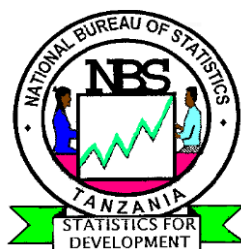
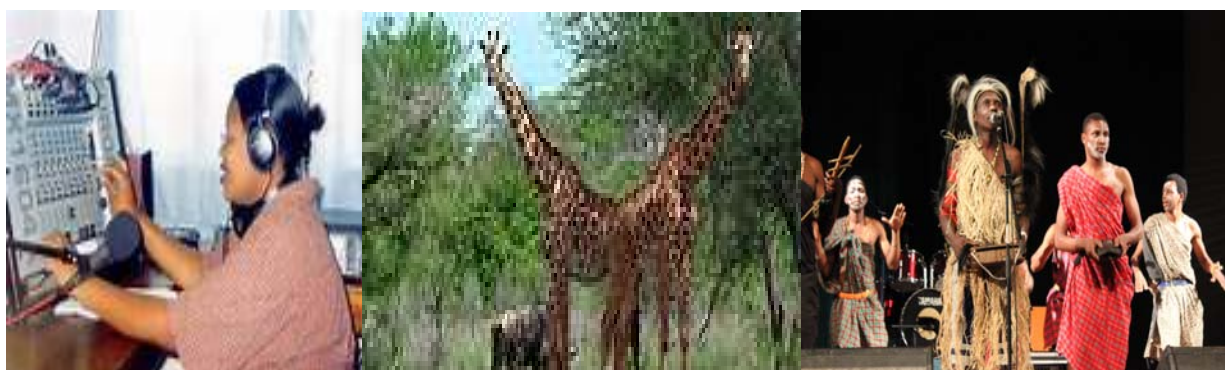




The United Republic of Tanzania

**COMPENDIUM OF TOURISM, ACCOMODATION
FACILITIES, CULTURE, SPORTS, INFORMATION AND
COMMUNICATION STATISTICS CLASSIFICATIONS
FOR TANZANIA MAINLAND**



National Bureau of Statistics
Ministry of Finance
Dar es Salaam
February, 2015

National Bureau of Statistics

Vision: To be a preferable source of official statistics in Tanzania.

Mission: To facilitate informed decision-making process, through provision of relevant, timely and reliable user-driven statistical information, coordinating statistical activities and promoting the adherence to statistical methodologies and standards

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PREFACE

One of the functions of the National Bureau of Statistics (NBS) as stated in the Statistics Act of 2002, is to establish statistical standards and ensure their use by all producers of official statistics, so as to among other things, facilitate the integration and comparison of the statistics produced both nationally and internationally, as well as to co-ordinate statistical activities in the country.

As a result of this, the Compendium of Tourism and Accommodation Facilities; Cultural and Sports activities; and Information and Communication, which is part of the Main Compendium of Statistical Classification, has been produced for the purpose of documenting important statistical classifications, which are needed for data production and management of the sector Statistics in Tanzania Mainland.

This document contains information on Tourism and Accommodation facilities; Culture and Sporting activities; and Information and Communication. Statistical terms, Concepts and Definitions are also an integral part of this compendium. The classifications and codes used in this compendium are internationally recognized. These include the International Standard Industrial Classification (ISIC Rev 4), Central Product Classification (CPC), Harmonized Commodity Description and Coding System (Harmonized System - HS).

The compendium will be used as a reference document by various stakeholders including the government officials, academicians, researchers, policy makers, personnel of national and international agencies, and private sector operators.

The production process of this compendium was coordinated by the NBS through the Department of Statistical Methods, Standards and Co-ordination (SMSC). Other key stakeholders that took part in the production processes of this document were from the Ministry of Natural Resources and Tourism, Ministry of Information, Youth, Culture and Sports and Ministry of Communication and Technology. This was done to avoid duplication of efforts in the production of statistics and to ensure uniform standards of statistical data.

In this regard, the NBS, on behalf of the NSS, appreciates various contributions made towards the production of this Compendium from the Ministries and the NBS staff particularly those from the SMSC Department. Funds for facilitating the production process of the compendium were obtained through the Tanzania Statistical Master Plan (TSMP).

It is, therefore, expected that stakeholders will find this publication useful, and provide any necessary feedback to improve the contents for future publication of the same.

Dr. Albina Chuwa

Director General

Acronyms

BTN	Brussels Tariff Nomenclature
CPA	Classification of Products by Activity
CPC	Central Product Classification
EU	European Union
HS	Harmonized Commodity Description and Coding System
ICT	Information and Communication Technology
ISIC Rev 4	International Standard Industrial Classification Revision 4
ITU	International Telecommunication Unit
MCST	Ministry of Communication Science and Technology
NBS	National Bureau of Statistics
ORACLE	Ridge Automatic Computer Logical Engine
TNADA	Tanzania National Data Achieve
UNCTAD	United Nations Conference on Trade and Development
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations for World Tourism Organization
WIPO	World Intellectual Property Organization
WCO	World Customs Organization
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

Chapter One

Background Information

1.0 Tourism and Accommodation Facilities

Tourism in Tanzania Mainland covers wildlife resources, spectacular landscape and scenery, water bodies and beaches, diversity of cultures, and numerous archaeological sites. Tourism plays a vital role in the country's economic development. It is one of the major sources of foreign currencies in the country. The industry is also credited for offering employment opportunities either directly or indirectly through its multiplier effect.

On the other hand, accommodation facilities in Tanzania perform an important function in Tourism Industry. It provides opportunities for visitors to enjoy attractions and through spending they contribute to the economy. Generally, accommodation on its own does not attract tourists; rather it provides support services that are the core element of tourism industry.

1.1 Cultural and Sporting Activities

Tanzania Mainland is widely recognized as having a rich diversity in sports, cultural heritage and cultural expression. However, the production of statistical data from this sub-sector has not yet given any serious attention. The reasons behind this, to a certain extent, can be attributed to poor development of culture and sports data gathering and production. For number of years, culture and sports have been, among other important aspects of human development, regarded as economic activities or as a potential for improving the social well being and socio-economic development for the nation and its people.

The Ministry responsible for Information, Youth, Culture and Sports, through the Departments of Culture and Sports Development, is now strengthening the ability in providing mutual training and capacity building for cultural and sports officers on statistical data gathering and dissemination in collaboration with the National Bureau of Statistics (NBS). Specifically, the Ministry is working on the following;

- i. Co-operating with film makers who have fore sight, courage and determination;
- ii. Allocating adequate financial resources and materials to Cultural and Sports Institutions and individuals;
- iii. Capacity building to cultural practitioners in areas of contracts, project write-up, business management and production of quality products;

- iv. Financing cultural and sporting activities;
- v. Developing a training strategy that will help to guide Cultural and Sports statisticians;
- vi. Review of existing Policies, Laws and Regulations;
- vii. Reviewing relevant cultural and creative Industry Laws;
- viii. Recognizing the contribution of the Cultural and Creative Sector to the Economy;
- ix. Making Partnership with Cultural and Creative Institutions/Industries and Cultural Practitioners; and
- x. Providing Arts Education and skills in schools and communities.

1.2 Information and Communication

Information industry has the responsibility of giving information, educating and entertaining the society. The Industry is served by different media, including radio, magazines, journals, televisions, films, video, internet, pictures, brochures, cartoons and billboards.

Information and broadcasting is one of the categories of social services in Tanzania Mainland? They provide a basic right to citizens as stated in Article 18 of the Tanzania Constitution of 1977. Giving and receiving information is recognized as one of the aspects of human rights in the world.

The emerging information age is characterized by Information, Communication and Technologies (ICTs), and it is having an impact on socio-economic development efforts. Like any other developing country, Tanzania is confronting new additional challenges as a result of the globalization process and emerging new developments in the information age.

The Government of Tanzania has recognized the importance of ICT in economic development and has initiated major steps to promote its use. One of the major initiatives that the Government is pursuing is to improve ICT infrastructure to bridge the digital divide and lower the cost of communications. The Government is also leveling the ground through development and implementation of related policies and legal framework aimed at attracting investments in the sector.

The Government recognizes information as a resource which must be generated, collected, organized, leveraged, secured and preserved for national prosperity. Information Revolution is transforming the way information is produced, distributed, and consumed.

It is acknowledged that the development, deployment and utilization of ICTs within the economy and society, raises a number of challenges. These include those of having to do with infrastructure,

safety, security, standardization, skills and leadership to champion the integration of ICTs in the socio-economic development process.

The focus of national goals, objectives and aspirations as expressed in Vision 2025, setting out digital opportunities that Tanzania can exploit towards meeting the Vision 2025. The ICT pillars that relate to Vision 2025 include the following:

- i. ICT Leadership and Human Capital Development;
- ii. ICT Access and Infrastructure Development;
- iii. e-Services and Local Content Development;
- iv. Local, Regional and International Cooperation;
- v. Legal, Regulatory and Institutional Framework;
- vi. ICT Safety, Security and Standardization;
- vii. ICT Sector and Industry Development; and
- viii. Productive sectors development.

1.3 Database Coding System (ISIC Rev 4, CPC, HS)

1.3.1 ISIC Rev.4

Classifications of economic activities are primarily used to compile statistical data on production, the production process (intermediary consumption, value added), factors of production, capital formation, financial transactions, etc. There is virtually only the one reference classification for economic activities namely, the International Standard Industrial Classification of all areas of economic activities - ISIC Rev.4.

ISIC is the international reference classification of a coherent and consistent structure of economic activities based on a set of internationally agreed concepts, definitions, principles and classification rules.

In Tanzania, the National Statistical System has adapted ISIC Rev.4 to develop a national coding system. In view of the above, the first two digits stand for Division Code, third digit stands for Group Code, fourth digit stands for Class Code and fifth digit stands for Tanzania as a country's specific sub-class code. The Tourism and Accommodation category has been described by ISIC Rev.4 into section H, Division 49; section I, Division 55; and into section N Division 79. Cultural and sports activities sector is described in section R Divisions 90-93. The Information and Communication category is aggregated in section J Divisions 58-63.

1.3.2 Central Product Classification (CPC)

The name "Central Product Classification" is intended to indicate that the purpose of CPC is to provide a framework for international comparison of various kinds of statistics dealing with goods, services and assets. Basically, CPC is intended to be used for different types of statistics, for example, industrial statistics and national accounts, price statistics, foreign trade statistics (including trade in services) and balance-of-payments statistics.

Another main characteristic of CPC is that it contains a description of services. No international classification of services covering the whole spectrum of outputs of heterogeneous service industries and serving the different analytical needs of the various types of statistics has been available until now. Rapid technological progress in many service industries has led to new services and service packages being offered, such as financial services, computer services, consultancy and advisory services in many fields, technical services and other business services. For data collection and compilation on such outputs, it is essential to attempt to describe these services as accurately as possible to clarify the basic underlying concepts. The products concerning Tourism and Accommodation facilities that have been aggregated into Section 6, Division 63 specifically in Groups 631 and 632, and Division 64 group 641 are also described in Section 8, Division 85 Group 855. Cultural and Sports activities products are described in Section 2, Division 29 Group 294-296 while the products related to Information and Communication are described in Section 8, Division 84 Groups 842 and 843.

1.3.3 Harmonized Commodity Description and Coding System (HS)

The HS evolved from the customs tariff nomenclature of the Customs Cooperation Council. The original custom tariff nomenclature of the Council was the 1955 Brussels Tariff Nomenclature (BTN). The main requirements for the classification were that goods should be classified according to objective criteria and that the classes be simple, precise and objective in application. In particular, the following criteria were used: classification according to raw or basic material, classification according to the degree of processing, classification by use or function and classification according to economic activities. These principles were maintained in all subsequent revisions of the nomenclature.

The Harmonized Commodity Description and Coding Systems generally referred to as "Harmonized System" or simply "HS" is a multipurpose international product nomenclature developed by the World Customs Organization (WCO).

Description	Codification	Example	No. of items
HS-Section	Roman letters	I	21
HS-Chapter	HS-2 = 2-digits	04	97
HS-Headings	HS-4 = 4-digits	0406	1'241
HS-Subheadings	HS-6 = 6-digits	0406.40	5'199
Classification on national level	HS-8,HS-10, HS-11 = 8-11-digits	0406.4010	Depending on country

While the HS coding system (up to HS-6) is an international standard, HS-8 to HS-11 is the classification on national level.

Chapter Two

Tourism and Accommodation Facilities

2.0 Introduction

World Tourism Organization (WTO) in 1993 defined tourism as “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”.

The National Tourism Policy of 1999 also defines tourism as the activities of one person travelling to a place outside his or her usual environment for less than a year and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited.

Accommodation facility refers to any facility that regularly or occasionally provides overnight stay for visitors, for example Town Hotel, Vacation Hotel, Lodge, Tented Camp, Villas and Cottages, Serviced apartments, Motel, Camping/Caravan site, Guest House, Home stay, Hostel , Eco – Lodge and Farm stay.

2.1 Contribution of Tourism to Gross Domestic Product (GDP)

The sector directly accounts for about 13% of the GDP and nearly 25% of total export earnings; leading in number of investment projects (209 projects in 2012); and contribute more than 11% of the total employment in 2013 “*Travel and Tourism Economic Impact*” Tanzania (WTTC, 2014). Between years 2012 to 2013, the number of tourists increased from 1,077,058 to 1,135,884, with revenues increasing from USD 1,712.75 million up to USD 1,806.3 million in the same period (Economic Survey, 2014). Also coupled with the increasing number of tourists, companies engaging in tourism related activities increased from 4 in 1962 to 1,057 by June 2014.

2.2 Challenges Facing Tourism and Accommodation Statistics

Tourism and accommodation statistics are the important tools in achieving Tourism Industry goals. However, different challenges have been experienced as mentioned below:

- i. Inadequate core and skilled personnel in collecting statistics;
 - ii. Unavailability of statistical data resulting from poor record keeping;
 - iii. Poor coordination and management among operators of tourist related businesses;
- and

- iv. Lack of awareness and participation especially on the part of local communities on the importance of setting aside and preserving tourist attractions, as well as financial institutions to cater for the development of tourism sector. -

2.3 Scope and Coverage of Tourism and Accommodation Facilities

Tanzania Mainland has a great treasure of unique resources of tourism coverage including wildlife, natural forests, sea beaches, mountains, rivers, lakes, cultures of different ethnic groups, friendly people and beautiful weather, making it the popular destination in Africa and the entire world. Each region, district and other parts making Tanzania is endowed with a diverse attractions which are mainly centered on a well established network protected areas including 16 National Parks, 28 Game Reserves, 44 Wildlife Controlled Areas, the Ngorongoro Conservation Area Authority, 3 Marine Parks, various historical and cultural areas, and more than 12,517,000 hectares of forest reserves.

All these exceptional resources are the results of excellent environment and natural resources conservation, efforts where Tanzania is the only country in the world which has allocated more than 25% of its area of land as protected area (Tourism Sector and Natural Resources Conservation in Tanzania, 2014). Moreover, the World Economic Forum Reports (WEF, 2011) on Travel and Tourism Competitiveness ranks Tanzania among the top countries in the world with regard to richness in natural resources. Tourism products of Tanzania Mainland cover different geographical areas as explained below:

- i. **Northern Tourism Circuit:** which includes attractions such as Mount Kilimanjaro, Ngorongoro Conservation Area Authority, the Olduvai Gorge, National Parks such as Serengeti, Tarangire, Lake Manyara, Arusha, and game reserves;
- ii. **Southern Tourism Circuit :** Connecting attractions of the Selous Game Reserve, which is the largest game reserve in Africa, Mikumi National Park, Udzungwa Mountains, Ruaha, Katavi and Kitulo. Other attractions include Lake Nyasa which provides opportunities for water sports;
- iii. **Western Tourism Circuit:** Connecting the Gombe National Park, Mahale, Lake Tanganyika and various historical centers especially those in the old slave and ivory caravan routes;
- iv. **Coastal Zone:** Connecting stretch area of 804 kilometres of beach, offering opportunities for recreation and beach tourism;

- v. **Islands and Water Resources:** This includes Marine Parks of Mafia Island and Mnazi Bay. These areas provide opportunities for spot fishing, recreation, as well as water sports;
- vi. **World Heritage Sites:** Tanzania has a treasure of seven recognized heritage sites, including the Ngorongoro Conservation Area, Serengeti National Park, Mount Kilimanjaro, Kondoa Caves, Historical sites of Kilwa Kisiwani and Songo Mnara; and
- vii. **Culture and Traditions:** Tanzania has a wealth of attractions of cultures and arts as a result of having more than 150 tribes each with unique traditions, customs and history that the people of Tanzania are proud of, and more importantly the Kiswahili language which is spoken by most ethnic groups in the country.

2.4 Main Uses of Tourism and Accommodation Statistics

Tourism being among the World largest industries has the potential to play a significant role in areas of a country where other commercial activities are limited. Tourism statistics are very important in development of Tourism industry as follows:

- i. To provide relevant, comprehensive and accurate statistical information;
- ii. Monitoring and Evaluation;
- iii. Planning and Budgeting purposes;
- iv. Public dialogue; and
- v. As Policy making tools.

2.5 Frequency of Collecting Data of Tourism and Accommodation

2.5.1 Facilities

The Ministry of Natural Resources and Tourism relies on different surveys in collection of Tourism statistics. International Visitors Exit Survey is conducted annually in the high season as well as Tourist Establishment Survey which is normally conducted after every five (5) years. However, tourism statistics are usually collected throughout the year by the Immigration Department.

On the other hand, accommodation statistics are collected monthly by the National Bureau of Statistics (NBS) in sampled hotels.

2.6 Sources and Methods of Producing Tourism and Accommodation Statistics

2.6.1 Sources

Tourism Statistics are obtained from Primary and Secondary Sources (Administrative Source). In Primary sources, data are collected directly through surveys. They are obtained from establishments

that deal with Tourism Industry (i.e: Tourism Establishment Survey, departure and entry points, International Exit Survey) and from accommodation facilities (i.e: Monthly Hotel Statistics).

As for secondary source, data are collected from administrative records available from various institutions which are engaged in the tourism related activities.

2.6.2 Methods

Compilation/Processing of Tourism Statistics begins after completion of fieldwork. Data processing involves manual editing of data from the questionnaires, coding of open-ended questions, data entry and data verification (Correction of identified errors). Data entry and verification is accomplished using different software packages i.e: ORACLE Database and web-application, etc.

2.7 Data Dissemination and Archives

Compiled statistics are disseminated to different stakeholders in hard copies and soft copies through the website of the Ministry of Natural Resources (www.mnrt.go.tz), NBS website (www.nbs.go.tz) and publications i.e Statistical Bulletins.

Storage/archives include; Web based database, mainly the Tanzania National Data Archive (TNADA) and published Statistical books.

2.8 Database Coding System

Under this sub section details on ISIC Rev.4 and CPC are explained.

ISIC Rev 4

Division	Group	Class	Subclass	Description
49				Land transport and transport via pipelines
	491			Transport via railways.
		4911		Passenger rail transport, interurban.
				This class includes; Passenger transport by inter-urban railways, and operation of cars for sleeping and or dining as an integrated operation of railway companies. This class excludes passenger transport by urban and suburban transit systems, passenger terminal activities and operation of cars for sleeping or dining when operated by separate units.
	492			Other land transport.
		4922		Other passenger land transport.
				This class includes, other passenger road transport such as scheduled long-distance bus services, charters, excursions and other occasional coach services, taxi operation, airport shuttles. This class also includes, operation of telfers (téléphériques), funiculars, ski and cable lifts (if not part of urban or suburban transit systems), other renting of private cars with driver, operation of school buses and buses for transport of employees, passenger transport by man - or animal - drawn vehicles. This class excludes ambulance transport.
			49221	Inter- regional passenger transport
			49222	Hired passenger transport (e.g. taxis, airport shuttles, e.t.c).
			49223	Hired motorcycles and tricycles transport.
55				Accommodation
	551			Short term accommodation activities
		5510		Short term accommodation activities
			55101	Provision of graded hotel and motel services.
			55102	Provision of non graded hotel and motel services.
			55103	Provision of graded lodge services.
			55104	Provision of non graded lodge services.
			55105	Provision of graded tented camp services.

Division	Group	Class	Subclass	Description
			55106	Provision of non graded tented camp services.
			55107	Provision of guest house services.
			55108	Provision of home stays services.
				This class excludes:
				Provision of homes and furnished or unfurnished flats or apartments for more permanent use, typically on a monthly or annual basis, (see Division 68).
	552			Camping grounds, recreational vehicle parks and trailer parks
		5520		Camping grounds, recreational vehicle parks and trailer parks
				This class excludes
				Provision of accommodation in campgrounds, trailer parks, recreational camps, fishing and hunting camps for short stay visitors; provision of space and facilities for recreational vehicles; protective shelters or plain bivouac facilities for placing tents and/or sleeping bags.
	559			Other accommodation.
		5590		Other accommodation.
				This class includes accommodation provided by: student residences; school dormitories; workers' hostels; rooming and boarding houses and railway cars for sleeping
79				Travel agency, tour operator, reservation services and related activities.
	791			Travel agency and tour operator activities
		7911		Travel agency activities.
				This class includes:
				Activities of agencies primarily engaged in selling travel, tour, transportation, and accommodation services to the general public and commercial clients.
		7912		Tour operator activities.
				This class includes
				Arranging and assembling tours that are sold through travel agencies or directly by tour operators. The tours may include any or all of the following: Transportation; accommodation; Food and visits to museums, historical or cultural sites, theatrical,

Division	Group	Class	Subclass	Description
				musical or sporting events.
	799			Other reservation service and related activities
		7990		Other reservation service and related activities
				This class includes
				Provision of other travel-related reservation services: reservations for transportation, hotels, restaurants, car rentals, entertainment and sport etc.; Tickets sales activities for theatrical, sports and other amusement and Entertainment events; Provision of visitor's assistance services: provision of travel information to visitors, activities of tourist guides; Tourism promotion activities
				This class excludes
				Activities of travel agencies and tour operators, (see Class 7911, 7912); and organization and management of events such as meetings, conventions and conferences, (see Section N of the Compendium of Statistical Classification Class 8230)

Central Product Classification (CPC)

Group	Class	Subclass	Description
Section 6			Distributive trade services; accommodation, food and beverage serving services; transport services; and electricity, gas and water distribution services.
Division 63			Accommodation, food and beverage services
631			Accommodation services for visitors.
	6311		Room or unit accommodation services for visitors.
		63111	Room or unit accommodation services for visitors, with daily housekeeping services.
		63112	Room or unit accommodation services for visitors, without daily housekeeping services.
		63113	Room or unit accommodation services for visitors, in time-share properties.
		63114	Accommodation services for visitors, in rooms multiple occupancy.
	6312	63120	Camp site services.
	6313	63130	Recreational and vacation camp services.
632			Other accommodation services for visitors and others.
	6321	63210	Room or unit accommodation services for students in student residences.
	6322	63220	Room or unit accommodation services for workers in workers' hostels or camps.
	6329	63290	Other room or unit accommodation services n.e.c. ¹ .
Division 64			Passenger transport services
641			Local transport and sightseeing transportation services of passengers.
		64131	Sightseeing services by rail.
		64132	Sightseeing services by land.
		64133	Sightseeing services by water
		64134	Sightseeing services by air

¹ Not elsewhere classified

Group	Class	Subclass	Description
Division 85			Support services
855			Travel arrangement, tour operator and related services.
	8551		Reservation services for transportation.
		85511	Reservation services for air transportation.
		85512	Reservation services for rail transportation.
		85513	Reservation services for bus transportation.
		85514	Reservation services for vehicle rental.
		85519	Other transportation arrangement and reservation services n.e.c.
	8552		Reservation services for accommodation, cruises and package tours.
		85521	Reservation services for accommodation.
		85522	Time-share exchange services.
		85523	Reservation services for cruises.
		85524	Reservation services for package tours.
	8553		Other reservation services.
		85531	Reservation services for convention centres, congress centres and exhibition halls.
		85539	Reservation services for event tickets, entertainment and recreational services and other reservation services.
	8554	85540	Tour operator services.
	8555	85550	Tourist guide services.
	8556		Tourism promotion and visitor information services.
		85561	Tourism promotion services.
		85562	Visitor information services.

Chapter Three

Cultural and Sporting Activities

3.0 Introduction

Culture

UNESCO defines culture as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, that encompasses, not only art and literature, but lifestyles, ways of living together, value systems, traditions and beliefs (UNESCO, 2001).

Culture is the total way of living preferred by a certain community, their view of things and procedures that differentiate their livelihood and other communities. In other words, culture is the sum of all things created by communities to meet commitment to its development. Culture is the core identity of community and nation, their expression of the will and life of its people (Cultural Policy, 1997).

Sports

Sports means all forms of physical activity, which, through casual or organized participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels (UNESCO, 1978).

Recreation

Recreation is an activity that people engage in during their free time, that people enjoy, and that people recognize as having socially redeeming values. Unlike leisure, recreation has a connotation of being morally acceptable not just to the individual but also to society as a whole, and thus we program for those activities within that context. While recreation activities can take many forms, they must contribute to society in a way that society deems acceptable. This means that activities deemed socially acceptable for recreation can change over time (*Amy R. Hurd and Denise M. Anderson, 2011*).

3.1 Contribution of Cultural and Sporting Activities to GDP

Cultural and sporting activities are said to have considerable impact on national economics of all countries. National studies in many countries have revealed that these industries are major contributors in terms of their relative aggregate value added to a country's Gross Domestic Product

(GDP) as well as their contribution to employment. Tanzania is yet to adequately compile data on culture and sports; therefore, the sector's contribution to Gross Domestic Product (GDP) and well being of population is not well documented.

Compendium Opportunities for Cultural and Sports Statistics

There is no way one can measure the economic or social development of any sector without data. In addition to that, quality statistics play a key role in providing positive opportunities for users to become knowledgeable in a number of sectors. The following are opportunities of Cultural and Sports statistics:

- i. Formulation of policies;
- ii. Identification of sports and cultural activities in Tanzania;
- iii. Measuring economic dimension of cultural and sports activities;
- iv. Data sharing standards with national and international organizations;
- v. Raising cultural and sports awareness to the community; and
- vi. Promoting culture and sports internationally.

3.2 Challenges Facing Cultural and Sports Statistics

Lack of enough data collected in Tanzania Mainland, specifically on cultural and sports sector, has taken time to develop statistical publications for culture and sports. The following are some of the challenges associated with cultural and sports statistics:

- i. Rapid change in technological development;
- ii. Negative Impacts of Globalization;
- iii. Persistence of outdated traditions and customs;
- iv. Limited Resources e.g. Sports personnel and finances;
- v. Weak linkage between the Departments of Culture and Sports, and Local Government Authorities;
- vi. Unawareness of existence of cultural statistics;
- vii. Lack of enough Expertise in cultural statistics;
- viii. Poor Methodology to collect cultural statistics; and
- ix. Poor Coordination and synergy between different cultural stakeholders.

More fundamentally, without data it is not possible to state anything meaningful about Tanzanian sports and culture. There is lack of answers to questions that range from the most straightforward, (i.e. how many sports, arts and culture organizations are there in Tanzania Mainland?), to more

complex ones, such as, how does one assess the cumulative social and economic impact of these important sectors?

3.3 Frequency of Collecting Data on Cultural and Sports Activities

The contribution of culture and sports in national development recently seems to become bigger than previous. Even though there is no documented census concerning sports and culture which specifically shows the trends of culture and sports statistics, the Ministry responsible for culture and sports, mainly use administrative records which are collected on daily bases.

3.4 Scope and Coverage

The scope and coverage of culture and Sports Statistics on broader conceptual frame work includes creative industry, arts, entertainment, libraries, archives, cultural activities, gambling and betting activities.

3.5 Main Uses of Cultural and Sports Statistics

There have been drastic global change with regards to cultural and sports sectors. The demand for cultural and sports statistics has increased significantly for private and government statisticians. In light of this, it is necessary to use the statistics in different categories: The following are some of the main uses of cultural and sports statistics;

- i. As policy making tools;
- ii. Monitoring and Evaluation;
- iii. Cultural and Sports Infrastructure Development;
- iv. Planning and Budgeting purposes;
- v. Sports and Cultural researches; and
- vi. Public dialogue.

3.6 Sources and Methods of Producing Cultural and Sports Statistics

3.6.1 Sources

The cultural and sports statistical data are essential for effective planning and management of the cultural and sports sector, even though they cannot be completed without sources from which data can be gathered. The sources include, Progressive reports, Routine data, Research reports, Sectoral surveys, International statistical reports (e.g. UNESCO) reports submitted from institutions under the Ministry, and Budget Speeches.

3.6.2 Methods

Methods of data Collection are important aspects of any type of a study. Inaccurate data collection can impact on the results of a study and ultimately lead to invalid results. The following are some of the methods used in data collection:-

- i. Sample surveys;
- ii. Censuses;
- iii. Report reviews; and
- iv. Administrative records.

3.7 Data Dissemination and Archives

Tanzania Mainland still needs to develop national capacity for the production, dissemination and use of cultural and sports statistics. This is due to inadequate awareness in the whole process from production through dissemination of cultural and sports statistics. As a result dissemination is done through the Ministry website www.hum.go.tz, workshops, seminars, publication and various sector reports as they are presented/ submitted to stakeholders of different levels. Moreover, cultural and sports statistics are archived in the Tanzania National Data Archive (TNADA).

3.8 Database Coding System

Under this sub-section details on ISIC Rev. 4 and CPC are explained:

ISIC Rev 4

Division	Group	Class	Subclass	Description
90				Arts and entertainment activities.
	900			Arts and entertainment activities.
		9000		Arts and entertainment activities.
				This class includes: production of live theatrical presentations, concerts and opera or dance productions and other stage productions: activities of groups, circuses or companies, orchestras or bands; activities of individual artists such as authors, actors, directors, musicians, lecturers or speakers, stage-set designers and builders etc.; operation of concert and theatre, halls and other arts facilities; activities of sculptors, painters, cartoonists, engravers, etchers etc.; activities of individual writers, for all subjects including

Division	Group	Class	Subclass	Description
				<p>fictional writing, technical writing etc; activities of independent journalists and restoring of works of art such as paintings, activities of producers or entrepreneurs of arts live events, with or without facilities.</p> <p>This class excludes:</p> <p>restoring of stained glass windows manufacture of statues, other than artistic originals, (see Section C of the Compendium of Statistical Classification Class 2396); restoring of organs and other historical musical instruments; restoring of historical sites and buildings (see Section F of the Compendium of Statistical Classification Class 4100); motion picture and video production (see Class 5911, 5912); operation of cinemas (see Class 5914); activities of personal theatrical or artistic agents or agencies casting activities, activities of ticket agencies (see Class 7990); operation of museums of all kinds sports, amusement and recreation activities (see Division 93) and restoring of furniture (except museum type restoration), (see Section S of the Compendium of Statistical Classification Class Class 9524)</p>
91				Libraries, archives, museums and other cultural activities
	910			Libraries, archives, museums and other cultural activities
		9101		Library and archives activities
				<p>This class includes:</p> <p>documentation and information activities of libraries of all kinds, reading, listening and viewing rooms, public archives providing service to the general public or to a special clientele, such as students, scientists, staff members as well as operation of government archives: organization of a collection, whether specialized or not. Cataloguing collections; lending and storage of books, maps, periodicals, films, records, tapes, works of art, retrieval activities in order to comply with information requests and stock photo</p>

Division	Group	Class	Subclass	Description
				libraries and services.
		9102		Museums activities and operation of historical sites and buildings
				<p>This class includes:</p> <p>Operation of museums of all kinds: art museums, museums of jewelers, furniture, costumes, ceramics, silverware; natural history, science and technological museums, historical museums, including military museums; other specialized museums; open-air museums. Operation of historical sites and buildings.</p> <p>This class excludes:</p> <p>Renovation and restoration of historical sites and buildings (see section F); restoration of works of art and museum collection objects, (see Class 9000) and activities of libraries and archives (see Class 9101).</p>
		9103		<p>Botanical and zoological gardens and nature reserves activities.</p> <p>This class includes:</p> <p>Operation of botanical and zoological gardens, including children's zoos and operation of nature reserves, including wildlife preservation, etc.</p> <p>This class excludes:</p> <p>Landscape and gardening services (and operation of sport fishing and hunting preserves (see Class 9319).</p>
92				Gambling and betting activities
	920			Gambling and betting activities
		9200		Gambling and betting activities
				<p>This class includes:</p> <p>Bookmaking and other betting operations; Off-track betting; Operation of casinos, including "floating casinos"; Sale of lottery tickets; Operation (exploitation) of coin-operated gambling machines and Operation of virtual gambling web sites.</p> <p>This class excludes:</p> <p>Operation (exploitation) of coin-operated games (see Class 9329).</p>
93				Sports activities and amusement and recreation activities

Division	Group	Class	Subclass	Description
	931			Sports activities
		9311		Operation of sports facilities
				<p>This class includes: operation of facilities for indoor or outdoor sports events (open, closed or covered, with or without spectator seating); organization and operation of outdoor or indoor sports events for professionals or amateurs by organizations with own facilities:</p> <p>This class excludes:</p> <p>Renting of recreation and sports equipment (see Section N of the Compendium of Statistical Classification Class 7721); operation of ski hills (see Class 9329) and park and beach activities (see Class 9329).</p>
		9312		Activities of sports clubs
				<p>This class includes: operation of sports clubs, football clubs, bowling clubs; swimming clubs, golf clubs, boxing clubs; body-building clubs; winter sports clubs; chess clubs; track and field clubs and shooting clubs, etc.</p> <p>This class excludes:</p> <p>Sports instruction by individual teachers, trainers); operation of sports facilities (see Section P of the Compendium of Statistical Classification Class 8541); organization and operation of outdoor or indoor sports events for professionals or amateurs by sports clubs with their own facilities (see Class 9311).</p>
		9319		Other sports activities: This class includes activities of producers or promoters of sports events, with or without facilities, activities of individual own-account sportsmen and athletes, referees, judges, time-keepers, etc. Operation of activities of sports leagues and regulating bodies, Activities related to promotion of sporting events, activities of racing stables, kennels and garages, operation of sport fishing and hunting preserves, activities of mountain guides, support activities for sport or recreational hunting and fishing.
				<p>This class excludes:</p> <p>Breeding of racing horses (see Section A of the</p>

Division	Group	Class	Subclass	Description
				Compendium of Statistical Classification Class 0142); renting of sports equipment (see Section N of the Compendium of Statistical Classification Class 7721) activities of sport and game schools (see Class 8541); activities of sports instructors, teachers, coaches; organization and operation of outdoor or indoor sports events for professionals or amateurs by sports clubs with/without own facilities (see Classes 9311, and 9312) and park and beach activities, (see Class 9329).
	932			Other amusement and recreation activities
		9321		Activities of amusement and theme parks. This class includes the operation of a variety of attractions, such as mechanical rides, water rides, games, shows, theme exhibits and picnic grounds.
		9329		Other amusement and recreation activities n.e.c. This class includes: Activities of recreation parks, beaches, including renting of facilities such as bathhouses, lockers, chairs, etc. operation of recreational transport facilities (e.g. marinas, operation of ski hills, renting of leisure and pleasure equipment) as an integral part of recreational facilities, operation of fairs and shows of a recreational nature, operation of discotheques and dance floors, operation (exploitation) of coin-operated games, other amusement and recreation activities (except amusement parks and theme parks) not elsewhere classified.; activities of producers or entrepreneurs of live events other than arts or sports events with or without facilities. This class excludes: Fishing cruises (see Section H of Compendium the of Statistical Classification Classes 5011, and 5021); provision of space and facilities for short stay by visitors in recreational parks and forests and campgrounds (see Class 5520); beverage serving activities of discotheques (see Section I of the Compendium of Statistical Classification Class 5630);

Division	Group	Class	Subclass	Description
				trailer parks, Campgrounds, recreational camps, hunting and fishing camps, campsites and campgrounds (see Class 5520); separate renting of leisure and pleasure equipment (see Section N of the Compendium of Statistical Classification Class 7721); operation (exploitation) of coin-operated gambling machines (see Class 9200) and activities of amusement parks and theme parks (see Class 9321).

CPC

Group	Class	Subclass	Description
294.			Sports footwear, except skating boots
2941	29410		Ski-boots, snowboard boots and cross-country ski footwear.
2942	29420		Tennis shoes, basketball shoes, gym shoes.
2949	29490		Other sports footwear, except skating boots. Other footwear, except asbestos footwear, orthopaedic footwear and skating boots.
2951	29510		Footwear incorporating a protective metal toe-cap.
2952	29520		Wooden footwear, miscellaneous special footwear and other footwear n.e.c. Parts of footwear; removable insoles, heel cushions and similar articles; gaiters, leggings and similar articles, and parts thereof.
2960	29600		Parts of footwear; removable insoles, heel cushions and similar articles; gaiters, leggings and similar articles, and parts thereof.

HS

Codename	Label
64	Footwear, gaiters and the like; parts of such articles.
6401	Waterproof footwear.
64011000	Waterproof footwear incorporating a protective metal toe-cap.
64019100	Waterproof footwear covering the knee.
64019200	Waterproof footwear covering the ankle but not the knee.
64019900	Waterproof footwear (not covering the ankle).
6402	Other footwear with outer soles and uppers of rubber or plastics.
64021200	Ski-boots, cross-country ski footwear/snowboard boots of rubber or plastics.
64021900	Sport footwear, n.e.s. ² , of rubber or plastics.
64022000	Footwear with upper straps/thongs plugged into soles, of rubber or plastics.
64023000	Footwear, with metal toe-cap, of rubber or plastics.
64029100	Footwear, n.e.s, covering the ankle of rubber or plastics.
64029900	Footwear, n.e.s, not covering the ankle, of rubber or plastics.
6403	Footwear, with rubber, plastics, leather Soles, leather uppers.
64031200	Ski-boots, snowbird boots, with rubber, plastics, leather soles & leather uppers
64031900	Sports footwear, with rubber, plastics, leather soles, leather uppers.
64032000	Sandals, with leather soles and straps (over instep, around big toe)
64033000	Footwear with a wood base, no inner soles or caps, leather uppers
64034000	Footwear, with a metal toe-cap, leather uppers.
64035100	Footwear with leather soles and uppers, covering the ankle.
64035900	Footwear with leather soles and uppers, not covering the ankle.
64039100	Footwear with rubber Soles and leather uppers, covering the ankle.
64039900	Footwear with rubber Soles, leather uppers, not covering the ankle.
6404	Footwear with rubber, plastic, leather soles and textile uppers.
64041100	Training shoes, etc., with rubber or plastic soles and textile uppers.
64041900	Sports footwear, with rubber or plastic soles and textile uppers.
64042000	Footwear with leather or composition leather soles and textile uppers.
6405	Other footwear, n.e.s.
64051000	Footwear, n.e.s, with leather or composition leather uppers.
64052000	Footwear, n.e.s, with textile uppers.
64059000	Footwear, n.e.s.
6406	Parts of footwear; removable in-soles, etc; gaiters, leggings, etc.

² Not elsewhere specified

Chapter Four

Information and Communication

4.0 Introduction

At its most fundamental status, information is any propagation of cause and effect within a system. Information is conveyed either as the content of a message or through direct or indirect observation of something (*National ICT Policy, 2003*).

Information is that which informs, in which knowledge and data can be derived. In particular data represents values attributed to parameters, and knowledge signifies understanding of real things or abstract concepts.

ICT is a generic term used to express the convergence of information technology, broadcasting and communications. Over the past decade, Information and Communication Technology (ICT) has created a broad range of economic and social activities. Countries that have successfully maintained high economic growth and development have given attention to the role of ICT as both an economic and social enabler. Utilization of ICTs has given rise to powerful new economies based on knowledge and information. This has resulted in new avenues of development, employment, productivity, efficiency, and enhanced economic growth. The world economy is experiencing the impact of rapid globalization and the emerging new information age, which is bringing about a new global economic order dominated by information and knowledge-based economies.

4.1 Contribution of Information and Communication to GDP

Communication sub-activity continued to record highest growth compared to other economic activities in Tanzania. The communication sub-economic activity grew by 22.8 percent in 2013 compared to 20.6 percent in 2012. The growth was attributed to increase in customers of mobile phone services and airtime sales. Contribution of communication sub-activity to GDP increased to 2.4 percent in 2013 compared to 2.3 percent in 2012 (Economic Survey, 2014).

As for the Information Sector it is not directly stated by how much it contributes to the National GDP. Its contribution is reflected in the service sector.

More generally, Information and communication, especially ICT builds both information and technology economy (knowledge based economy) with a pivotal role on Economic growth and performance. As a sector of the economy, it contributes directly and indirectly; it is useful as a contemporary enabler to all sectors of the economy. Information has become an increasingly important resource in production and also it improves the quality and amount of other resources through, technology, materials and human resources with the impact to production/market decision/techniques. Moreover, knowledge based economy contribute through more efficiency in production, therefore using fewer resources for more outputs, if innovation is utilized.

Compendium Opportunities for Information and Communication Statistics

The compendium has a potential for exploiting strategic alliances for funding, advocacy, products and service provision, sector growth, curbing weakness with the goal of enhancing Information and Communication statistics. The compendium is instrumental for engaging stakeholders at all levels and categories to team up with effective production and consumption (uses) of statistics. Opportunities of the information and communication compendium for statistics are as listed below:

1. Provides the means to understand and enhance the analysis of economic, political, social and cultural aspects of the economy;
2. Formulation and analysis of policies;
3. Identification of information and communication activities; and
4. Data sharing standards with national and international organization.

4.2 Challenges Facing Information and Communication Statistics

The Information and Communication statistics is most likely to encounter challenges that affect statistics at large and the sectors in particular due to its nature. Obstacles, weaknesses and even threats call for much work to be done for effective and efficient compendium to bring about improved statistics and its processes information and communication Statistics. In the sector assessment for information and communication, has observed the following challenges:

1. Failure to cop up with rapid changes following the nature of statistics in information and communication which inherently change rapidly;
2. Difficulty in disaggregating statistics due to convergences of technology;
3. Inadequate statistical advocacy or sensitization sufficient to bring numeracy thinking, statistics being a national agenda, demonstrating power and use, culture of evidence based approach to policy and decision making, resource mobilization;

4. Inadequate legal framework to provide statistical activities being discretionary rather than mandatory, articulation of official statistics and principles;
5. Inadequate institutional capacity particularly lack of statistical units and recognition in the organization structures, technical skills and competencies, initiative and innovation, resources and creativity;
6. Weak coordination, collaboration, networking and information sharing for a synergy and not silos and solo-mentality;
7. Low quality statistics including lack of suitable accuracy, completeness, timeliness, consistency in space and time, details and disaggregation, relevance, accessibility, response rates in surveys and outdated weights;
8. Inadequate data management particularly in databases and data sets, documentation methods and procedures, policies, library services, tacit and experiences stored in people's heads (institutional memory);
9. Inadequate data analysis and reporting; and
10. Insufficiency information dissemination, access and use.

4.3 Scope and Coverage

The scope and coverage for information and communication include content and media sector, ICT sector with ICT manufacturing industries, ICT trade industries and ICT services industries.

4.4 Main Uses of Information and Communication Statistics

Tanzania, as outlined under Tanzania Vision 2025, intends to become a knowledge-led economy. The Vision is premised on creative talents capable of raising Tanzania's international competitiveness through enhanced productivity at all levels of production. The Vision envisages that, throughout the education system, learning will inculcate the use of information and communication to create wealth, improve social welfare and promote democratic governance. In light of this, it is necessary to use information and communication statistics for:

- i. Planning and Budgeting;
- ii. Policy Formulation and Analysis;
- iii. Public dialogue;
- iv. Decision making;
- v. Monitoring and Evaluation; and
- vi. Soliciting and Mobilization of Resources.

4.5 Frequency of Producing Information and Communication Statistics

Information and communication is one of the newly emerging sectors with a rapid change. The formal trend for collecting data has not yet taken shape. Baseline information is emerging or even nonexistent in much of its indicators. Neither information nor communication surveys with a comprehensive coverage has ever been conducted though a few key indicators are part of National Population and Housing Censuses, Surveys and routine data particularly on telephone and internet operators, number of television stations, number of radio stations, newspapers, and telephone subscribers.

4.6 Sources and Methods of Producing Information and Communication Statistics

4.6.1 Sources

Data sources may either be primary or secondary which can also be categorized by the way they are collected through surveys or routine data. In practice, these sources include;

- i. Progressive reports e.g. Annual performance reports;
- ii. Institutions under the Ministry of Communication Science and Technology(MCST) submitted reports;
- iii. Research institutions/Research reports;
- iv. NBS surveys and census;
- v. Daily routine records;
- vi. Sectoral surveys;
- vii. Sectoral censuses;
- viii. International statistical reports i.e. UNESCO, ITU, etc.

4.6.2 Methods

These are methods for undertaking survey or evaluation answers gathering them into a database, and analyzing the results for further suggestions, improvements or recommendations. This ranges from objective, questionnaire, field survey, data entry, data processing, presentation of information in tables and formats.

- i. Administrative records;
- ii. Sample surveys;
- iii. Censuses; and
- iv. Report reviews.

These may be captured by using questionnaires for interviewing, reviewing reports and other administrative data records.

4.7 Data Dissemination and Archives

Statistical data for information and communication are published through the Ministry (MCST) website, statistical textbooks, sector database (TSED, MCST Info), spreadsheets and tables, Ministry's progress and performance reports.

4.8 Database Coding System

Under this sub section details on ISIC Rev 4, CPC and HS are explained.

ISIC Rev 4

Division	Group	Class	Subclass	Description
58				Publishing activities.
	581			Publishing of books, periodicals and other publishing activities.
		5811		Book publishing.
			58111	Publishing of books, brochures, leaflets and similar publications, including publishing of dictionaries and encyclopedias and publishing of atlases, maps and charts
			58112	Publishing of audio books and Publishing of encyclopedias. on CD-ROM.
		5812		Publishing of directories and mailing lists. This class includes; publishing of mailing lists, publishing of telephone books, publishing of other directories and compilations, such as case law, pharmaceutical compendia etc.
			5813	Publishing of newspapers, journals and periodicals.
			58131	Publishing of newspapers, including advertising newspapers.
			58132	Publishing of periodicals and other journals, including publishing of radio and television schedules.
			5819	Other publishing activities. This class includes; Publishing (including on-line) of; catalogs, photos, engravings and postcards, greeting cards, forms, posters, reproduction of works of art, advertising material, other printed matter, on-line publishing of statistics or other information.
		582		Software publishing.

Division	Group	Class	Subclass	Description
		5820		Software publishing. This class includes; publishing of ready-made (non-customized) software.
59				Motion picture, video and television programme production, sound recording and musical activities.
	591			Motion picture, video and television programme activities.
		5911		Motion picture, video and television programme production activities. This class includes; production of motion pictures, videos, television programmes or television commercials.
		5912		Motion picture, video and television programme post-production activities. This class includes; post-production activities, activities of motion picture film laboratories and activities of special laboratories for animated films and activities of stock footage film libraries etc.
		5913		Motion picture, video and television programme distribution activities. This class includes; distributing film, video tapes, DVDs and similar productions to motion picture theatres, television networks and stations and exhibitors, acquiring film, video tape and DVD distribution rights.
		5914		Motion picture projection activities. This class includes; motion picture or videotape projection in cinemas, in the open air or in other projection facilities and activities of cine-clubs.
	592			Sound recording and music publishing activities.
		5920		Sound recording and music publishing activities. This class includes; production of original (sound) master recordings, such as tapes, CDs, sound recording service activities in a studio or elsewhere, including the production of taped (i.e. non-live) radio programming, audio for film, television etc, music publishing, i.e. activities of;

Division	Group	Class	Sub-Class	Description
				acquiring and registering copyrights for musical compositions, promoting, authorizing and using these compositions in recordings, radio, television, motion pictures, live performances, print and other media distributing, sound recordings to wholesalers, retailers or directly to the public and publishing of music and sheet books.
60				Programming and broadcasting activities.
	601			Radio broadcasting.
		6010		Radio broadcasting. This class includes; broadcasting audio signals through radio broadcasting studios and facilities for the transmission of aural programming to the public, to affiliates or to subscribers, activities of radio networks, i.e. assembling and transmitting aural programming to the affiliates or subscribers via over-the-air broadcasts, cable or satellite, radio broadcasting activities over the Internet (Internet radio stations) and data broadcasting integrated with radio broadcasting.
	602			Television programming and broadcasting activities.
		6020		Television programming and broadcasting activities. This class includes; creation of a complete television channel programme, from purchased programme components (e.g. movies, documentaries, etc.), self produced programme components (e.g. local news, live reports) or a combination thereof, programming of video-on-demand channels, data broadcasting integrated with television broadcasting.
61				Telecommunications.
	611			Wired telecommunications activities.
		6110		Wired telecommunications activities. This class includes; operating, maintaining or providing access to facilities for the transmission of voice, data, text, sound and video using a wired telecommunications

Division	Group	Class	Sub-Class	Description
				infrastructure, purchasing access and network capacity from owners and operators of networks and providing telecommunications services using this capacity to businesses and households, and provision of Internet access by the operator of the wired infrastructure.
	612			Wireless telecommunications activities.
		6120		Wireless telecommunications activities.
			61201	Operating, maintaining or providing access to facilities for the transmission of voice, data, text, sound, and video using a wireless telecommunications infrastructure.
			61202	Maintaining and operating paging as well as cellular and other wireless telecommunications networks.
			61203	Purchasing access and network capacity from owners and operators of networks and providing wireless. Telecommunications services (except satellite) using this capacity to businesses and households.
			61204	Provision of Internet access by the operator of the wireless infrastructure.
	613			Satellite telecommunications activities.
		6130		Satellite telecommunications activities.
			61301	Operating, maintaining or providing access to facilities for the transmission of voice, data, text, sound and video using a satellite telecommunications infrastructure.
			61302	Delivery of visual, aural or textual programming received from cable networks, local television stations or radio networks to consumers via direct-to-home satellite systems.
			61303	Provision of Internet access by the operator of the satellite infrastructure.
	619			Other telecommunications activities.
		6190		Other telecommunications activities.

Division	Group	Class	Sub-Class	Description
			61901	Provision of specialized telecommunications applications, such as satellite tracking, communications telemetry, and radar station operations.
			61902	Operation of satellite terminal stations and associated facilities operationally connected with one or more terrestrial communications systems and capable of transmitting telecommunications to or receiving telecommunications from satellite systems.
			61903	Provision of Internet access over networks between the client and the ISP not owned or controlled by the ISP, such as dial-up Internet access, etc.
			61904	Provision of telephone and Internet access in facilities open to the public.
			61905	Provision of telecommunications services over existing telecom connections.
			61906	Telecommunications resellers (i.e. purchasing and reselling network capacity without providing additional services).
62				Computer programming, consultancy and related activities
	620			Computer programming, consultancy and related activities.
		6201		Computer programming activities. This class includes; designing the structure and content of, and/or writing the computer code necessary to create and implement, customizing of software, i.e. modifying and configuring an existing application so that it is functional within the clients' information system environment.
		6202		Computer consultancy and computer facilities management activities. This class includes; planning and designing of computer systems that integrate computer hardware, software and communication technologies and provision of on-site

Division	Group	Class	Sub-Class	Description
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		Management and operation of clients' computer systems and/or data processing facilities, as well as related support services.
	6209	Other information technology and computer service activities. This class includes; computer disaster recovery, Installation (setting-up) of personal computers, Software installation.
63		Information service activities.
	631	Data processing, hosting and related activities; web Portals
	6311	Data processing, hosting and related activities. This class includes; provision of infrastructure for hosting, data processing services and related activities, specialized hosting activities such as: Web hosting, streaming services, application hosting, application service provisioning, general time-share provision of mainframe facilities to clients, data processing activities, provision of data entry services.
	6312	Web portals. This class includes; operation of web sites that use a search engine to generate and maintain extensive databases of internet addresses and content in an easily searchable format, operation of other websites that act as portals to the internet, such as media sites providing periodically updated content.
	639	Other information service activities.
	6391	News agency activities. This class includes; news syndicate and news agency activities furnishing news, pictures and features to the media.
	6399	Other information service activities n.e.c. This class includes; telephone based information services, information search services on a contract or fee basis, news clipping services, press clipping services, etc.

CPC

Group	Class	Subclass	Description
			Telecommunications, broadcasting and information supply services
			Telephony and other telecommunications services
	8411	84110	Carrier services.
	8412		Fixed telephony services.
		84121	Fixed telephony services - access and use.
		84122	Fixed telephony services - calling features.
	8413		Mobile telecommunications services.
		84131	Mobile telecommunications services - access and use.
		84132	Mobile telecommunications services - calling features.
	8414	84140	Private network services.
	8415	84150	Data transmission services.
	8419	84190	Other telecommunications services.
842.			Internet telecommunications services
	8421	84210	Internet backbone services.
	8422		Internet access services.
		84221	Narrowband Internet access services.
		84222	Broadband Internet access services
	8429	84290	Other Internet telecommunications services.
843.			On-line content.
	8431		On-line text based information.
		84311	On-line books.
		84312	On-line newspapers and periodicals.
		84313	On-line directories and mailing lists.
	8432		On-line audio content.
		84321	Musical audio downloads.
		84322	Streamed audio content.
	8433		On-line video content.
		84331	Films and other video downloads.
		84332	Streamed video content.
	8434		Software downloads.
		84341	System software downloads.

Group	Class	Subclass	Description
		84342	Application software downloads.
	8439		Other on-line content.
		84391	On-line games.
		84392	On-line software.
		84393	On-line adult content.
		84394	Web search portal content.
		84399	Other on-line content n.e.c.
844.			News agency services
	8441	84410	News agency services to newspapers and periodicals.
	8442	84420	News agency services to audiovisual media.
845.			Library and archive services.
	8451	84510	Library services.
	8452	84520	Archive services.
846.			Broadcasting, programming and programme distribution services.
	8461		Radio and television broadcast originals.
		84611	Radio broadcast originals.
		84612	Television broadcast originals.
	8462		Radio and television channel programmes.
		84621	Radio channel programmes.
		84622	Television channel programmes.
	8463		Broadcasting services and multi-channel programme distribution services.
		84631	Broadcasting services.
		84632	Home programme distribution services, basic programming package.
		84633	Home programme distribution services, discretionary programming package.

HS

Codename	Label
8501	Electric motors and generators (excluding Generating sets).
8517	Electrical apparatus for line telephony or line telegraphy.
85171100	Line telephone sets with cordless handsets.
85171900	Telephone sets (excluding those with cordless handsets); videophones.
85172100	Facsimile machines.
85172200	Teleprinters.
85173000	Telephonic or telegraphic switching apparatus.
85175000	Apparatus for carrier-current line systems or for digital line systems, n.e.s.
85178000	Electrical apparatus for line telephony or line telegraphy, n.e.s.
85179000	Parts of electrical telephonic or telegraphic apparatus.
8518	Microphones; loudspeakers; headphones; electric amplifiers.
85181000	Microphones and stands there for.
85182100	Single loudspeakers, mounted in their enclosures.
85182200	Multiple loudspeakers, mounted in the same enclosure.
85182900	Loudspeakers, not mounted in enclosures.
85183000	Headphones, earphones and combined microphone/speaker sets.
85184000	Audio-frequency electric amplifiers.
85185000	Electric sound amplifier sets.
85189000	Parts of apparatus of 85.18.
8519	Turntables, record-players, cassette-players, etc unable to record.
85191000	Coin- or disc-operated record-players.
85192100	Record-players without loudspeakers.
85192900	Record-players, with loudspeakers.
85193100	Turntables (record-decks) with automatic record changing mechanism.
85193900	Turntables (record-decks), n.e.s.
85194000	Transcribing machines.
85199200	Pocket-size cassette players, (sound reproducing only).
85199300	Sound reproducing apparatus, cassette type, (excluding Pocket-size type).
85199900	Sound reproducing apparatus with no recording device, n.e.s.
8520	Magnetic tape recorders and other sound recording apparatus.
85201000	Dictating machines for sound recording, external power source only.
85202000	Telephone answering machines.
85203200	Magnetic tape recorders with sound reproducing apparatus, digital audio

Codename	Label
	Tape.
85203300	Magnetic tape recorders with sound reproducing apparatus, cassette type.
85203900	Magnetic tape recorders with sound reproducing apparatus, n.e.s.
85209000	Magnetic tape recorder and other sound recording apparatus, n.e.s.
8521	Video recording or reproducing apparatus.
85211000	Video recording apparatus, with/without video tuner, magnetic tape-type.
85219000	Video recording/reproducing apparatus, with/without video tuner, excluding Magnetic tape type.
8522	Parts and accessories of apparatus of 85.19 to 85.21.
85221000	Pick-up cartridges.
85229000	Parts & accessories used with apparatus 85.19/85.21 (excluding pickup cartridges).
8523	Prepared unrecorded media for sound or similar recording.
85231100	Unrecorded magnetic tapes for sound or other recording, =<4mm wide.
85231200	Unrecorded magnetic tapes for sound or other recording, 4-6.5mm wide.
85231300	Unrecorded magnetic tapes for sound or other recording, >6.5mm wide.
85232000	Unrecorded magnetic discs for sound or other recording.
85233000	Cards incorporating a magnetic stripe.
85239000	Prepared unrecorded media (excluding Magnetic tapes and discs), n.e.s.
8524	Records, tapes and other recorded media for sound.
85241000	Gramophone records.
85243100	Discs for laser reading systems for reproducing phenomena not sound/image.
85243200	Discs for laser reading systems for reproducing sound only.
85243900	Discs for laser reading systems,(n.e.s, including for reproducing) image.
85244000	Recorded magnetic tapes for reproducing phenomena other than sound/image.
85245100	Recorded magnetic tapes for sound <= 4mm wide.
85245200	Recorded magnetic tapes for sound >4mm but <=6.5mm wide.
85245300	Recorded magnetic tapes of sound, >6.5mm wide.
85246000	Recorded cards incorporating a magnetic stripe.
85249100	Recorded media for reproducing phenomena other than sound or image, n.e.s.
85249900	Recorded media for reproducing sound or image.
8525	Radio-communication/television transmission apparatus; television cameras.
85251000	Transmission apparatus.

Codename	Label
85252000	Transmission apparatus incorporating reception apparatus (including mobile phone).
85253000	Television cameras.
85254000	Still image video cameras and other video camera recorders.
8526	Radar/radio navigational aid apparatus and remote control apparatus.
85261000	Radar apparatus.
85269100	Radio navigational aid apparatus.
85269200	Radio remote control apparatus.
8527	Reception apparatus for radio-broadcasting.
85271200	Pocket-size radio cassette players.
85271300	Radio broadcast receipt, apparatus combined with recording/reproducing apparatus.
85271900	Radio receivers, portable, (excluding sound recording/reproducing apparatus) n.e.s.
85272100	Radio receivers for motor vehicles, with sound reproducing apparatus.
85272900	Radio receivers for motor vehicles, n.e.s.
85273100	Radio receivers, n.e.s, with sound recording/reproducing apparatus.
85273200	Radio receivers, n.e.s, with a clock.
85273900	Radio receivers, n.e.s.
85279000	Reception apparatus for radio-telephony or radio-telegraphy, n.e.s.
8528	Television receivers (including Video monitors and video projectors).
85281200	Colour television.
85281300	Black and White television?
85282100	Colour video monitors.
85282200	Black and white or other monochrome video monitors.
85283000	Video projectors.
8529	Parts suitable for use with the apparatus of 85.25 to 85.28.
85291000	Aerials and aerial reflectors of all kinds and parts thereof.

Chapter Five

Concepts and Definitions

5.1 Tourism and Accommodation Facilities

Town Hotel

A commercial establishment, located within or near an urban centre, where the majority of clients are business and/or transit travelers.

Vacation Hotel

A commercial establishment, located within or near a holiday attraction area, normally in sub-urban areas and in which the majority of clients are holiday makers or leisure travelers.

Lodge

A commercial establishment, located within or near natural habitat, rich in fauna and flora, normally in or near conservation areas, in which the majority of clients are leisure or adventure seekers.

Tented Camp

A commercial establishment of permanent, semi -permanent and/or mobile tented facilities usually located close to or within popular areas such as beaches, rivers, lakes, protected areas, national parks, game reserves or forests.

Villas and Cottages

Refer to commercial establishments, located in sub-urban or country side areas and characterized by being autonomous, semi-detached or in a cluster to let units for holiday accommodation. They may or may not provide full hotel services and facilities. The establishments include residential premises used for holiday making by owners, friends or relatives.

Serviced Apartments

Commercial establishment's offering facilities and services like a hotel for guests staying a few days or weeks. They currently represent the trendiest place where to stay for corporate, leisure travellers, people relocating to new cities and those seeking transit accommodations. By nature, they have catering facilities in form of kitchenette which offers guests the flexibility of preparing own meals.

Motel

A commercial establishment, located along a highway or motor way, catering mainly to motorists and other highway and road users.

Camping /Caravan Site

Refers to an area set aside for camping and providing appropriate safety, security, running water and other hygiene facilities and services.

Guest House

Refers to a commercial establishment providing lodging, with or without meals, and other modest and limited guest services.

Home Stay

A form of tourism and/or study abroad programme that allows the visitor to rent a room from a local family. The house is usually part of the normal residence of the owner but with the business of accommodating paying guests. This arrangement involves staying in a furnished, private bedroom and a shared living room.

Hostel

A supervised lodging place for travelers and/or students,, especially young people, providing budget-oriented accommodation, usually with shared rooms, in double, triple or dormitory arrangements.

Eco-lodge

A type of tourism commercial establishment, providing lodging, meals and other guest facilities and services. It is deliberately designed, constructed and operated in such a way as to have least negative impact on the natural environment in which it is situated.

Farm Stay

A type of tourism commercial establishment, providing shared family unit or separate self contained lodging, meals and other guest facilities and always situated on a farm, with involvement in farm activities, tours and rural life experiences as part of the package.

5.2 Cultural and Sports Activities

Cultural and Natural Heritage

The domain Cultural and Natural Heritage includes the following activities: Museums, Archaeological and Historical Places (including archaeological sites and buildings), Cultural Landscapes, and Natural Heritage.

Cultural Landscapes

Represent combined works of nature and by humans, and they express a long and intimate relationship between people and their natural environment.

Cultural Heritage

This includes artefacts, monuments, and groups of buildings and sites that have a diversity of values including symbolic, historic, artistic, aesthetic, ethnological or anthropological, scientific and social significance.

Natural Heritage

It consists of natural features, geological and physiographical formations and delineated areas that constitute the habitat of threatened species of animals and plants and natural sites of value from the point of view of science, conservation or natural beauty. It includes nature parks and reserves, zoos, aquaria and botanical gardens.

Cultural and Natural Heritage Activities

Activities related to cultural and natural heritage encompass the management of sites and collections that have historic, aesthetic, scientific, environmental and social significance. Preservation and archiving activities undertaken in museums and libraries are also part of this category.

A Museum

Is defined as a “non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment”.

Performance and Celebration

Performance and Celebration include all expressions of live cultural events.

Performing Arts

It includes both professional and amateur activities, such as theatre, dance, opera and puppetry. It also includes the celebration of cultural events – festivals, feasts and fairs – that occur locally and can be informal in nature.

Music

Is defined in this domain in its entirety, regardless of format. As such, it includes live and recorded musical performances, music composition, music recordings, digital music including music downloads and uploads, and musical instruments.

Visual Arts

Are art forms that focus on the creation of works, which are visual in nature. They are intended to appeal to the visual sense and can take many forms. Although, it is acknowledged that some contemporary visual arts may include multidisciplinary art forms such as 'virtual art'; these art forms are included in domains i.e. Audio-visual and Interactive Media.

The Visual Arts and Crafts domain includes fine arts such as paintings, drawings, sculpture, crafts and photography. Commercial places where the objects are exhibited, such as commercial art galleries, are also included in this domain.

Books and Press

Books, Newspapers, and Periodicals also include the electronic or virtual forms of publishing such as online newspapers, e-books and the digital distribution of books and press materials. Libraries, both physical and virtual, are included in this domain as are book fairs.

Audio-visual

The core elements of this domain are Radio and Television broadcasting including Internet live streaming, Film and Video, and Interactive Media. Interactive Media cover video games and new forms of cultural expressions that mainly occur through the Web or with a computer. It includes online games, web portals, websites for activities, which relates to social networks such as Facebook, and Internet podcasting such as YouTube.

Interactive Media

Interactive Media can be defined as being interactive when either (1) two or more objects have an effect on one another; (2) the user can effect a change on an object or within the environment (users playing video games); (3) they involve active participation of a user; or (4) there is a two way effect as opposed to a one way or simple cause-effect (Canadian Heritage, 2008).

Video games and their development (software design) are also included in this category because they represent an interactive activity.

Design and Creative Services

This domain covers activities, goods and services resulting from the creative, artistic and aesthetic design of objects, buildings and landscape. The domain includes fashion, graphic and interior design, landscape design, architectural and advertising services. Architecture and advertising are part of the core cultural domains, but only as services.

Gambling

Gambling consists of units engaged mainly in providing gambling services such as casinos, bookmaker-betting facilities on racetracks, bingo halls, video gaming terminals, lottery agencies and off-track betting agencies.

Cultural Goods

Are defined as consumer goods that convey ideas, symbols and ways of life, i.e. books, magazines, multimedia products, software, recordings, films, videos, audio-visual programmes, crafts and fashion.

Cultural Diversity

Refers to the many ways in which the different cultures of groups and societies find expression. These cultural expressions are passed on within and among groups and societies, and from generation to generation. Cultural diversity, however, is evident not only in the varied ways in which cultural heritage is expressed, augmented and transmitted but also in the different modes of artistic creation, production, dissemination, distribution and enjoyment, whatever the means and technologies that are used.

Cultural Participation

Is participation in the arts and everyday life activities that may be associated with a particular culture. It refers to the ways in which ethnically-marked differences in cultural tastes, values and behaviours inform not just artistic and media preferences but are embedded in the daily rhythms of different ways of life; and of the ways in which these connect with other relevant social characteristics – those of class and gender, for example (Bennett, 2001).

Design

It consists of units mainly engaged in the creative, artistic and aesthetic design of objects, environments and services (ABS, 2001).

Fashion Design

Is defined as goods and services produced and activities carried out by companies or individuals engaged primarily in the design of clothing, footwear, and fashion accessories (Statistics New Zealand, 1995).

Graphic Design

Is carried out by companies or individuals engaged primarily in the design of graphic material for the purposes of display or publication (Statistics New Zealand, 1995). It includes contemporary craft.

Library

Is an organization, or part of an organization, whose main aims are to build and maintain a collection and to facilitate the use of such information resources and facilities required to meet the informational, research, educational, cultural or recreational needs of its users; these are the basic requirements for a library and do not exclude any additional resources and services incidental to its main purpose (ISO, 2006). It includes any organized collection of books and periodicals in electronic or in printed form or of any other graphic or audio-visual materials (adapted from UNESCO, 1970). It includes virtual libraries, digital catalogues.

Performing Arts and Celebration

Refers to professional or amateur performing arts activities, such as theatre, dance, opera and puppetry, as well as the celebration of cultural events (festivals, feasts and fairs), which occur locally and can be informal in nature.

5.3 Information and Communication

Global Information Infrastructure (GII)

The components making up a wide area network arising from multiple heterogeneous networks, which facilitate multidimensional communication among different nations, business and organizations.

Information and Communication Technology (ICT)

Is a generic term used to express the convergence of information technology, broadcasting and communications. One prominent example is the internet.

Information Based Economy (IBE)

A country or region where ICT is used to develop economic foundation and market transactions.

Information Society (IS)

A country or region where information technology has been fully exploited and is part of everyday life as an enabler of information sharing, communication and diffusion.

Information Technology (IT)

Embraces the use of computers, telecommunications and office systems technologies for the collection, processing, storing, packaging and dissemination of information.

Knowledge Based Economy (KBE)

A country or region where ICT is extensively used to enhance knowledge so that higher human capital brings further improvement to the economy.

E-Government

Is the centerpiece of information systems-supported reforms to digitize the delivery of services and the process of governance occurring across all levels of government.

E-Commerce / Electronic Commerce

Business activities involving consumers, manufacturers, suppliers, service providers and intermediaries using computer networks such as the internet.

Teledensity

The number of telephones per 100 people in a region.

Voice over Internet Protocol (VoIP)

Also known as Voice over Internet, IP Telephony or Internet Telephony – refers to telephone services provided over the internet as the transmission medium.

Wide Area Network (WAN)

A computer network that spans a relatively large geographical area. Typically, a WAN consists of two or more local-area networks (LANs). Computers connected to a wide-area network are often connected through public networks, such as the telephone system. They can also be connected through leased lines or satellites. The largest WAN in existence is the internet.

Local Area Network (LAN)

A computer network that spans a relatively small area. Most LANs are confined to a single building or group of buildings. However, one LAN can be connected to other LANs over any distance via telephone lines and radio waves.

Internet Service Provider (ISP)

Also known as Internet Access Providers – Is a company that provides infrastructure for access to the internet or for interconnecting other ISPs and content-based or application-based services on the internet.

Broadcasting

A term referring to the distribution of information using radio, television, internet and intranet or webcasting.

Digital Divide

The technological gap between countries that have fully exploited ICT and those that have not. The digital divide is often associated with the resulting gap in terms of economic development.

A television

Is a telecommunication medium that is used for transmitting and receiving of image and sound.

Television Station

Is a station used for production and transmission of television broadcasts.

A Radio:

Is the radiation (wireless transmission) of electromagnetic signals through the atmosphere or free space.

Radio Station

Is a station for the production and transmission of AM or FM radio broadcasts. Radio station is an important player in the society as it serves to educate and inform the public about what is happening.

Broadcasting

Is the distribution of audio and/or video content to a dispersed audience via any electronic mass communications medium, but typically one using the electromagnetic spectrum (radio waves), in a one-to-many model. Broadcasting is usually associated with radio and television.

Broadcasting Station

Is the station equipped to broadcast radio or television programs.

Media

Is the means of communication that reach or influence people widely; example radio, television, newspapers, and magazines.

Magazine

Is a publication that is issued periodically, usually bound in a paper cover, and typically contains essays, stories, poems, etc. by many writers, and often photographs and drawings, frequently specializing in a particular subject or area, as hobbies, news, or sports.

Newspaper

Is a publication issued at regular and usually close intervals, especially daily or weekly, and commonly containing news, comment, features, and advertisements.

Journal

Is a daily record, as of occurrences, experiences, or observations.

Internet

Is a vast computer network linking smaller computer networks worldwide. The internet includes commercial, educational, governmental, and other networks, all of which use the same set of communications protocols.

Video

Is a program, movie, or the like, that is available commercially on video cassette.

Brochure

Is a pamphlet or leaflet.

Leaflet

Is a small flat or folded sheet of printed matter, as an advertisement or notice, usually intended for free distribution.

Poster

Is a placard or bill posted or intended for posting in a public place for advertising.

Periodical

Is a magazine or other journal that is issued at regularly recurring intervals.

