non-market services is not included</li> </ul>
Other sources: Accommodation st., BoP data	Other sources: Mirror statistics, BoP data	

# TOURISM IN THE CZECH REPUBLIC



**INBOUND  
TOURISM**

**148**

MLD. CZK

74 % Tourists  
26 % SDV  
+2,9 % Y-to-Y

**DOMESTIC  
TOURISM**

**102**

MLD. CZK

24 % Tourists  
76 % SDV  
+8,9 % Y-to-Y

**INBOUND  
TOURISM**

**250**

MLD. CZK

59 % Inbound  
41 % Domestic  
+5,3 % Y-to-Y

**OUTBOUND  
TOURISM**

**64**

MLD. CZK

95 % Tourists  
5 % SDV  
+2,4 % Y-to-Y

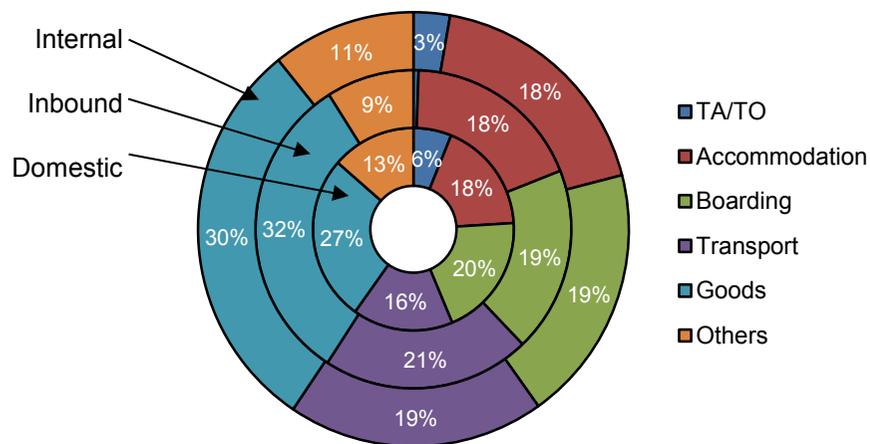
**BALANCE  
OF TOURISM**

**84**

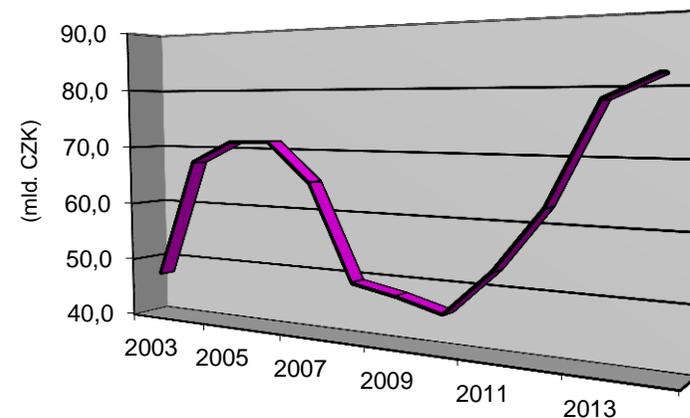
MLD. CZK

57 % Tourists  
43 % SDV  
+3,3 % Y-to-Y

**STRUCTURE OF CONSUMPTION BY  
PRODUCTS 2015**



**TOURISM BALANCE  
2003-2015**





# Thank you for your attention

**Zdeněk Lejsek**

Czech Statistical Office

Tourism Statistics Unit

[zdenek.lejsek@czso.cz](mailto:zdenek.lejsek@czso.cz)

