

**Information provided by Turkey about the following topic discussed in the
Capacity-building Programme on Tourism Statistics,
I Workshop - Vienna, 1-4 April 2008**

**INTERNAL TOURISM (DOMESTIC/INBOUND): Accommodation statistics /
Household survey / Guest inquiry**

1. *Which are the most important gaps regarding the measurement of inbound and domestic tourism flows of visitors?*

The most important gaps that we come across through the measurement process in accommodation statistics are:

- In our country we have two different kinds of classifications for accommodation establishments. One is the establishments licensed by our ministry and the other is the establishments licensed by local municipalities. We have some feedback problems in terms of establishments licensed by municipalities. But our ministry intends to overcome these problems by developing a new classification system that covers all the accommodation establishments. The planning works are underway.
- In the Household Survey, actually we do not have technical or methodological problems. However the survey is being carried out annually for now but considered to be carried out quarterly in the future.
- In Guest Inquiry, The design, implementation and the results we get through look stable but we consider making some arrangements in order to increase feedback. For example, it may be possible to carry out in-flight surveys instead of those at the airport.

2. *About the design and implementation of national surveys: do you take into account the seasonality profile of each form of tourism?*

In accommodation statistics and Guest Inquiry we take into account the seasonality profile, we are able to analyse seasonal changes or movements. But in the Household Survey, we do not take into account the seasonality profile because this survey is being carried out annually however it is considered to be made some changes next year like carrying out quarterly. As you know by doing this annually we could not see seasonal changes or movements.

3. *Could you evaluate the user's perspective regarding these statistics measuring physical flows of visitors. Please differentiate the case of National Tourism Administrations and private sector as main users.*

We surely know that private sector widely/commonly uses these statistics in their activities such as marketing, management, planning etc.

The ministry it self uses these statistics in many fields such as political decision making process, promotion activities, researches, technical planning etc.

4. *What are the main challenges of present surveys?*

In Accommodation Statistics, we have to improve the feedback of municipality licensed establishments.

In Household Survey, it is required to carry out the survey quarterly. The ministry and Turkish Statistical Institute are jointly working on it.

In Guest Inquiry, it is stable for now, however it would progress.