



# Main challenges remaining for continuing progresses in measuring Domestic Tourism

UNWTO STATISTICS CAPACITY BUILDING PROGRAM, 2008-2009  
The 4<sup>th</sup> workshop, 18-20 November, 2009, Vienna, Austria



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## Measuring domestic tourism in Romania from demand side

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- ACTR survey carried out by National Institute of Statistics
  - Named (English translation) "Survey on tourism demand of residents"
  - Household survey in accordance with 95/57 EU directive
  - Regularly produced (on quarterly basis) starting with 2003
  - Technique – face to face interviews
- TOUR\_SDT survey\* – 2009 Pilot survey on same-day trips

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\* - to be detailed in other presentation

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## Some insights from ACTR survey

### Identification of tourism trips

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- The households are asked about whether they did *<trips with at least one overnight stay in the quarter...>*
  - If so they have to provide information separately for each person and each trip occurred (each person has a code and each trip has a number)
    - However expenditures are reported one time for each trip by chef of household
- Each trip has a <Departure date> and a <Return date>

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## Some insights from ACTR survey

### Identification of tourism trips (cont.)

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- The questionnaire allows getting data both in case of trip made by one individual and in case of trip made by travel parties of individuals belonging to the same household
  - But travel parties are not identified by a specific question!
- However the case of travel parties of individuals belonging to different household that share some expenditures is not taken into consideration

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## Some insights from ACTR survey

### Variables

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- The following variables are found in ACTR survey:
  - Purpose of trip
    - Leisure and holiday
    - Business and professional
    - Visit to friends and relatives
    - Religious/pilgrimage
    - Medical treatment
    - Other
  - Destination (country visited, tourism area in Romania)
  - Means of transport (train, bus, private cars, plane, ships, other)
  - Organization of the trip (tourism agencies, syndicate, Ministry of Labor, on their own, other means)
  - Types of accommodation used
    - Hotels and similar units
    - Camping
    - School and pre-school camps
    - Private dwelling rented (rooms, apartments)
    - Second homes
    - Accommodation to friends and relatives
    - Other (ship, train wagon, tent without camping etc.)
  - Total expenditure per trip and the breakdown of expenditure

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## Some insights from ACTR survey

### Tourism expenditure treatment

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- At the end of the questionnaire there are information about expenditure:
  - From total expenditure separate items are for:
    - Trips abroad
    - Payments to travel agency
  - Breakdown of expenditure excludes payments to travel agencies
  - 8 categories (+ 3 subcategories) of expenditure are requested as it follows:
    - Accommodation
    - Transport (to the place of destination and return, public transport in the destination, taxi, Rent a car, parking, petrol and similar)
    - Restaurants, bars, coffee and similar
    - Shopping
      - Foods, drinks and tobacco
      - Clothes, footwear
      - Presents, souvenirs
    - Leisure cultural and sportive activities
    - Medical care, expenditure for health
    - Hair dresser, cosmetics
    - Other expenditure (phone, etc.)
  - The categories are cumulated both for domestic and outbound expenses (No separate identification)

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## Main challenges to be faced

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- In 2010 it is foreseen that ACTR will incorporate a *Same Day Trip Module* (from 2009 TOUR\_SDT survey)
- Some improvements of ACTR questionnaire are necessary (foreseen to be applied in 2010):
  - A better identification of expenditures incurred during domestic and abroad trips
  - A homogenization of the structure of tourism expenditures (ACTR ← TOUR\_SDT)
  - Some small adjustments are also necessary to identify:
    - Domestic part of outbound trips
    - Remove from Transport category the *Gas, petrol and similar expenses* category and the *Rent a car* category: These should be separately identified!!
- Also the survey should include the *Accommodation provided to non-residents* module (from 2009 TOUR\_SDT survey) – maybe also extended to residents also..

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Thank you for your attention!



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*Questions are welcome*

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