

Modern trends in development of tourism statistics in the world and in Russia

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Abstract. One of the tasks of future modern highly efficient and competitive tourist complex in Russia is formation of tourism statistics corresponding to the world requirements in the framework of decisions of UN Statistics Commission with due regard to the indicators of adjacent industries and assessment of aggregate contribution of tourism into national economy. Satellite accounts of tourism on regular basis are final aim; such accounts allow to assess its economic multiplicative effect.

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Introduction

Growth of volumes and economic significance of tourism stimulated development of statistics. Simple accounting operations become more complex and included the elements of tourist migration analysis. By now tourism statistics covers broader range of issues and is performed with the purpose of assessment of the contribution of world tourism into economy of the country, in particular, its influence on payment balance; finding out of main trends of tourism development for planning of its material and technical base; performing of marketing researches and promotion of tourist product for potential users.

Main part

Every of above mentioned trends of statistic observations is intended for specific user of information. These are governments, national tourism administrations and manufacturers of tourist goods and services. In the process of work all of them need newest information about tourism and determine the contents, volume, forms and regularity of presentation of such information.

World tourism statistics includes 2 main sections: statistics of tourist flows and statistics of tourist costs and incomes. For every of them WTO developed a list of key informative and relatively easily measured indicators. The most important indicators of tourist flows are number of arrivals (departures) and duration of stay [1].

The number of arrivals (departures) is a number of checked-in tourists coming (leaving) into specific countries for specific period of time, usually 1 year. Since tourist can visit several countries during one year and even in the course of 1 trip he can visit

several states, factual number of tourists is less than the number of arrivals. Arrivals (departures) statistics contains qualitative description of tourist flows in the world. By the end of 90s number of world tourist trips exceeded 650 million. In spite of short-term fluctuations and recessions in some years development of tourism shows distinct growing trend. Average annual increment in tourist arrivals is 7% [2].

Statistic data about arrivals are grouped by journey aims, kinds of used transport, months of trips, regions and countries from which tourists come.

Statistics of tourist flows uses another indicator, side by side with the number of arrivals (departures): duration of stay. It measured in hours for 1-day trips, and for longer periods in nights.

Nights are 24-hour periods spent by 1 tourist in given country (destination place). Duration of stay of all tourists in the country during certain period of time - total number of trips is calculated as product of the number of tourists' stays by average duration of stay of 1 tourist in the country.

Calculation of nights seems easy only at first sight. However there are a lot of examples which can puzzle even most experienced specialists. Is it a stay of motorcyclist who is making his journey and stays at motel for several hours to take shower, have a rest and to continue his journey on the same day? Is it a stay of a person who visits his relatives (outside of his own environment) and returns home after midnight? These and similar questions can be answered if 2 criteria will be taken into account (WTO's recommendation): date of arrival into destination place and departure date must be different; and traveler must in fact spend the night during his absence at permanent address [3].

Depending on the length of stay (number of nights) several market segments can be identified (Table 1) Short-term trips (1-3 nights) are intended for leisure and entertainment on holidays and weekends, and also with business purposes, Second group (4-7 nights) - trips with different motives intended mainly for additional vacation. This segment of the market is developing with accelerating speed. Short-term trips (8-28 nights) are made in long vacation, mainly with recreational purposes. And finally, trips which last from 29-91 and 92-365 nights are referred to long-term tourism. A part of persons, economically inactive, make such trips for recreation and entertainment, treatment, another part - with business or professional purposes (mounting of equipment etc.).

Tourist incomes and costs are calculated in several ways also. Monetary indicators of world tourism can be obtained from appropriate accounting reports of tourism and bank enterprises. Bank method is collection of information about currency operations, made by world tourists. Central (national) bank calculates tourist trips through commercial banks and currency exchange points which submit data about buying and selling of currency for tourist purposes. Bank method is used in France and other states. Its wide use is determined by a number of advantages. It demands no additional information from tourists and does not complicate customs formalities and operation of statistics bodies. Processing of data is done by national bank when it is preparing payment balance. Regularly and operatively systemized material allows to analyze tourists' costs in dynamics and monitor the changes. When the accounting is well-organized and control over currency market is strict bank method gives relatively reliable monetary estimates of world tourism. However in this case the errors can not be avoided.

Real size of tourist costs can be distorted by many reasons: because of the availability of parallel markets of currency and misuse of finances. In those countries where black market exists currency partially bypasses bank channels. But the realization of currency operations with participation of bank structures does not guarantee their registration. Small currency exchange points often hide facts of buying and selling currencies in order to ease tax burden and the amount of tourist costs is underestimated; because of refusal of private persons and legal entities to use currency in cash as a mean of payment. Tourist enterprises and organizations often use clearing – offset system in conditions of exchange of tourists. These operations and payment for tourist products and services by visitors using credit cards are not accounted when bank method is used; if currency

operations in especially big amounts are registered. In some countries there is high threshold level for transnational operations which must be registered. Average tourist costs as a rule do not exceed this limit and are not shown in statistic reports; when foreign tourists have local currency without exchange in the country of temporal stay. World tourist costs are measured in national currency which was exchanged by banks for foreign currency. That share of local currency which tourists changed in their country and brought with them or borrowed from relatives or familiars abroad with further compensation during return visits is not registered by bank method. Finally, bank method does not provide right picture of tourist costs in territorial aspect. The accounting is done by the countries from which currency originates. Some of currencies have very broad zone of circulation and are exchanged by tourists from different states. In such situation it is very difficult and even impossible to distribute currency operations by these countries.

World center of research on tourism economy of Venice university named after Ca'Foscari informs that when bank method is used in-flows from world tourism can be underestimated by 20%. The error was found and corrected thanks to special statistic observations [4-7].

In statistics all mistakes are divided into deliberate and non-deliberate. The latter in turn are divided into randomized and systematic. Randomized errors take place by the fault of respondent and the registering bodies because of mistakes in documents, bad hearing, arrogance etc. They do not influence results of observation greatly because such mistakes are made with the same frequency in direction of underestimation and overestimation and in such a way they neutralize each other.

Non-deliberate systematic errors take place mainly during questioning thanks to rounding of numbers (age of a visitor, his income, number of nights etc.). It was noticed that at registration the age is often rounded if the number ends in 0 or 5, that is why it seems that 40-age tourists are more numerous than 39 or 41-age ones. This phenomenon in statistics is called accumulation of ages. Such errors are corrected in the processing of already collected statistics material.

Deliberate mistakes (the word's meaning says for itself) take place because of deliberate intention of the respondent to hide the truth. These mistakes distort data in one direction - either reducing the value (for example, turnover of tourist company) or increasing the value. Deliberate errors are most dangerous for statistic research. You have to apply a lot of efforts to find and eliminate them.

Correctly collected information is checked by logical and arithmetic methods. In the course of logical control the correspondence of the answer to the question or correspondence between answers to different questions of the program is checked. For example, if the cell "purpose of your visit" contains the answer "American" it is clear that the answer does not correspond to the question and the mistake is caused by entry into another cell. In quantitative answers obtained as a sum, difference, product or a part of other indicators (tourist costs and their breakdown into articles and days of the journey), logical control is backed up by checking of calculations.

In Russia tourist business is developed with predominant orientation to exit. Majority of tourist companies prefer to direct their customers abroad and only some of them work to attract foreigners into Russia.

One more characteristic trend for Russian tourist business - fierce competition between companies because the number of such companies exceed demand for tourist services. Appearance of new companies, their successive operation is possible if they enter the market with brand new product. But in most cases new tourist companies try to get profits in already explored segments of the market which increase competition and danger for newcomers to prove their full inefficiency and frauds with customers (even disappearance of such companies with customers' money without providing any tourist services at all).

Development of the system of statistic observation is not possible without provision of systematic approach to classification of services provided for tourists, i.e. without classifier of tourist and accompanying services. Besides that, for getting reliable statistics information it is necessary to use modern methodology of statistic accounting of tourist and accompanying services. Method of satellite accounting of tourism can be used which entered into practice of statistic accounting of tourist activity of many countries of the world. It would allow not only to systemize statistic reporting of tourism but to assess economic efficiency of tourism both in Russia and by separate region [8].

By now in Russia tourist statistics is only being formed. In spite of the fact that recently significant move forward was made in regard to systematization of available data about some aspects of tourism, in general, statistic observation in Russia is still not able to cover all range of influence of tourism sphere on national and regional economy. Statistic information about tourism is presented by separate indicators (mainly natural) distributed by branch statistics and developed by different

departments - this does not provide uniformity of methodology of their formation.

Increased interest to the issues of statistic assessment of tourism is determined by strong growth of economic significance of tourism as the biggest and highly profitable activity. At the current stage of development of Russian society issues of tourism development are included into long-term programs of socio-economic development of the country as prioritized direction of state policy of the Russian Federation. Indicator "proportion of citizens of the Russian Federation involved into tourist trips inside the Russian Federation" is included into the list of most important indicators of activity of budget planning entities.

The quality of information base is one of the main preconditions for development of tourism, planning and forecasting in this sphere. Information in tourism sphere is a key element of management system. However, existing system of statistic assessment of tourism activity in fact does not allow to provide sufficient information base for planning and forecasting of tourism development and tourist market both on the level of specialized tourist regions (sub-regions) and on the level of a country as a whole. In home statistics there is no complex information about tourist flows, volumes and structure of tourist costs.

Selective researches of households can provide more detailed economical-statistic information about the size of tourism in Russia and its parameters, tourist behaviour models.

Assessment of tourism's role in economy of Russia: its share in GDP, employment, investments, incomes into budget is one of the key problems. World practice of assessment of economic role of tourism is provided in recommendations of UN Statistic Commission and related to introduction of a special tool - satellite accounts - into national systems of statistic accounting. Since 2000 this method is used in such tourist countries as France, Spain, Austria, Canada etc. Totally satellite accounts are used in more than 60 countries of the world [9-10].

By now ways of inclusion of satellite accounts into the national system of statistic accounting are defined only theoretically. Practical realization of this task is hindered by the following obstacles:

- absence of groups of activities in collective branch "tourism" in All-Russia Classifier of economic activities;
- absence of calculation tables "costs-production" by the whole range of industries because of abortion of budget financing of this work (last time such tables were formed by Russian Statistics Agency in 1995) Since that time they are calculated only in regard to

limited range of industries and can not be used for formation of satellite accounts.

By this reason introduction of satellite accounts on federal level will demand 3-4 years of constant efforts of Russian Statistics Agency and Rostourism. In the same time some regions start on their own to assess the role of tourism with due regard to accompanying industries in macroeconomic indicators of socio-economic development of the Russian Federation's constituent entities. For example, successive practice in this direction in Krasnodar territory allows after some improvement to give official status to these calculations.

One of the key tasks is formation of statistic monitoring system in tourist sphere. Recently Rostourism made some steps for solution of this problem. In on-line mode the indicators of in- and outflows are analyzed, dynamics of tourist services, number and structure of accommodation facilities etc. The results of analysis are of some interest for organizations of tourist industry, they are published in mass media, including Internet. In the same time by now only quarterly statistics accounting is performed of in- and outflows while most countries of UN WTO register tourist flows on monthly basis.

Conclusion

So, today tourism statistics demands all attention and significant improvement with the purpose of its harmonization with due regard to UN Statistic Commission recommendations and best world practices.

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