



TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 23, 2021

**A new decade
for social changes**

www.techniumscience.com

ISSN 2668-7798



9 772668 779000

Review Studies of Scope and Measurement of Tourism Activities

I Gusti Bagus Rai Utama^{1*}, Tjokorda Bagus Putra Marhaendra², Ni Luh Putu Suarmi Sri Patni³

^{1,2,3,4} Universitas Dhyana Pura, Bali, Indonesia

raiutama@undhirabali.ac.id¹, tjokbagus8@gmail.com², putupatni@undhirabali.ac.id³

Abstract. This paper attempts to review the issue of the definition of tourism and methods of measuring tourism activities which have become important issues since 1960 and until now. Various components are involved, both individuals and organizations both locally, nationally, regionally, and internationally, such as the world tourism organization (WTO). However, in reality, there are still differences in the method of measuring travel and tourism activities, especially aspects of tourism demand and supply. So that the initial strategic step is to standardize the definition of tourism, tourists, travelers, and visitors. So that later it can be used widely by all parties both in local, national, and international contexts. The non-uniform use of the international definition of tourism using data from the WTO as a world organization has resulted in inaccurate data and information that cannot be widely used. In 1967 the standardization of the use of the terms visitor, tourist, and excursionist was recommended by UNWTO, the result of the meeting in Geneva which was a revision of the decision in 1963. Several standardizations were carried out by UNWTO including the use of models that have been adopted by countries in the world, namely; Tourism Statistics Account (TSA) is a method for harmoniously measuring tourism demand and supply. So that existing weaknesses can be eliminated and new standards by the development of the academic world and the practical world, which can be used in a destination.

Keywords. tourism, tourist, travel agents, measurement, destinations

1. Introduction

This essay is a review of the writings of Theobald about the importance, extent, and measurement of travel and tourism. The free translation is "Definition, Scope, and Measurement of Travel and Tourism Activities". The third edition of Elsevier was published in 2005 in his book *Global Tourism*. English. Travel has existed since ancient times where these activities were done in search of food, catching cattle for a lifetime, and then evolving according to their motivations with trade, religion, war, migration, and other activities. Excursions for activities and fun were also made in Roman times, with resorts on the beach. In Pompeii and Herculaneum. They stayed in villas to escape the summer in Rome.

Tourism has been known as a phenomenon for 20 years. Historians note that tourism activity in England began after the Industrial Revolution with the emergence of the middle class and cheap transport. As well as the advent of commercial aircraft and the Second World War

and the expansion of jets in the 1950s, marked by the growth and development of international travel.

Meis (1992) explains that the tourism industry is a concept that should be understood for analysis and as a basis for decision making. However, this is not understood by almost all countries, hence various problems arise that make it difficult for the industry to grow realistically or reliably in terms of basic tourism information to predict its contribution to the regional, national and global economy (Theobald, 2005: 6-8).

Further, based on data from American Express, Hawkin and Ritchie (1991) argue that the tourism and tourism industry in Australia, Bahamas, Brazil, Canada, France, West Germany, Hong Kong, Italy, Jamaica, Japan, Singapore, Britain, and America. Because of the problem of definition concerning statistical measurement, it is not possible, with a certain degree of uncertainty, to provide valid and reliable data on the role of world tourism or its economic impact. In some cases, similar difficulties arise when measuring domestic tourists. (Theobald, 2005: 8).

2. Research Methods

This study uses the desk research method with online data and information retrieval techniques, secondary sources, and other sources of scientific publications. While the analytical techniques used are descriptive qualitative analysis techniques, analogies, and comparisons of several research results and other scientific publications regarding the problem of the scope and measurement of tourism activities,

3. Review Studies

3.1 Definition problem

The problem of definition is important to attract attention, such as Gee, Makens, and Choy (in Theobald, 2005: 8) which focuses on the academic and practical world. First, travel requires research that has standard definitions to obtain standard parameters; secondly, there is no consensus on the existence of standards, the impact of tourism in academia, and its impact on local, regional, national, and global levels. economy. Therefore, the comparison of data becomes very important. and the criteria used to identify it to obtain some data.

The US Travel Data Center only records travel statistics for those who are at least 100 miles or more from where they live. However, Waters (1987) argues that this criterion is considered not very accurate, this is also stated in the annual data, which is following the guidelines of the US National Tourism Resources Review Commission (1973) that distances of 80 more miles are realistic. While Canada has criteria for tourists (tourists) who travel at least 25 miles outside their place of residence.

Statistical measurement is very important in direct and indirect fields as well as in economics. They help plan and build tourist facilities to keep tourists safer and help formulate marketing strategies and identify changing tourist movements, patterns, and referrals.

3.2 The origin of the definition of tourism

Etymologically, the word "tour" comes from the Latin "tornare" and the Greek "tormos" and means a lathe or circle, the displacement of the center point or axis. In modern English, it means to change or shift or turn. The suffix "ism" means action. Combining tourism and ism becomes tourism, which means the movement or rotation of a line from a certain point and back to its original location. For example, a tour shows a round trip, they leave and return to their original location. There was a difference of opinion when the word tourist was first printed. Smith (1989) suggested that Samuel Pegge report the use of the word tourist as a new word for

traveler. C. 1800; British sports magazines approved the word "tourism" in 1991; while Feifer (1985) suggests that the word "tourist" was used by Stendhal in the early 18th century (1838). Mieczkowski (1990) states that the first definition of tourism in the universal dictionary du XIX dates back to 1876. The definition of a tourist or a tourist is someone who travels out of curiosity (curiosity) and laziness.

Leiper (1979) in connection with the word tourism explains that this word is used in England to describe British male aristocrats who study politics, government, and diplomatic affairs, where they travel to mainland Europe for three years for their study activities. According to Inskip (1991), however, the first travel guide was created under the name Thomas Nugent the Grand Tour, published in 1778. So there is still disagreement between the terms tourist and tourism. Medlick (1981) suggests creating a conceptual definition so that a theoretical framework is available to identify the essence of tourism characteristics. an industry that responds to the needs and impacts of industry on the socio-cultural, economic, and physical environment.

While Mathieson and Wall (1982) concluded that tourism is the temporary movement of people to a destination outside their usual place of residence and work, as well as carrying out activities in the destination area and creating facilities that meet their needs.

However, there are also technical or operational definitions that provide statistical and legal information. Various technical definitions are proposed that can be applied to the preparation of foreign and domestic tourists. So those currently known technical definitions can be used as standards in data collection.

Leiper (1979) concluded that there are three approaches to defining tourism in an economic, technical, and holistic context. In the economic dimension, tourism is seen as an industry and business, technology, the availability of a common basis for data collection. The holistic dimension is the essence of the topic itself ((Theobald, 2005: 11).

3.3 Key definition development

An international forum, convened in 1963 under the name of the Committee of Statistical Experts of the League of Nations, initially suggested that a foreign tourist is a person who visits a country outside his usual place of residence for at least 24 hours. In 1945 the United Nations (UN) set a maximum period of 6 months. There are international organizations that have a time limit of 1 year or less.

The United Nations Conference on Travel and Tourism in 1963 sponsored the International Union of Official Travel Organization (IUOTO), now known as the World Tourism Organization (WTO), now familiar with the name UNWTO to distinguish it from the World Trade Organization, whose recommendation that the word visitor could be adopted. as the definition of a tourist; that is, a person who visits a country outside his usual place of residence for various reasons other than to earn a living in the country he is visiting. Visitors or visitors in this case can be divided into two categories, namely: 1). Tourists and 2). Tourist or day-tripper.

Tourists are temporary visitors staying at a destination at least on January 24 who are visited for pleasure, business, family, on missions, or to meet. While the definition of day-trippers or travelers are people who travel less than 24 hours in the countries they visit, including cruise ship passengers). Since 1963, the words visitor, tourist, and day traveler proposal have been received with various revisions and consequences. At the 1967 meeting in Geneva, the United Nations (UN) recommended the Statistical Commission

3.4 Incompatibility in tourism statistics

The main difficulty in measuring tourism demand is the underlying discrepancy in tourism statistics. The discrepancy is not only in the comparison of data with other countries but problems arise when a region, province, or city in a country wants to compare tourism demand data. At the international level, there are several reasons for this discrepancy. Definitions of visitors and tourists vary in particular as a constraint in the collection of statistical data. However, not all countries adopt the meaning of the UN; they use their definition.

Confusion in terminology is not only experienced by America. A review of tourism statistics published by the WTO without footnotes show variations, and differences in data collection methods, which differ significantly from standard terminology. So the tough task of the WTO is to work systematically to improve and develop definitions and classifications of tourism that can be used throughout the world.

3.5 General measurements of tourism

In June 1991, 250 people from 90 countries attended a meeting in Ottawa, Canada, which was also sponsored by the WTO Canadian Tourism Organization. This meeting (The International Conference on Travel and Tourism Statistics (1991)) resulted in three (3) objectives, namely: (1) Development of uniformity and integration of definitions and classifications of tourism statistical systems. (2) Application of the rigorous methodology to determine the economic impact of tourism and other related sectors. (3) The activity also aims to establish a dialogue between the government and the tourism industry and strengthen the work program for providing tourism information and statistics.

The conference was successful by adopting a standardized approach to tourism terminology and industry classifications and their overall development. All delegates agreed on the concept, measurement, and definition, which became the "resolution". In 1993 the United Nations received a report from the WTO and made recommendations to the United Nations statistics department for tourism statistics. One result of this resolution (WTO, 1991) is that tourism is defined as:

"The activities of a person who travels to a place outside their usual environment for less than a certain amount of time, and the general-purpose is a travel and not income generation in the places they have visited...".

In addition, the general definition used is "an activity carried out by people who travel outside the surrounding area for pleasure, business or other purposes and who do not reside for more than one year.

The Ottawa Conference also resulted in an agreement to develop and implement measurement systems and indicators that will be used to forecast the entire industry. As well as the contribution of tourism in the economic context. As well as approval of the use of the Tourism Statistics Account (TSA) by the Statistical Commission of the United Nations (UNSC) in 2000. As well as revision of previous methods from the WTO, OECD, and EUROSTAT. The goal of all of this is to create a unique standard that can be applied consistently and comprehensively to provide accurate and useful data for everyone, especially tourism demand.

4. Conclusion

Standardization in tourism is very important in both theoretical and practical contexts. There are still many organizations and individuals who understand the meaning of tourism and

tourists differently. With these different understandings, it will be difficult to create a tourism measurement method or model that can be used by various organizations around the world. With this problem in mind, the WTO has taken various steps since 1963 to harmonize the views of various organizations around the world on standardizing the definition of tourism. Since 1997 it has been agreed to standardize the terms tourism, travelers, tourists, tourists, travel and tourism, the tourism industry. But in reality, there is still some confusion about the use of the terms tourism and tourist, such as tourism, and a tourist information center that should be a tourism information center.

5. Recommendations

It is necessary to unite perceptions between different organizations in the world so that there are no mistakes in the use of the words tourism and tourists. Measurement of international and domestic tourists. As well as the need for socialization of standardization of definitions and measurement methods for the academic world and the practical world, especially for tourism actors; Ministry of Tourism, Department of Tourism, hotels, restaurants, travel agencies, and the world of tourism and non-tourism education.

Acknowledgement

Thank you very much for the author of the e-book of Global Tourism (third edition) editor: William F. Theobald Elsevier- Butterworth-Heinemann. The USA).

References

- [1] Bar-On, Raymond.1989, Travel and Tourism Data: A Comprehensive Research Handbook on the World Travel Industry. London: Euro monitor Publication
- [2] Bar-On, Raymond. 1996. Databank: Definition and Classification: Tourism Economic 2(4): 370
- [3] Burkat, A.J., and S Medlik. 1981. Tourism: Past, Present and Future. London Heinemann.
 - a. Conference The. 1991. International Conference on Travel and Tourism Statistics: Ottawa (Canada) 24-28 June 1991 Resolution Madrid, WTO, p.4.
- [4] Elliot, E.1974. Travel CMA Journey. February 2, 271
- [5] Feifer, Maxine. 1985. Tourism in History: From Imperial Rome to the Present. New York: Stein and Day Publisher
- [6] Frechtling, Douglas. 1992. International Issues Forum: World Marketing and Economic Research Priorities for Tourism. Tourism Partnerships and Strategies: Merging Vision with New Realities. Proceedings of the 23rd Travel and Tourism Research Association Conference, Minneapolis, June 14-17.
- [7] Frechtling, Douglas C. 2001. Forecasting Tourism Demand. Oxford: Butterworth-Heinemann
- [8] Gee, C.C Makins and D Choy.1997. The Travel Industry, 3rd, ed. New York: Van Nostrand Reinhold.
- [9] Hawkin, Donald E, and J.R Brent Ritchie, eds.1991. World Travel and Tourism Review: Indicator, Trend and Forecast, Vol 1 Wallingford, England: CAB International.
- [10] Inskip, Edward.1991. Tourism Planning: An Integrated and Sustainable Development Approach. New York: Van Nostrand Reinhold.
- [11] International Conference on Travel and Tourism Statistic. 1991.International Conference on Travel and Tourism Statistic. Ottawa (Canada) 24-28 June 1991.

- [12] Jafari, Jafar. 1977, Editor's Page, *Annals Tourism Research*. V (Special Number October/December):8
- [13] Kaul, R.N.1985. *The Dynamics of Tourism, Volume 1: Phenomenon*. New Delhi. India: Sterling Publishers Private Limited.
- [14] Leiper, Neil. 1979. *The Framework of Tourism: Toward a Definition of Tourism, Tourist, and The Tourist Industry*. *Annals Tourism Research*. 6(4): 391,394.
- [15] Mathieson, Alister, and Geoffrey Wall.1982. *Tourism: Economic. Physical and Social Impact*. London: Longman Group Limited.
- [16] McIntosh, Robert W., Charles R, Goldner, and J.R Brent Ritchie. 1995. *Tourism Principles, Practise, Philosophies*, 7th ed. New York: John Wiley & Sons
- [17] Meis, Scot.1982. *International Issues Forum: Response Tourism Partnerships and Strategies: Merging Vision with New Realities*. Proceeding of 23rd Travel and Tourism Research Association Conference, Minneapolis, June 14 – 17
- [18] Mieczkowski, Zbigniew.1990. *World Trends in Tourism and Recreation*. New York. Peter Lang Publishing.
- [19] Paci, E. 1992. *Collection and Compilation of Tourism Statistics. Technical Manual. No 4 Madrid, World Tourism*.
- [20] Smit, Stephen L, J.1989. *Tourism Analysis: A Handbook*, London: Longman Scientific & Technical
- [21] United Nation. 1971.UNCTAD Secretariat, Conference on Trade and Development. *Guidelines for Tourism Statistics*. New York United Nation p.6
- [22] United Nation. 1979. Statistical Division. *Provisional Guidelines on Statistical of International*. Statistical Papers, Series M, No.62 New York: United Nations.
- [23] United Nations and World Tourism Organization. 1994. *Recommendation on Tourism statistics*. Department for Economic and Social Information and Policy Analysis, Statistical Division Series M, No.83. New York: United Nation.
- [24] Waters, Somerset.1987. *Travel Industry World Yearbook: The Big Picture (annual)* New York: Child and Waters, p.21.
- [25] William, Allan M, and Gareth Shaw, eds.1991. *Tourism and Economic Development: Western European Experiences*, 2nd ed. London: Belhaven Press.
- [26] Wober, Karl. 2000. *Standardizing City Tourism Studies*. *Annual of Tourism Research*: 27, No.1:65.
- [27] World Tourism Organization. 2003.*Executive Summary, Travel, and Tourism: A World of Opportunity: The 2003 Trend & Tourism Economic Research*. World Wide Web pages, 2nd March and undated. <http://www.wttc.org/measure/PDF/Executive%20Summary.pdf> and <http://www.wttc/News7.htm>.