

UNWTO Statistics Capacity Building Program

WORKSHOP IV

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Reporting on main challenges remaining for continuing progress in measuring DOMESTIC TOURISM

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Main sources that we are collecting data from, related to domestic tourism:

- **FLOWS** - Form TU-11 (Monthly report on arrivals and overnights of tourists in accommodation facilities)
- **CHARACTERIZATION OF TRIPS AND EXPENDITURE** - Guest survey made by GTZ in cooperation with National Tourism Organization
- **TOURISM EXPENDITURE** - Household budget survey

FORM TU-11

- A separate TU-11 form is filled in for every hospitality accommodation facility (facility where mostly accommodation services are provided)
- Municipalities are responsible to collect all forms within their territory and to distribute them to Statistical Office by the 15th of the following month
- **A local tourist** is a person who spends minimum one night in the hospitality accommodation facility, and who is a citizen of the Republic of Montenegro. In addition to adults, children of all ages are taken into account, even if they do not occupy a separate bed.

FORM TU-11

- Questions related to domestic tourism regarding:
 - Arrivals and overnights
 - Ways of tourist arrivals (individually/organized by tourist agency or other organization*)

* **A guest in an arrangement** is a guest who stays in a hospitality facility in the organization of a tourist (travel) agency or other organization which is engaged in tourism mediation. It does not matter if the guest arrived in an organized group or individually.

TU-11 outcome

- Monstat is publishing data on domestic arrivals and overnights broken down in different tables by:
 - Regions
 - Type of accommodation
 - Different groups of accommodation facilities
 - Organized/individual arrangements and type of accommodation
 - Tourism destinations and type of accommodation
 - Municipalities
 - Towns
 - other

Ministry of tourism is using this data to make its own tables, and all of them contain data for the specific month and period from the beginning of the year, and comparison with the same month/period from the beginning of the last year

Guest survey

- This common research of Ministry of tourism in cooperation with National tourism organization started this year (Guest survey 2009)
- Guest survey was distributed in whole Montenegro, from June till the end of October (next survey is planned to be held same period of the following year)
- Size of sample – 1500 fulfilled questionnaires
- First results will be presented at the end November/ beginning December 2009

Guest survey

- Guest survey includes detailed questions on tourist interests, habits, satisfaction level and expenditures
- We expect that we will be able to combine data:
 - 6) Are you travelling alone or accompanied?
 - 8) How did you organized your trip to Montenegro?
 - 11) What kind of accommodation/s are you staying at? (*multiple answers possible*)
 - 14) What type of transportation did you use to get to Montenegro?
What are the main activities during your trip in Montenegro?
 - 19) How would you rate your overall holiday impressions in Montenegro?
 - 22) In case you booked a package tour in advance, how much money did you spend for this?
 - 22.1 All in all how much money did you, with your accompanying persons plan to spend_ for the holiday in Montenegro?
 - 24) How much money (from this moment to the end of your holiday) do you (and your accompanying persons if known) plan to spend for the following services/goods?

Survey on household consumption

- Quarterly
- Questions regarding:
 - Expenditure on last 3 months:

Transport services

Package arrangements (transport, accommodation, food, including excursions)

Hotels, coffee bars and restaurants

Restaurants

Accommodation services (pupils' and students' dormitories, hotels, motels, resorts)

Survey on household consumption

- Future plans:
 - to include question regarding tourism consumption
 - Same day traveling and longer traveling in the country and outside the country broken down by:
 - Food consumption
 - Accommodation
 - Transport
 - other