



UNWTO

STATISTICS CAPACITY BUILDING PROGRAM

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ROMANIA

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DOMESTIC TOURISM

Tuesday, 2 December

TRAVEL AGENCIES ACTIVITIES (1)

Objective: this survey has the aim to quantify the tourism organized by travel agencies

Improvement: in the domestic tourism statistics, since the Workshop I INS build up a new questionnaire referring to the travel agencies activities, and we carry out a methodology.

Periodicity: This survey will be annually, started with 2009, having data of 2008 .

Variable of reference: the new questionnaire includes information about incoming, domestic and outbound activities of travel agencies:

- number of tourists ;
- total receipts (only percentage);
- the ratio in total receipts to the tourist circuits, tourist travel and health/spa treatment
- number of tourists by the tourism area in Romania;
- the first 10 countries of destination – number of tourists participants in these trips;
- tourism packages – in percentage, in detail (accommodation, food – restaurant, bar, coffee shops etc, transport, cultural and leisure services, the agencies commission, other services);
- the share of tourist packages sold in the turnover

Coverage: about 240 travel agencies, included in a cut-off sample. These agencies cover about 80% of the turnover.



DOMESTIC TOURISM

Tuesday, 2 December

TRAVEL AGENCIES ACTIVITIES (2)

Data collection principle: the tourism agencies must fill annually the questionnaires and send them to the county Statistical Departments. After data processing and validation, the files are sent to the INS, for validation and dissemination.

Necessity to change the survey's questionnaire: This change to the survey about "Travel agencies activities " is requested by Ministry of Small and Medium Enterprises, Trade, Tourism and Liberal Professions, National Institute for Research in Tourism and National Association of the Travel Agencies.

The information obtained from this survey will be used to compile the Tourism Satellite Account, and for the national users, in order to establish their tourism policies.