

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

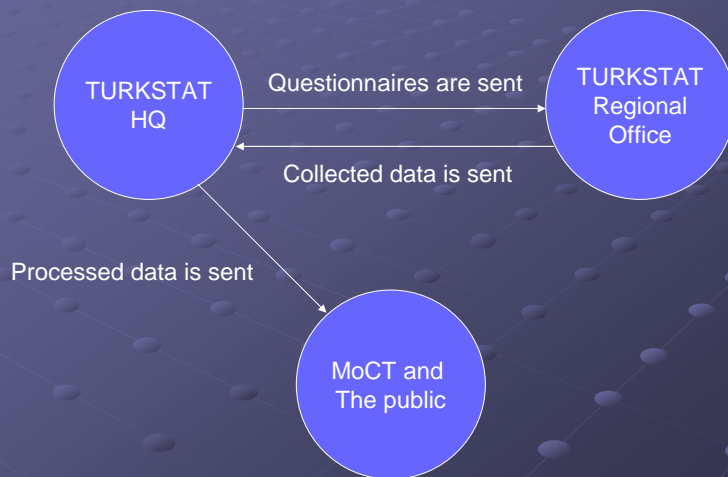
DEVELOPMENTS SINCE 1st WORKSHOP

- Apprx. %10 of the survey is made by hand computers
- The questionnaires are revised according to IRTS 2008 with the consultancy 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



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