

## ANALYSIS OF TOURISM BEHAVIOUR BASED ON HOUSEHOLD SURVEYS: THE SPANISH EXPERIENCE

Eva Aranda<sup>1</sup>

Natalia Rodríguez-Salmones<sup>2</sup>

**Abstract:** This article gives an account of the Spanish experience in the use of household surveys for researching into national tourism. This survey now has a long track record in Spain as it has been in regular operation since the eighties; it has been upgraded to cover the requirements of the Directive 95/57/EC and to furnish the necessary information for drawing up the Tourism Satellite Accounts. The Instituto de Estudios Turísticos (Tourism Studies Institute) of Spain also makes use of the available experience for improving its surveys in terms of sample design, reference periods, information collection methods and other statistical techniques, as well as for analysing the tourism behaviour of various social groups, doing so by introducing into its surveys family and personal characteristics of great sociological interest and with potential applications in forecasting and planning work.

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<sup>1</sup> Technical Statistician, External Collaborator, Instituto de Estudios Turísticos de España.

<sup>2</sup> Director, Instituto de Estudios Turísticos de España.

## INTRODUCTION

When studying tourism flows any country tends to concentrate on the type of tourism that is most important to it. Spain, an inbound tourism country par excellence, has paid special attention to quantifying the number of foreign tourists, with a historical series dating right back to 1931. Over the years, especially since the tourism boom of the sixties, the information on inbound tourism has been progressively increased, including variables for the analysis thereof as well as its quantification.

The tourism of Spanish residents, on the other hand, has not traditionally been a top-priority concern. Some estimates were made in the seventies by means of one-off surveys tagged on to other more stable ones, such as the Encuesta de Población Activa (Labour Force Survey). In the early eighties the Tourism Administration<sup>3</sup> began to carry out specific surveys on this phenomenon, collecting general information on national tourism. The decisive stimulus for carrying out an exhaustive study of the tourism of Spanish residents was the publication of the Council Directive 95/57/EC on the collection of statistical information in the tourism field. This obliged Spain, as a member of the European Union, to send in periodical and copious information on national tourism.

An analysis of the evolution of tourism statistics shows that most important event of recent years was the definition of the Tourism Satellite Account (TSA). This integrating framework calls for precise and certified information at an international level and this in turn led to a rethink of the National Tourism Statistics Systems. In Spain, although there was already plentiful information available on both national and inbound tourism, the aim of setting up a Tourism Satellite Account had a substantial influence on the Tourism Statistics System, with the implementation of new surveys and the introduction of numerous changes in existing ones.

The aim of this paper is to give an account of the changes that have been introduced in the Spanish national tourism survey: Movimientos Turísticos de los Españoles (**Familitur**), called in English “The Spanish Domestic and Outbound Tourism Survey”. It is drawn up by the Instituto de Estudios Turísticos<sup>4</sup> to meet the requirements of the aforementioned Directive 95/57/EC. Subsequent amendments have been made to the survey to bring it into line with the diverse developments at an international level in tourism statistics, such as the revision and updating thereof. This has allowed successive methodological improvements to be phased in.

The swapping of experiences in the field of tourism statistics is a key factor in the improvement and homogenisation of the information on this phenomenon at an international level. It is therefore of great significance that this issue of Enzo Paci Papers should include the paper written by the National Council of Applied Economic Research (NCAER) of India (“Estimating Domestic Tourism Expenditure in Developing Economies: Lessons from India”) together with this document on the Spanish experience in the same field. The paper presented by NCAER is very

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<sup>3</sup> The Instituto de Estudios Turísticos is the specialised body of the Spanish Tourism Administration for producing tourism analysis information. It is responsible for the main demand-side tourism surveys conducted in Spain.

<sup>4</sup> The Instituto de Estudios Turísticos currently depends on the State Secretariat for Trade and Tourism of the Economics Ministry of Spain.

enlightening in terms of the measurement of tourism behaviour in the field of household surveys. The presentation of the Spanish experience will offer complementary information on the same phenomenon. Although the countries in question are completely different in their geographic and social makeup they do share a common objective in the statistics field: the study of tourism.

## BRIEF DESCRIPTION OF FAMILITUR

The Instituto de Estudios Turísticos has been drawing up the Spanish Domestic and Outbound Tourism Survey (**Familitur**) since 1996, doing so by means of household interviews. The main objective of **Familitur** is to study national tourism by quantifying and characterising the trips made by the Spanish both inside Spain and abroad.

As mentioned in the introduction **Familitur** responds to the commitments taken on in statistical matters by the State Secretariat for Trade and Tourism in compliance with the provisions of the Council Directive 95/57/EC on collecting statistical information in the tourism field.

The current questionnaire and some of its questions and states have been designed in light of the tourism-statistic requirements and recommendations of the European Union as drawn up by Eurostat in recent years and also the renovation of statistical concepts and approaches that have been forthcoming since the holding of the World Tourism Organisation Conference in Ottawa in 1991, and the subsequent adoption thereof by the Statistics Committee of the United Nations in March 1993.

In line with the objectives in view, the questionnaire looks into all types of tourism movements. It is also designed to be highly complementary and assimilable to the sister survey called Border Tourism Movements (Movimientos Turísticos en Frontera: **Frontur**); this complementary nature is reflected in the subsequent characteristics-generating process.

Another interesting aspect of the questionnaire is the inclusion of a series of demographic characteristics with a twofold aim, analytical and statistical. In terms of the former, important information is furnished on the household environment and its components, thereby helping to explain the tourism behaviour of the Spanish. As for the statistical aim, it is essential to set up survey quality control systems and by far the best way of doing so is to be able to make estimates of demographic aspects included in other, tried-and-tested surveys, such as the Household Budgets Survey and Labour Force Survey, run by the National Statistics Institute (Instituto Nacional de Estadística: INE). The final result combines quality and rigour with great analytical power since a wide-ranging package of demographic characteristics (studied with an identical approach in three surveys) can be cross checked against tourism behaviour, and it also allows for forecasting and planning studies based on demographic changes.

**Familitur** is based on a panel made up by a total of 10,800 households chosen from the whole national territory. The sample is selected by means of a stratified sample in light of demographic criteria (size of habitat) and socio-economic criteria.

The households are interviewed three times a year, giving answers each time on the trips made by all household members in the four-month period running up to the interview date. This means that the survey takes in all the trips made by the selected households during the whole year.

The first interview, in which the panel-integrating households are captured, is a face-to-face interview in the home. Subsequent data collections can be carried out by the method chosen by the household, either face-to-face in the home or by means of a telephone interview (CATI system).

## HOW THE CURRENT FAMILITUR SURVEY HAS BEEN BUILT UP

In its current methodological design **Familitur** began in 1996 with a sample size of 3840 households surveyed every four months. It then became possible to set up an **ongoing survey** thanks to the aforementioned Directive, which obliged member countries of the European Union to send in periodical information (quarterly and annual) on the tourism trips made by its residents; this led to an increase in the funds available for this project.

One of the reasons why **Familitur** is a **panel type survey** is the conviction of the Instituto de Estudios Turísticos that this is the best methodological design to meet the information requirements of the Council Directive. No document of the European Statistical Office (Eurostat) makes any mention of the methodology that should be used for drawing up the surveys, leaving it up to each country to make its own decision on the method to be used. The Directive asks for information on the number of trips (with overnight stay) made by residents in Spain and the basic characteristics thereof; but information also has to be sent on Spanish “travellers” and their characteristics. “Travellers” are understood to be persons making at least one trip during the study period, i.e. what we are dealing with here is a longitudinal analysis of the tourism behaviour of the resident population.<sup>5</sup> It was precisely the need of drawing up this indicator that prompted us to choose a household panel for obtaining this information. This method, insofar as it is a household survey, provides information on the total population and insofar as it is a panel type statistic it also provides very robust information on the evolution of the indicator.<sup>6</sup>

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<sup>5</sup> Tables 16 and 17 of Section C of Directive 95/57/EC ask for information on the number of persons making trips inside Spain or abroad or both during the reference period. This then has to be crossed against diverse demographic and travelling characteristics. The data relates to people not movements. This means that the sum of the population making trips inside Spain, abroad or both plus the non-travelling population has to add up to the total resident population in Spain.

<sup>6</sup> Consideration should be given to the fact that, while the variable “trips” has an additive character, the variable “travellers” calls for a longitudinal analysis to be able to obtain information on the various reference periods in a joint manner, i.e., it cannot be summed. Indeed the number of trips of two months is the sum of the trips of month 1 plus the sum of the trips of month 2. The number of persons making trips during the two months, however (the travellers) is not the sum of the travellers of month 1 and the travellers of month 2, since there might be people who have made a trip in the two months and would hence be counted twice if the two months were summed. The calculation of the number of travellers corresponding to a reference period longer than one month therefore calls for a longitudinal analysis and the best way of doing so is a panel type survey.

Another reason for choosing a panel-based survey was the importance of obtaining periodical information on both travellers and non-travellers. In Spain, according to the latest information to hand, corresponding to 2002, 53% of the population make a trip. This fact has prompted the Tourism Administration to promote tourism policies geared towards the non-travelling population, as potential travellers. It is also of the utmost importance to study the changes in demographic characteristics that might in turn lead to changes in tourism behaviour.

The sample of 3840 households used in 1996 allowed only national data to be obtained without being able to break it down for the 17 Self-Governing Communities (NUT 2) making up the Spanish State. Although the Directive does not ask for more broken-down information the Spanish regions do however have a clear interest in obtaining **Familitur** information referring to their respective territories. The Instituto de Estudios Turísticos therefore decided to increase the sample size in the interests of achieving this end. In 1999 the sample was increased to 10,800 households. Together with this increase in the sample size some changes were made in the questionnaire and methodology, based on the experience of the work carried out in the previous three years.

From 1999 to date **Familitur** has maintained its sample size and methodological design, modifying only some of the questions included in the questionnaire to improve and widen the range of the information, mainly to do with tourism expenditure.

As far as this matter goes, the ideal platform for collecting the information on the expenditure of residents for drawing up the TSA would be the Household Budget Survey (HBS), drawn up by the Instituto Nacional de Estadística; this is the procedure used in some countries such as Switzerland.<sup>7</sup> In Spain, however, it has not yet been possible to extend the scope of the HBS information nor to make the necessary changes for the adaptation thereof to the TSA.

This is the reason why, although **Familitur** is not an expenditure survey and the Directive asks for very little detail on this aspect, the Instituto de Estudios Turísticos uses the **Familitur** survey for studying the tourism behaviour of residents in Spain (quite apart from its use in drawing up the Tourism Satellite Account of Spain).

The Instituto de Estudios Turísticos takes part in national and international forums on tourism statistics to be able to interchange experiences with the experts of other countries. Over the years we have discovered that our information on the problems we encountered in early years and the solutions applied is highly useful to countries in the initial phase of setting up the survey. Section 4 will give information on the new aspects of the **Familitur** survey that we consider to be important in relation to its design and the capture of information in the field. Section 5 will detail the changes made in the **Familitur** questionnaire in recent years, explaining the reasons why these changes were brought in, the problems found and the solutions applied.

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<sup>7</sup> « Comportement en matière de voyages de la population résidante suisse, en 1998. Module Tourisme de l'enquête sur les revenus et la consommation 1998 (ERC98). Méthode et résultats principaux ». Actualités OFS. Office fédéral de la Statistique. Switzerland.

## IMPLEMENTATION AND FIELDWORK

### Sample design and surveying frequency

The sample design of **Familitur** is the one generally used for household surveys in Spain. The sample is selected by the Instituto Nacional de Estadística, using the same criteria and sample requisites as those used for selecting the sample of the other household surveys run by the INE.

To carry out the survey a selection is made of a panel of households by using a two-stage cluster sample with subsample and stratification of the first-stage units. The first-stage units are the census sections of the Instituto Nacional de Estadística. The second-stage units are the main family dwellings. Stratification is based on a twofold criteria: demographic (depending on the habitat size) and socio-economic (the sections are grouped in accordance with the socio-economic category of the predominant population of the section). The working sample universe excludes collective establishments, the latter concept embracing all tourism establishments.

The sample consists of 1200 sections distributed between the 17 Self-Governing Communities making up the whole national territory, in accordance with criteria other than those of the strict proportionality of their respective populations, with a non-proportional allocation. The distribution chosen for the sample stratification is therefore also representative in the smaller communities, population wise, which are allocated more sections than would otherwise correspond to them in terms of strict proportionality. A random choice of 9 households is made in each of the 1200 census sections, the final sample being a panel of 10,800 households.

At the moment of deciding on the sample design there was not enough information available on the tourism behaviour of Spanish households to be able to design a specific sample for a tourism-study survey. We hope to carry out research on the census files in the near future in the interests of designing an innovative sample such as the one designed by NACER of India for its domestic tourism survey.

At the time of writing, in late 2003, the Instituto de Estudios Turísticos is planning to make a series of improvements in the survey. The adaptation of the survey to the new population census is a great opportunity for improving the sample design. Indeed we now have sufficient information on the travelling behaviour of the Spanish population to be able to come up with a specific sample design for a household-based tourism survey. Thought is being given to a post-stratification in the second-stage units (households) using variables that have been shown to effect the household's travelling behaviour. The details of these improvements will be given by the Instituto de Estudios once they have been decided on and implemented.

## Surveying frequency

The Instituto de Estudios Turísticos has often mooted the possibility of surveying households with a different frequency depending on their travelling behaviour, i.e., interviewing travelling households more often and non travelling households less often, for example once a year.

This idea has not yet been put into practice for various reasons. The main reason is that there is not yet enough information to hand for carrying out a thoroughgoing study of types and hence being able to classify households into different groups of surveying frequency. Surveying of this type would be doomed to failure without a reliable classification beforehand of the sample households in terms of their travelling typology.

Another reason for not yet putting it into practice was a fear that the increased surveying onus in travelling households might put them off collaborating. A shorter questionnaire would have to be introduced for those households that are to be interviewed most often.

Lastly, another factor taken into consideration was the problem of dealing with the increased information, though this problem is less important as it could be solved by increasing the budget.

At any rate, as already pointed out, **Familitur** is a four-monthly survey and all households forming part of the sample are interviewed three times a year. At the moment there are no plans to tailor the interviewing frequency to the households' proneness to travel.

## Four-monthly instead of three-monthly reference period

In 1997 and 1998 the data collection was carried out every three months, dividing the sample into three groups each time. This information collection method made it difficult to obtain information in the interviews that fell in holiday months, such as July and August, because the households were on holiday.

Another problem this method posed was that holiday periods were split into two. The fact that the same holiday period (such as the summer season) was included in different data collections meant that, after the first data collection had been carried out, no seasonal analyses could be made until the next one had been concluded.

Because of these problems the four-monthly period was restored in the methodological change of 1999 as the most efficient way of obtaining the information. The following three reference periods were therefore established: the first records the trips made from February to May, the interview being carried out in June. This means that the reference period always includes the trips the Spanish usually make in the Easter period (Semana Santa), whether it falls in March or April in any given year. This is essential for making year-by-year comparisons. The second period covers the four months of the summer period (June – September), the data collection being

made in October when most people have returned from their summer holidays. Lastly the period from October to January records Christmas trips, the interview being conducted in February.

Although the reference period is four-monthly, the information on trips includes the month in which they were made, so that information can be obtained for a monthly breakdown or any group of months.

### **The concept of “trip”**

A key point in carrying out a tourism survey is to inform the interviewee of exactly what information the survey is meant to cover, and this means giving a precise definition of what is to be understood by “tourism”. This is a point that is also brought up in the NCAER document and is sure to cause problems in most countries.

Most interviewees in Spain tend to relate tourism only to trips made for leisure or holiday reasons. To make sure that trips made for other reasons were also included, stress was laid on this matter in the interviewer training courses. Furthermore, the very wording of the questions includes the definition of the trip in itself: “Have you made any trip in the months of June, July, August or September, sleeping outside your municipality? Include all trips made inside Spain or abroad for the following reasons: leisure, family visits, work, shopping, etc..”.

The fact that it is a panel of households makes it easier to obtain the desired information. In the first data collection the household is given a perfectly clear explanation of the objects of the survey and the information sought. Although the explanation of the desired information is repeated in subsequent data collections, the fact that the household has previously been briefed on the information sought makes the whole procedure much easier.

### **Analysis of short-stay trips to secondary residences**

In 1999 a special section was inserted in the **Familitur** questionnaire on short-stay trips to a secondary residence. Previous studies and other statistical sources had given us a good idea of the importance of the secondary residence in Spain but it was still surprising to find out just how many trips were made to such second homes during the year and how heavily such trips weighed in national tourism as a whole.

Hitherto, trips of this type had not been specifically recorded in the questionnaire but merely lumped together with the other trips. Neither was there any question on the repetition of trips, so the households could not declare all trips of this type they had made. To give the reader an idea of the figures we are talking about here, it should be pointed out that 64.7% of the 124.3 million trips made by the Spanish in 2002 were short-stay trips to secondary residences. It goes without saying, therefore, that trips of this type are extremely important for the correct measurement of the economic importance of internal tourism and obviously also for the drawing up of the Tourism Satellite Account.

Trips of this type have their own characteristics; the destination and accommodation are always the same; neither do factors such as the length of stay, means of transport and reason for the trip vary much. This means that the information can be collected in a special way. The informant does not have to relate each and every one of the trips and their characteristics (the procedure used with the rest of the trips), the information being pooled in a summarised form.

The delimitation of the “usual environment” was a key factor in recording information on trips of this type. In **Familitur** the usual environment of a household is considered to be the municipality in which the household members live. Nonetheless, to avoid offloading onto the interviewee the bother of delimiting the usual environment, it was decided to record all movements with an overnight stay to the secondary residence and then decide afterwards which should be considered as trips. It is this increase in the scope of the information captured that has allowed the Instituto de Estudios Turísticos to make a quantitative analysis of the delimitation of the usual environment.<sup>8</sup>

### Study of same-day visits

In 2000 a question on same-day visits without an overnight stay was introduced into **Familitur** on an experimental basis, even though it was not obligatory under the Directive. The interviewee is asked about the number of same-day visits made in the reference period and the expenditure on the last one of them.

The greatest difficulty in this question lies in transmitting the concept of same-day visit to both interviewers and interviewees. A key point here is again the definition of the usual environment, although its applicability is more complex than in the case of trips.

These questions have now ceased to be experimental and have been included permanently in the questionnaire, in view of their great importance: 254.7 million same-day visits in 2002.

The scope of the information recorded has been widened in the last year, with a question on the destination of regional same-day visits.

### The memory effect

A key problem in statistical surveys for measuring tourism behaviour is the memory effect. This matter was raised in a meeting held in Rome from 24 to 26 November 1999,<sup>9</sup> and it soon became obvious that it was indeed a problem for many countries. In **Familitur** households are asked about trips made in the four months

<sup>8</sup> “Research on National Practices Defining the Usual Environment: Basic Findings”. Canadian Tourism Commission, Instituto de Estudios Turísticos.. World Tourism Organization, also published in this same volume 3 of Enzo Paci Papers.

<sup>9</sup> Methodological workshop on the implementation of the Council Directive 95/57/EC on tourism statistics. 24 – 26 November 1999, Rome, Italy.

running up to the interview month, so it often happens that the interviewee has forgotten some aspects thereof, such as exact dates or expenditure. **Familitur** therefore issues all households with a trip notebook in the initial interview, in which they can jot down all the characteristics of the trips just after making them, while the information is still fresh in their minds. This type of tool would not be possible in other types of surveys but in a panel the household knows beforehand it is going to be asked about specific matters within a certain period of time; this allows the use of the aforementioned trip notebook.

### **The learning effect**

It can safely be claimed that the acceptance of **Familitur** by interviewees is very positive; witness the fact that the panel drop-out rate has never exceeded 6%. A problem has, however, come to light in the successive data collections of **Familitur** and it has come to be called the household's learning effect. This means that the panellists, once familiar with the dynamic of the questionnaire, may decide to declare fewer trips than those actually made to cut short the interview.

The questionnaire asks households to enumerate the trips they have made during the reference period and then they are asked a series of questions about each one of them. Under the household panel system the same households are interviewed several times a year; it is quite possible, therefore, that the households use the "learning effect" and declare fewer trips than those really made.

Experience has shown that this problem can be mitigated during the interview itself, since the interviewer has information on the trips made by this household in previous interviews and insists until the information tallies with the previous behaviour. At first it was feared that the effect of showing households how much information was available on them might be counterproductive and cause them to drop out. Experience has in fact shown, however, that the results obtained after reminding households of previous results are very satisfactory.

This effect does not obtain in other types of panel surveys because the dynamic of the questionnaire is different and most of the questions have to be gone through.

### **The quality of response in expenditure questions**

Expenditure questions are the ones giving rise to most problems; a series of validation systems has therefore been designed in the interests of improving the response quality.

85% of the panellist households are given a telephone interview using the CATI system (Computer Assisted Telephone Interview). This enables a series of validations to be introduced into the computer software to detect any inconsistencies during the actual interview; the question can then be put again to the interviewee to correct the errors on-line.

Expenditure thresholds have been introduced into the question on total trip expenditure to detect atypical replies, whereupon the interviewer is warned to cross check the information.

For all trips **Familitur** includes a question on the total expenditure of all household members who took part in the trip. This question is asked after having collected information on all the trip characteristics, such as destination and duration, the number of household members that took part in the trip, the means of transport, accommodation, how it was organised, etc. These expenditure thresholds are set up by means of the indicator called “average daily expenditure per traveller”. The expenditure thresholds have been set up on the basis of information obtained from previous years; they make up a three-dimensional matrix with the three following variables: the trip destination, the means of transport and the purpose of the trip. The software calculates the average daily expenditure per traveller on the trip being asked about and warns the interviewer if the declared expenditure is higher or lower than the matrix expenditure

The expenditure-breakdown question, asked for each trip made in the randomly chosen period (the reference trip), also poses a set of problems. The interviewee usually finds it difficult to break down the total expenditure into the six concepts about which information is required. A sine qua non of obtaining a better quality of response is that the person answering these questions is one of the persons who made the trip. As many contacts as may be necessary are therefore made until obtaining the required information in the reference trip area from a household member who actually took part in the trip.

Apart from this interviewing requisite, the software automatically totals the expenditure breakdown and compares it with the total expenditure previously declared, any errors being pinpointed on the spot. A series of validations has also been introduced into this question to link the information declared in some of the expenditure items to the trip characteristics, thereby showing up any possible errors or oversights by interviewer or interviewee. For example, if the accommodation used was not free and no accommodation expenditure is declared, a warning will be given for the interviewer to repeat the question on accommodation expenditure. The same goes for the transport, package travel and car hire sections. For some items of the expenditure breakdown, such as food or souvenir purchases, it is not possible to introduce this type of validation

## **MODIFICATIONS IN THE FAMILITUR QUESTIONNAIRE**

As mentioned previously, many of the changes made in **Familitur** in recent years have been designed to improve the expenditure information. There have also been others with diverse ends in view but always trying to improve the quality of the survey or to obtain additional information. An explanation of the modifications made to the **Familitur** questionnaire will now be given by dividing them into these two major groups.

## Changes designed to improve the quality and increase the information

### *The type of accommodation*

The type of accommodation used by tourists is one of the key points in the analysis of tourism. The classification of the various accommodation types is a very tricky problem and has given rise to many debates in both the national and international arena.

The definitions offered by the international bodies also pose problems of interpretation, often deriving from the translation into different languages and the heterogeneity of the situation in different countries. There are some accommodation formulas that do not even exist in certain areas.

At the moment the Instituto de Estudios Turísticos is planning to include in the questionnaire a series of questions to improve the classification of the types of accommodation. The ultimate objective is to differentiate between the types of collective accommodation and private accommodation. The limits between the two are often blurred. This is an aspect of the utmost importance for a precise analysis of the relative importance of the not-for-sale segment in relation to internal tourism.

The main problem in a demand-side study of types of accommodation is that the classification made by the interviewee and the classification made in the office might not coincide. The necessary questions therefore have to be asked for classifying the type of accommodation within the official lists without thereby offloading the problem onto the interviewee. The classification questions are usually bound up with the services provided. In Spain it is very common to use the rented dwelling as a type of accommodation (private accommodation), usually called “apartamento” (apartment), but this has nothing to do with the aparta-hotel (apartment-hotel) (collective accommodation), also often called “apartamento” in Spain. The way of differentiating between the two is to ask questions about the services provided.

### *Reason for the trip*

Leisure-motivated trips account for over 60% of the trips made by residents in Spain. This question is therefore further broken down into the following concepts:

- |   |
|---|
| <p>F. Leisure, recreation, holidays</p> <ul style="list-style-type: none"><li>▪ F.a. Cultural tourism</li><li>▪ F.b. Sporting activities</li><li>▪ F.c. Country and seaside resorts (rest)</li><li>▪ F.d. Other type of leisure</li></ul> |
|---|

This question has turned out to be highly useful and has also proven to be of great interest to the users of the survey.

### *Use of Internet*

Internet is quickly catching on in Spanish households and is also being increasingly used for various trip-related arrangements. It therefore became necessary to bring **Familitur** into line with technological developments by including a question on the use of internet by households and specifically in relation to their trips.

The question is the following one:

**P.49a) Did you or any member of your household use internet at any moment in the planning of this trip, for seeking information or making a booking?**

No, we did not use internet

For seeking information

On transport

On accommodation

On activities

For making a booking

Of transport

Of accommodation

Of activities

For making the final payment

Of transport

Of accommodation

Of activities

Does not know

Does not answer

### *Questions to non-travellers*

As pointed out earlier, one of the reasons for choosing a panel format for **Familitur** was the interest in obtaining information on the non-travelling population. Demographic information is available on all household members making up part of the panel, travellers and non-travellers. Households that have made no trip are asked why and also the factors that would prompt them to make a trip. They are also asked about preferred destinations. This helps to build up the profile of the potential traveller.

## **Changes designed to increase expenditure information**

### *Repositioning of the total expenditure question*

From 1996 to 2000 information on the total expenditure on trips was recorded only for the "reference trip". This trip is chosen at random from all the trips made by any household member during the reference period. For the whole set of trips most information thereon is collected in the "trips area", such as the destination, means of transport, type of accommodation, length of stay, form of organisation, etc. For the reference trip more exhaustive questions are asked. The fact that the expenditure question was made in the reference trip area meant that the expenditure data sample was smaller than for the other types of trip variables

In 2000 it was decided to move the expenditure question from the “reference trip area” to the “trip area”, thus collecting expenditure information on all trips made by each household member. The result was a much bigger sample for the tourism expenditure variable, a variable that is crucial for the TSAs. After this move the 12,500 expenditure records increased to 27,000.

### *The breakdown of the expenditure*

In 2000, as well as moving the total expenditure question within the questionnaire, a new question was included in the reference trip area: the breakdown of the expenditure by items. In this case, due to the difficulty in answering this question, it was thought best to ask it only for one of the trips made during the reference period, on the grounds that it is essential to nurse the goodwill of the panellists in a panel type survey to make sure they are willing to collaborate in future data collections.

The items for which information is collected are the following: package travel (if the trip was paid for in this form), accommodation, transport, vehicle hire, food and drink in restaurants, cafes and bars, shop purchases of food or drink, purchases of gifts and souvenirs and expenditure on other services (day trips, shows, museums, etc.).

### *Subsidised trips*

On certain occasions when atypical expenditure declarations were detected it turned out that the sums declared were in fact correct and the trip in question had been subsidised in some way or paid for by someone other than the person actually travelling, as in some business trips. As a result a new question was introduced in 2001 to identify this type of trip. This question has proven to be highly useful for pinpointing apparent inconsistencies that finally turn out to be no such thing and has also furnished a lot of information on the phenomenon itself. According to the data obtained to date there is some type of subsidy in 5% of the trips. This percentage soars to 50% in work- or business-motivated trips.

***P.38a) Could you please tell me whether this trip was partially or totally funded by any sort of entity, such as a company, parish or public authority? (EXCLUDE STUDY GRANTS.)***

No, it was not subsidised

By a company

Through a customer-loyalty plan (IberiaPlus, Turyocio, TravelPlan, etc.)

By Inserso (National Institute of Social Services)

By any other government programme (whether central, regional or local)

By a parish/school/college

By any other type of entity

Does not know

Does not answer

### *Other exceptional circumstances*

An open question was also included in 2000 on the reasons given by the households for declaring an expenditure considered to be atypical by the software. After the coding of this question it has been possible to establish a series of categories for this new variable, thereby obtaining a better knowledge of the aetiology of tourism expenditure. For example, in 8.4% of the trips the interviewees declare that they have been invited by a non-household member, while in 3.7% of the trips the informing household invited one or several persons who were not household members.

### *Short-stay trips to a secondary residence*

In 2000 two new questions were included in the area for recording trips of this type: the monthly rent paid for use of the secondary residence, if rented (it has to be rented for most of the year to be considered as a secondary residence), and the expenditure on the last of these trips. The question is asked about the last trip because, given that this is a random choice system, it is assumed that the expenditure will be easier to remember.

The information on the rental payment serves not only for finding out the tourism expenditure for renting the dwelling but also for estimating the rent imputed to household-owned secondary residences.

### *Same-day visits*

A question on the expenditure effected on the last trip has also been included in the questionnaire area of same-day visits. Albeit in a fairly rough-and-ready way, this allows some estimation to be made of the expenditure effected on movements of this type.

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