3rd CAPACITY BUILDING PROGRAMME ON TOURISM STATISTICS

OUTBOUND TOURISM

Republic of Turkey
Ministry of Culture and Tourism

SPECS OF THE SURVEY

- MoCT & Central Bank & TURKSTAT finances the survey
- Sample size is about 10,000
- The survey is made quarterly in over 80 borders
MAIN PURPOSES

- International Tourism Expenditures
- Profiles of Outgoing Visitors
- Shares of Characteristics

COVERAGE

The Turkish residents who spend at least one night outside of Turkey within given reference period
DEVELOPMENTS SINCE 1st WORKSHOP

- Apprx. %10 of the survey is made by hand computers
- The questionnaires are revised according to IRTS 2008 with the consultance of an EU expert under USST-II programme

THE SHARE OF PACKAGE TOUR

- Not all of the package tour receipts stay in the country
- Tour operators and travel agencies know the average share
- The share is applied
DATA COLLECTION

TURKSTAT HQ

Questionnaires are sent

Collected data is sent

Processed data is sent

TURKSTAT Regional Office

MoCT and The public

DIGITAL vs PAPER BASED

Digital pros: Faster data transfer

Digital cons: Takes more time to interview

Paper based pros: Takes less time to interview

Paper based cons: Slower data transfer
FUTURE PLANS

- The whole survey is planned to be made with hand computers if that proves reliable.
- The survey is planned to be merged with the Domestic tourism survey.

DOMESTIC & OUTBOUND

- The reason is not cost.
- Comparing domestic and abroad travels.
- Might need a very large sample size.
- %10 of the current survey is being made this way to test the reliability.
THANK YOU
PLEASE FEEL FREE TO ASK QUESTIONS

DEPARTMENT OF RESEARCH AND EVALUATION