Domestic Tourism Statistics
Developments in China

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Organization of This Paper

- Brief introduction
- Concepts & Definitions
- Methodology
- Further efforts
1. Brief Introduction

- The first domestic tourism survey was conducted jointly by CNTA and CNBS in 1993.
- In China domestic tourism has made a rapid growth in past 10 years.
- 2001-2010, the average growth rate of domestic tourism visitors is 10.9%; the rate of domestic tourism expenditure is 14.8%.
2. Definition & Concepts

We adopted the definition & concepts of *International Recommendations on Tourism Statistics* in domestic tourism survey.
--- Definition of Tourism: 

**Tourism** refers to specific types of trips: those that take a traveler for less than a year outside his/her usual environment (more than 10 kilometers) and for a main purpose other than to be employed by a resident entity in the place visited.

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**Definition of Visitor**

A visitor is classified as a tourist (or overnight visitor) or a same-day visitor (or excursionist).

--- Tourist (or overnight visitor)

His/her trip includes an overnight stay.

--- Same-day Visitor (or excursionist)

His/her duration of trip is over 6 hours but does not include any overnight stay.
Main Purpose

- Sightseeing
- Holidays & Leisure
- Business & Professional
- Visiting Relatives & Friends
- Health & Medical Care
- Others

Breakdown of Expenditure:

- Transportation
- Accommodation
- Food & Beverage
- Sightseeing
- Shopping
- Other
3. Methodology (1)

1993-2010

- **Data source:** Household Survey
- **Frequency:** Quarterly
- **Variables of reference:** Rate, main purpose and per capita expenditure
- **Domain:** Divide the population into 2 domains,
  - Urban residents and rural residents

- **Sample size:** 10,000 Urban Households
- 10,000 Rural Households
- **Interview Mode:** Face to Face
- **Work Mode:** Conducted jointly by CNTA and NBS
Deficiencies in Data Collecting

- **Lower sample expenditure data**
  High income group may keep back their actual trip expense.
- **Difficulty in breakdown of expenditure data.**

2. Methodology (2)

**2011- Present**

- **Data source**: Household Survey
- **Frequency**: Quarterly
- **Variables of reference**: Rate, Main Purpose and Per Capita Expenditure
- **Sample size**: 10,000 Urban Residents
  10,000 Rural Residents
- **Domain:** Divide the population into 2 domains, Urban residents and rural residents
- **Interview mode:** CATI
- **Work Mode:** Conducted jointly by CNTA and NBS

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**Deficiencies in interview**

- **Low Responding Rate**
  Respondents are inclined to reject tedious interviews.
- **Insufficient Details & Breakdown about Expenditure Data.**
Recent Developments

- **Simplify questionnaire:** in order to shorten the interview time, just require respondents to randomly recall the detailed expenditure in one trip.
- **Refining framework on telephone number:** delete the telephone numbers which do not exist to improve efficiency.

4. Further Efforts

- Strengthen the corporation with CNBS.
- Continue to do research and study on methodology of domestics tourism statistics.
- Encourage more regions to conduct domestics tourism survey.
Thanks!