

TOURISM CONCEPTS AND DEFINITIONS

Provincial Tourism Statistics Workshop 25 July 2024

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



Outline of the Presentation

- Process followed in developing the Tourism Standards and Definitions
- Why Standards and Definitions
- Requirement for developing standards and definitions
- Process followed in developing standards and definitions
- Key Tourism Definitions



Development of Tourism Standard and Definitions

- First tourism concepts and definitions were developed in 2010 and published by Stats SA.
- Key stakeholders were consulted during the process. Some of the definition were aligned to the UNWTO guidelines
- In 2019, The Tourism Statistics Technical Committee saw a need to revise the definitions as they were not as detailed as the UNWTO.
- In the absence of other platforms, the revision of the concepts and definitions were consulted with the Provincial Tourism Research Committee as well as the Inter-Departmental Tourism Statistics Committee and the Steering Committee
- Proposed changes were accepted by the Steering Committee and they are in the process of being revised and fanalised.

Standardization on concepts and definitions

Why standardise definitions?

- data definitions are developed for particular contexts and should not have multiple meanings within any context.
- to facilitate common understanding, attributes of the data have to be defined in context.

Principle followed during formulation of definitions:

- Involvement of various stakeholders
- Buy-in from and Consensus among stakeholders
- Formal approval

Requirements for and recommendations for formulation of definitions

Requirements

A data concept definition shall:

- be stated in singular
- state what the concept is, not what it is not
- be stated as a descriptive phrase or sentence(s)
- be expressed without embedding definitions of other data elements or underlying concepts.
- be unique within any data dictionary in which it appears
- not contain the term that is being defined
- not begin with an article (e.g. a, the, an)
- be stated in such a way that it can replace the defined concept in a sentence without altering the structure of the sentence

Requirements for and recommendations for formulation of definitions

Recommendations

A data definition should:

- state the essential meaning of the concept
- be precise and unambiguous
- be concise
- be able to stand alone
- be expressed without embedding rationale, functional usage, or procedural information
- avoid circular reasoning
- use the same terminology and consistent logical structure for related definitions
- contain only commonly understood abbreviations
- not start with the expression 'X is' or 'X refers to', where X is the term being defined

Process to be followed when adopting/developing standards

The standards development process begins with a formal proposal to develop a new standard or review an existing standard

The development of statistical standards is carried out through Working Groups (WGs).

- Development of a draft standard is an iterative process that will end with consensus building among those affected by the standard
- For statistics to be beyond reproach, they have to be underpinned by correct application of sound and relevant statistical methods and standards

To secure buy-in, all ensuring that the relevant stakeholders review each proposed standard, assess its suitability and provide documented comments on the draft standard

Standard need to be tested (examined or piloted), before it is submitted for formal approval, where applicable

Once consensus has been achieved on the new/reviewed draft standard, it needs to be assessed and ratified by the Standards Committee (SC)

EXCO recommends that the SG, in his capacity as the Statistician-General, signs off the standard, as stipulated in the Statistics Act

The final version of the standard is adopted or approved, and endorsed by the Statistician-General as statistical standard for the production of official statistics

Publishing of the approved standard for implementation

Definitions

UNWTO, Glossary of Terms February 2014.

Stats SA, Concepts and Definitions, 2010.

Traveller

- Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations, for any purpose and any duration (IRTS 2008, 2.4). The visitor is a particular type of traveller and consequently tourism is a subset of travel.

Any person on a trip between two or more countries or between two or more localities within his/her country of residence

Visitor

- A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited (IRTS 2008, 2.9).

Someone who does not stay permanently with and is not a member of the household

Tourist

- 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 (IRTS 2008, 2.13).

A visitor who stays at least one night in the place visited

Domestic Trip

A domestic tourism trip is one with a main destination within the country of residence of the visitor

- a trip within the boundaries of South Africa but outside of the respondent's usual environment. Note: The following categories are excluded from the definition of domestic visitor: Persons travelling to another place within the country with the intention of setting up their usual residence in that place, Persons who travel to another place within the country and are remunerated from within the place visited. Persons who travel regularly or frequently between neighbouring localities as defined by the 'usual environment' rule.

Domestic Tourist

Referred to as a Domestic visitor who within his/her country of residence, he/she is a domestic visitor and his/her activities are part of domestic tourism

A resident visitor who visits within the economic territory of the country of reference

Thank you