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PHARE PROGRAMME  
TOURISM DEVELOPMENT IN POLAND  
ROZWÓJ TURYSTYKI W POLSCE

**Tourism Statistics in Poland**

BIBLIOTEKA IV  
Archiwum  
Museum - Warszawa

WORKING PAPER  
MATERIAŁ ROBOCZY

**Institutional Strengthening - Working Paper V**

**Erratum**

The reference to the note on economic impact analysis in the last sentence on page 16 should be deleted.

The sentence should read:

"With a view to fostering adherence to internationally accepted concepts and definitions a modified but standardised questionnaire is being prepared for the purpose of the study."

**Tourism Statistics in Poland**

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**Warsaw, July 1994**

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Warsaw, July 1994

**TOURISM STATISTICS IN POLAND**

**Erratum**

The reference to the note on economic impact analysis in the last sentence on page 16 should be deleted.

The sentence should read:

"With a view to fostering adherence to internationally accepted concepts and definitions a glossary is annexed to the report".

## CONTENTS

- \* Introduction
- \* Basic tourism statistics
- \* Statistical coverage of tourism in Poland
- \* Accuracy and reliability of tourism statistics in Poland
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## Introduction Statistics

The question can be asked why should one bother about tourism statistics. The reason is simple. Statistics adequately reflecting reality provide a basis for both public and private sector decision-making. Since information reduces risk, a private investor, considering, for instance, an investment in a hotel in Lublin will like to know about (1) the present situation and future outlook of tourism in Poland, (2) the present situation and the tourism development prospects of the Lublin Region, the province of Lublin, and the city of Lublin. Without adequate statistics, knowledge of the present situation can only be impressionistic and the future outlook can only be based on a heroic exercise in planning without facts. If the present situation is not precisely known the future will be difficult to forecast. An adequate supply of reliable tourism statistics is a prerequisite for giving direction to future development. Flawed statistics can result in bad economic decisions.

The quality of published tourism statistics hinges on the application of well defined, precise and operational concepts and definitions, adequate methods and techniques of measuring, and keeping at a safe distance from vested interests. It is not sufficient to have some published tourism statistics of good quality, there also has to be an adequate coverage of the tourism phenomenon. An appropriate degree of statistical coverage of tourism depends among other things on a full understanding of its functioning and potential economic importance in a market economy.

The aim of this paper is to review the present situation of tourism statistics in Poland in both their qualitative and quantitative aspects and to propose ways to improve and extend Poland's tourism statistical data base. In doing so no attention will be paid to the technical side of drawing up tourism statistics, such as statistical inference. To this the general statistical principles and techniques as outlined in textbooks on statistical analysis apply (Cf for instance Elzey, 1967). In addition, as an annex, a glossary is provided.

## Basic Tourism Statistics

A minimum set of tourism statistics should cover three distinct fields:

- (1) the flow of tourists, its constituent elements and inherent characteristics (the demand side);
- (2) tourist receipts/expenditures (resulting from the match between supply and demand); and
- (3) tourist accommodation (an important element of the supply side).

For collecting information on the *flow of tourists* three methods are applied: frontier check, accommodation check, and sample surveys.

Frontier check involves the use of entry/exit cards and is therefore often considered a nuisance to visitors and tourists.

The information normally to be derived from frontier checks comprises:

- number of tourists and same-day visitors;
- number of tourists by country of residence;
- number of tourists and same-day visitors by month;
- number of tourists and same-day visitors by mode of transport;
- number of tourists and same-day visitors by purpose of visit (long holiday, short holiday, VFR, business).

For Poland the number of tourists by country of birth should be added. Because of the considerable size of Polish diaspora - an estimated 10 million Poles live abroad - it will provide useful information on the size of ethnic traffic.

The information normally to be derived from accommodation checks comprises:

- Number of arrivals and nights spent by foreign tourists, with a break-down by:
  - country of residence;
  - month;
  - type and category of accommodation;
  - locality of accommodation;
  - purpose of visit (long holiday, short holiday, VFR, business).

For Poland again the number of tourists and nights by country of birth should be added.

- Number of arrivals and nights spent by domestic tourists, with a break-down by:

- month;
- type and category of accommodation;
- locality of accommodation;
- purpose of visit;
- region of residence.

For the break-down by type and category of accommodation to be fully meaningful accommodation establishments should be properly classified and graded (Cf Hueck, 1993).

Sample surveys are used to complement the information collected by frontier checks and/or accommodation checks. They also are the main source of information on *tourism receipts and expenditures*. For this also the central bank method is used. However, Dernburg and McDougall (1972) rightly note that "Measuring the values of all the transactions that should be entered in the balance of payments is a very difficult task. Many of the flows are not directly reported at all and must therefore be estimated in fairly round about ways. The value of tourist expenditure for example, cannot be directly measured". The central bank method, which is dependent upon a reporting system applying to commercial banks and exchange offices, is notoriously inaccurate and should therefore be combined with sample surveys. Apart from specialised surveys concerned specifically with tourism, information relevant to tourism is also obtained by time budget and household budget surveys focusing on the wider fields of respectively the use of time and household budget expenditures. A recent example of the latter is the 1992 household budget survey conducted and reported by GUS (1993a).

The information to be collected on *tourist accommodation* by location, and type and category of establishment comprises:

- number of rooms and beds available;
- number of rooms/beds occupied;
- room rates charged.

Every accommodation establishment should be required to complete a simple form each month providing information on a daily basis about rooms and beds available and occupied, country of birth and residence, purpose of visit, and rates charged.

Certain variables such as average length of stay and average tourist expenditure on accommodation are derived from these basic statistics. Tax records and social security records can provide additional information on gross revenues and employment in the accommodation sub-sector.

It should be borne in mind that accommodation statistics in the form of tourist arrivals do not provide a direct measure of the number of tourist arrivals to the country. Instead, they provide a measure of the number of accommodation registrations made. Dividing tourist nights in accommodation by tourist arrivals in accommodation, yields a measure of average length of stay in the accommodation visited. "Although this measure may differ from the measure of length of stay in the country it is, nevertheless, a useful measure to have" (IUOTO, no date). As shown by Theuns and Biernacka (1994), it can provide an indication of the type of tourism.

Combining the total of foreign and domestic nights in accommodation establishments with total available accommodation capacity yields occupancy rates. These should be calculated by locality, and type and category of accommodation. Average occupancy multiplied by average room rate compared with fixed and variable operating costs provides a measure of profitability which finds application in break-even analysis. It is an important planning tool applied in making investment decisions. Occupancy rates are also important in understanding seasonality.

### **Statistical Coverage of Tourism in Poland**

The Central Statistics Office (Główny Urząd Statystyczny) issues an annual publication titled *Turystyka i Wypoczynek* (Tourism and Recreation). It is published around May-June each year and provides full year information with a time lag of about 16-18 months. Information pertaining to the preceding year covers the first nine months only. Where applicable the data are given at voivodship level.

The publication contains at present six sections, dealing with:

- (1) Accommodation establishments and their use (January-September of the preceding year);

- (2) Accommodation establishments and their use (January-December, two years before issuing the publication);
- (3) Seasonality in accommodation arrivals and nights;
- (4) International visitor flows, inbound and outbound;
- (5) Miscellaneous items related to PTTK activity;
- (6) Selected financial data.

Both Section 1 and Section 2 contain 10 tables, of which six are quite similar having as the only difference that in Section 1 they refer to the January-September period of the previous year and in Section 2 to the full year before that. These tables provide information on:

- Number of guests in accommodation establishments by voivodship and type of establishment;
- Number of foreign guests in accommodation establishments by voivodship and type of establishment;
- Number of nights in accommodation establishments by voivodship and type of establishment;
- Number of foreign nights in accommodation establishments by voivodship and type of establishment;
- Number of hotels and their room and bed capacity, number of guests and nights, by hotel category; and
- Number of hotels in voivodship capitals, their room and bed capacity, number of guests and nights, by hotel category.

In addition Section 1 features tables on:

- Number of accommodation establishments by voivodship and type;
- Number of total beds in accommodation establishments by voivodship and type of establishment;
- Number of permanent beds only in accommodation establishments by voivodship and type of establishment; and
- Number of accommodation establishments, their bed capacity, number of guests and nights, by voivodship and ownership (such as ORBIS, PTTK, Gromada, Turysta, Almaturo, Polish Association of Youth Hostels, Workers Holiday Fund, trade unions and private owners). Note that a specification as to type of establishment is lacking here!

Section 2 features additional tables on:

- Number of guests in accommodation establishments by type of establishment and month;
- Number of foreign guests in accommodation establishments by type of establishment and month;
- Number of nights in accommodation establishments by type of establishment and month;
- Number of foreign nights in accommodation establishments by type of establishment and month.

Section 3 on seasonality in accommodation establishments contains two tables:

- Total and foreign arrivals and nights by type of establishment and month, and average monthly occupancy rate by type of establishment;
- Occupancy rate of accommodation establishments by voivodship and month.

Section 4 on inbound and outbound visitor flows comprises seven tables:

- Inbound and outbound border crossings by nationals and foreigners (passport checks made) by month and mode of transport;
- Inbound and outbound border crossings by nationals and foreigners by month and border crossing point;
- Visitor arrivals by month and border crossing point;
- Visitor arrivals by country of origin, time series;
- Visitor arrivals by country of origin and purpose of travel (visit, trade, tourism, transit);
- Visitor arrivals by country of origin and point of entry;
- Trips abroad by Poles, by month and border crossing point.

Section 5 contains miscellaneous items related to PTTK activity, arranged in seven tables:

- Membership of PTTK clubs;
- Participation in excursions according to type of excursion;
- Number of guides according to qualification;
- Number and membership of clubs for active tourism according to type of activity;
- Number of distinctions given to members according to type of distinction;
- Number of instructors for active tourism according to type;
- Total length of designated routes for active tourism in kms according to type of activity.

Section 6 comprises information on financial aspects of tourism. It contains five tables:

- Average annual employment in tourism and average monthly wage level during a year period;
- Total and current budget expenditures by state and gminas in million zlotys according to type of activity;
- Basic operating data (revenues and costs) for a sample of tourism enterprises (hotels, travel trade and holiday centres);
- Further break-down of costs in these enterprises;
- Costs and level of profitability related to sales in these enterprises.

Included in the publication are a number of graphs on the following items:

- Development of bed capacity in accommodation establishments, eight year period;
- Number of accommodation arrivals and nights, eight year period;
- Passport checks made, eight year period;
- Visitor arrivals to Poland, eight year period;
- Visitor arrivals to Poland by country of origin, preceding year;
- Number of trips abroad by Poles, eight year period;
- Arrivals according to purpose of trip (e.g. business, tourism, transit), preceding year;
- Purpose of foreign visits (e.g. leisure, shopping, sightseeing, religion), preceding year;
- Length of stay of foreign visitors in %, preceding year;
- Regions visited by foreigners in %, preceding year;
- Organisation of foreign inbound trips in %, preceding year;
- Mode of transportation used for foreign inbound trips in %, preceding year;
- Aspects criticised by foreign visitors in %, preceding year.

In addition eleven graphs on outbound traffic are given, in percentages, pertaining to the preceding year. For three of them it is clear that they refer to tourists, and one graph provides a percentage break-down between tourists and same-day visitors. For the remaining seven graphs it is unclear whether they relate to all visitors or only to tourists. The three relating to outbound tourists provide information on:

- Length of stay measured in nights;
- Type of accommodation used; and
- Type of accommodation used in selected countries.

The seven graphs of which it is unclear whether they relate to all outbound visitors or only tourists provide information on:

- Age groups;
- Countries visited;
- Purpose of trips;
- Permanent activity (e.g. study, work, retired);
- Mode of transportation used;
- Organisation of trips;
- Organisation of trips to selected countries.

### **Accuracy and Reliability of Tourism Statistics in Poland**

The 1992 EIU International Tourism Report on Poland opens with the heading "A minor tourism destination" and notes that Poland's travel industry is small and undeveloped. "World Tourism Organisation (WTO) figures comparing tourist arrivals (people staying more than 24 hours) consistently put Poland at the bottom of the arrivals list for former Eastern bloc countries" (EIU, 1992: 65). According to WTO figures Poland had in 1990 just 3.4 million foreign tourists, and in 1991 3.8 million (WTO, 1992). A 1994 Institute of Tourism (IOT) publication states that tourists arrivals amount to 30% of all arrivals to Poland. For 1991 this publication gives 11.3 million tourist arrivals (31.4% of visitor arrivals), for 1992 16.2 million tourist arrivals (33.2% of visitor arrivals) are mentioned (Institute of Tourism, 1994: 2). The IOT, however, does not seem to have very precise information. Bartoszewicz (1993a) puts the 1992 arrivals at 16.1 million. A 1993 IOT hand-out to Mr Hollier, Executive Director of ETC (IOT, 1993), puts the figure at 17.7 million. Bartoszewicz (1993b) asserts that 24% of these foreign tourists stayed with family or friends, and 76% used other types of accommodation. This implies that, measured in absolute numbers, between 12,236,000 and 13,452,000 foreign tourists have stayed in hotels, motels, rented rooms, campings sites and other types of paid accommodation. It is not clear whether this information is based on data collected by GUS or on the results of questionnaire surveys carried out by the IOT. In any case GUS itself publishes a quite different figure. According to this formally independent institution 1992 foreign tourist arrivals registered in all forms of paid accommodation amounted to 3,441,278 (GUS, 1993b). This results in a very odd and

confusing situation. Which figure is nearer the truth, the 3.4 million accommodation arrivals given by the GUS (which on the one hand may be subject to underregistration for reasons of tax evasion, and on the other hand will surely comprise double counting because some tourists move from one hotel to another during their stay in Poland) or the accommodation arrival figures to be deduced from the IOT data.

The total number of trips of one night or more from EC and EFTA countries to Poland in 1990 recorded by the European Travel Monitor (ETDC, 1991) amounted to 1,726,000, of which 83% were leisure trips and 17% business trips. Of the leisure trips 464,000 or 33% were VFRs. After deducting the VFRs, 1,262,000 holiday and business trips remain as accommodation arrivals originating in the EC-EFTA area. To this the accommodation arrivals from outside this area have to be added in order to arrive at a total figure for accommodation arrivals in Poland in 1990. The GUS (1991) puts the total 1990 foreign accommodation arrivals at 1,987,348. To compare with the ETDC data this figure should be divided by the average length of stay in Poland of tourists using paid accommodation.

The variation in figures is bewildering and the magnitude of the differences is impossible to explain. The only feasible conclusion is that the IOT foreign tourist arrival figures are far too high. For example they exceed by far the foreign arrival figures reported for well known destination countries such as Greece and Ireland (WTO, 1993). This creates not only confusion but also raises problems about the credibility of the figures. This is compounded by the fact that the IOT is not a formally independent institution, but a state research institute of which the State Sport and Tourism Administration (SSTA) is the founding and supervising body as well as its main source of funding. Toufexis et al (1993) note: "Sometimes erroneous numbers are used innocently; they're the best available figures though everyone knows they're guesstimates. But too often exaggerated figures are used deliberately to mislead, raise money or advance an agenda", and quoting Cynthia Crossen, who is writing a book on how numbers are manipulated, they add "Many statistics are generated by people who have a vested interest". The resultant gross under- or overstated figures will not only lead to a general distrust in statistical data but also undermine and endanger the future position of the agency releasing such figures. There is no benefit in enticing journalists to ridicule statistics as happened recently to Polish statistics on personal incomes and consumption. Bachmann (1993) notes in *Die Presse* that 71 percent of the Poles don't have money to take vacation

trips but 49 percent took them anyway, and he adds "Where it not for the iron rules of mathematics, Poland would have a 120 percent population". There is thus an urgent need for improving the accuracy and reliability of (some of) the tourism statistics in Poland.

### **Extension of the Tourism Statistical Data Base and Improvement of Published Statistics**

The Economist Intelligence Unit (1992) reports: "Data on Poland's travel industry - even at the level of basic arrivals to Poland and tourism receipts - are sparse" and "A basic problem with arrival figures collected by the Polish authorities is that they are based entirely on border crossings, and include the large number of excursionists (sometimes one individual crossing the border several times a day) as well as tourists, who spend 24 hours or longer in the country".

The foregoing analysis makes clear that this information does not fully conform to reality. It may have been at the time the EIU report was written as far as published data are concerned. It surely does not apply to the availability of data as such. Based on the 1992 GUS publication "Turystyka i Wypoczynek" it was concluded in early 1993 already that "the Central Statistical Office publishes a wealth of detailed data on tourism from which some meaningful statistics could be derived, which in turn could provide assistance in framing realistic policies for further product development in Poland, both at national and regional level" (Theuns, 1993). The data refer to arrivals and nights in paid accommodation. A recent analysis on the tourism regions of Poland (Theuns and Biernacka, 1994) shows that the same data are available as of 1989.

Notwithstanding this there is still something left to be desired. As to coverage the extensions/changes needed are:

- (1) The number of arrivals and nights in paid accommodation by foreign tourists should be broken down not only by type and category of establishment, locality (voivodship) of accommodation, and month but also by country of residence and country of birth of guests and purpose of visit. GUS plans to implement part of this recommendation by including a break-down by nationality (instead of the country of residence) in next year's tourism publication (Personal communication by Ms Zajenkowska-Kozłowska, 25 July 1994).

- (2) To the present break-down of the number of arrivals and nights in paid accommodation by domestic tourists a break-down by purpose of visit and region of residence should be added.
- (3) Domestic arrivals and nights in paid accommodation should be listed separately. They now have to be deduced by subtracting foreign arrivals/nights from total arrivals/nights.
- (4) Apart from information on arrivals and nights in paid accommodation by voivodship also a table providing average length of stay in paid accommodation by voivodship should be provided.
- (5) The table on ownership should also provide information as to nationality as well as a break-down according to type, and, where applicable, category of establishment.
- (6) The information on the use of available accommodation capacity should be complemented by data on room rates charged enabling the calculation of average guest rates and average room rates.
- (7) Mentioning *visit* as a purpose of travel as is done in the table on visitor arrivals by country of origin and purpose of travel does not make sense. What is meant by this is visiting friends and relatives (Personal communication by Ms Zajenkowska-Kozłowska, 25 July 1994), but this is unclear to readers. A meaningful break-down would be trade, leisure tourism (preferably broken down into long holidays, short holidays and VFR), business tourism, and transit tourism. Since most Russians entering Poland as petty traders tend to state that the purpose of their visit is tourism, the break-down by purpose of visit is considered not to be very useful. The exclusion of the table is under consideration (Personal communication by Ms Zajenkowska-Kozłowska, 25 July 1994).
- (8) The information provided in section 4 of the GUS publication should be supplemented by information to be derived from sample surveys providing a break-down by tourists and same-day visitors.
- (9) The information provided in section 5 of the GUS publication does not fit well into the overall character of the publication and could be excluded.
- (10) Some of the graphs included in the GUS publication presumably refer to all visitors, including same-day visitors. Future surveys should endeavour to provide a break-down by tourists and same-day visitors. The present unclear situation causes

confusion.

- (11) Adequate information on gross revenue from tourism is lacking. Such information should be derived from sample surveys. In the design of questionnaires to be used for such surveys adequate attention should be given to the amounts transferred by foreign tour operators for package tours to Poland. International fare payments should be excluded from gross tourism revenue.

Apart from coverage a factor determining the usefulness of statistics is their orderly and timely presentation in published form. The tables in the annual publication of the Central Statistics Office should be accompanied by clear information on definitions applied, sources and methods of data collection, and any deviation from standard UN/WTO international practice.

The format of some of the tables should be revised in order to make their contents easier to digest, some tables need more informative headings, and the quality of print should be improved. Precise information should also be given on content and meaning of some of the concepts and designations used. An attempt should be made to make the content and meaning understandable to foreign readers. For this also an English translation should be provided. Increased co-operation between GUS and such organisations/institutions as the World Tourism Organisation (WTO), the Organisation for Economic Co-operation and Development (OECD) and Eurostat have fostered this idea. There are now plans to publish an English language edition next year (Personal communication by Ms Zajenkowska-Kozłowska, 25 July 1994).

As to timing the aim should be to publish the annual edition with a time lag not exceeding one year. To speed up the publication of at least some of the data a quarterly digest of tourism statistics is recommended.

A recent Eurostat study of the statistical offices of EU members notes that living under the same roof with a ministry or government department entrusted with executive powers can raise problems of independence (Anon., 1993).

To protect the collection and presentation of primary data against vested interests and prevent the possible accusation of massaging of official figures these activities should be a prime

responsibility of the formally independent GUS. Sample surveys for official use by the IOT should be subject to GUS supervision and be published by GUS with due credit to be given to IOT as the executing agency. In addition the IOT should focus on secondary analysis of primary data (both domestic and foreign), and specialised research for third parties. It should develop into a think-tank for the tourism sector in Poland. The present situation in which both GUS and IOT publish primary tourism statistical data leads to unpalatable inconsistencies and is not conducive to attaining the esteem for tourism which it deserves as an economic activity. Tourism has the capacity to contribute significantly to the generation of income, foreign exchange, employment, and government revenue, to stimulate economic diversification, and diminish regional imbalances in production and income. It should therefore be handled in a professional way. Accurate and reliable tourism statistics are part and parcel of a professional approach to tourism.

### **Summary and Main Conclusions**

The analysis of, on the one hand accuracy and reliability of Poland's tourism statistical data, and on the other hand the coverage of the tourism statistical data base consists of:

- (1) a confrontation of known conditions conducive to raising the quality level of statistics with the conditions pertaining to tourism statistics in present-day Poland; and
- (2) a comparison of an internationally accepted standard set of tourism statistics with the at present existing published tourism statistical output in Poland.

The confrontation of ideal and existing conditions focuses on the application of adequate concepts, methods of data collection, statistical techniques and presentation, and on maintaining an independent stand by the agency entrusted with the power to collect and present the statistical data for public use.

The evaluation of the adequacy of coverage involves a simple comparison of two sets of statistical data, an ideal standard one and that available in Poland.

The main conclusions derived from this exercise are that:

- (1) the tourism statistical data base should be extended, for which eleven specific recommendations are made;
- (2) the prime responsibility for the collection and presentation of tourism statistical data

- should rest with GUS. The IOT should focus on secondary analysis of primary data and develop into a think tank for the public and private sector in tourism;
- (3) visitor statistics in Poland should make a clear distinction between tourists and same-day visitors;
  - (4) the presentation of tourism statistical data in the annual GUS tourism publication should be improved and made more user friendly; and
  - (5) the GUS tourism publication should be made accessible to non-Polish speaking outsiders by providing translation of the text in English.

With a view to fostering adherence to internationally accepted concepts and definitions and to provide guidance to the analysis of the economic effects of tourism respectively a glossary and a note on economic impact analysis are annexed to the report.

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## ANNEX

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## ANNEX

### Glossary<sup>1</sup>

- \* **Accommodation registration**  
Registration of tourist arrivals in paid accommodation.
- \* **Additional holiday**  
Term used in some holiday surveys to distinguish between the main holiday and others during a given period (usually twelve months).
- \* **Average guest rate**  
Room sales, net of taxes and service charges, divided by the number of guests.
- \* **Average room/bed occupancy rate**  
The average percentage of available room / bed capacity which is occupied in a given period (usually a month or a year).
- \* **Average room rate**  
Room sales, net of taxes and service charges, divided by the number of occupied rooms.
- \* **Break-even point**  
The point at which revenues equal fixed and variable costs. Below the break-even point losses are incurred; above it, profits are made.
- \* **Business tourism**  
Trips made by employees and others in the course of their work, including attending meetings, conferences and exhibitions.
- \* **Frontier registration**  
Registration of visitor arrivals from abroad by simple counting at the border, or registration of tourist arrivals from abroad by checking at the border using entry/exit cards.
- \* **Gross (foreign exchange) receipts from tourism**  
The total amount received either directly from (foreign) tourists or indirectly from (foreign) travel intermediaries, excluding international fare payments.
- \* **Holiday frequency**  
The ratio of the total number of holidays to the number in the population who make at least one trip in a given period (usually twelve months), in other words the average number of holiday trips taken by those who went on holiday in the period under review.

- \* **Holiday propensity (net) / Holiday participation**  
The proportion of the population taking at least one holiday in a given period (usually twelve months).
- \* **Holiday propensity (gross)**  
The total number of holidays taken in a given period (usually twelve months) in relation to the total population.
- \* **Hotel**  
An establishment offering sleeping accommodation (lodging) against payment to tourists and temporary residents. The precise meaning of the term is dependent upon the national system of categorisation for accommodation establishments.
- \* **Hotels and similar establishments**  
Term usually indicating hotels, motels, inns and pensions, as opposed to supplementary accommodation.
- \* **Inclusive holiday**  
A holiday booked as a package or inclusive arrangement comprising transport, accommodation and possibly other travel services such as sightseeing. The packaging is done by tour operators.
- \* **Leisure tourism**  
Tourism for non-business purposes. The main categories of leisure travel are long and short holidays and VFR.
- \* **Long holidays.**  
A holiday trip of at least 4 nights duration.
- \* **Main holiday**  
Term used in some holiday surveys. When two or more holidays are taken, the main holiday is the longest.
- \* **Other pre-booked holiday**  
A holiday for which advance bookings for transport or accommodation were made through a travel agency or directly with the supplier.
- \* **Petty traders from abroad**  
Temporary immigrants coming to live, work and earn an income while staying in the host country. Not to be considered visitors.
- \* **Primary data**  
Information collected specifically for a particular purpose, as distinct from secondary data collected and recorded already.
- \* **Same-day visitor**  
Visitor who does not spend the night in the place visited or who spends the night on board a cruise ship. Until recently called excursionist.

- \* **Seasonality**  
Patterned fluctuations in market demand due to the time-of-year specifics of an area's attractions and/or competing patterned demands on the customer.
- \* **Secondary data**  
Existing information, such as published official statistics, which may be used in further analyses.
- \* **Short holiday**  
A holiday trip of more than one but less than 4 nights duration.
- \* **Supplementary accommodation**  
Term usually indicating specific categories of tourist accommodation with facilities for self-catering, such as youth hostels, holiday centres and holiday villages, rented chalets and cottages, rented apartments, and camping sites.
- \* **Tourism account**  
That part of the services account, being part of the current account in the balance of payments, registering a country's gross international tourism receipts as credits and gross international tourism expenditures as debits.
- \* **Tourism sector**  
The aggregate of all businesses that directly provide goods or services to facilitate business and leisure activities away from the home environment which take 24 hours or more and are not remunerated from within the place visited.
- \* **Tourist**  
Visitor staying at least one night in the place visited.
- \* **Travel propensity**  
The total number of trips with an overnight stay (holiday, VFR, business) taken in a given period in relation to the total population or a specific group.
- \* **VFR**  
VFR, visiting friends and relatives, denotes the form of tourism in which the overnight stay is predominantly with friends and/or relatives instead of in paid accommodation.
- \* **Visitor**  
Person visiting a place outside his/her usual place of residence for a period not exceeding twelve months, for any reason other than following an occupation remunerated from within the place visited.