Developments of Chinese tourism statistics

- Yaping Huang
- China National Tourism Administration
- yphuang@cnta.gov.cn
- 0086-10-65201638 0086-10-65201637 (fax)

1. Domestic tourism statistics

- **Data source:** Household survey
- **Interview mode:** CATI
- **Frequency:** quarterly
- **Variables of reference:** Rate, main purpose, per capita expenditure and breakdown of expenditure
- **work mode:** Jointly by CNTA and CNBS
constraints in interviewing

- Low responding rate
  due to long recalling period, it's likely to be rejected by respondents.
- Difficulty in breakdown of expenditure data

RECENT DEVELOPMENTS

- **Simplifying questionnaire:** in order to shorten the interview time, just require respondents to randomly recall the detailed expenditure in one trip.
- **Refining framework on telephone number:** erasing the number which does not exit to improve efficiency.