

Domestic Tourism Statistics Developments in China

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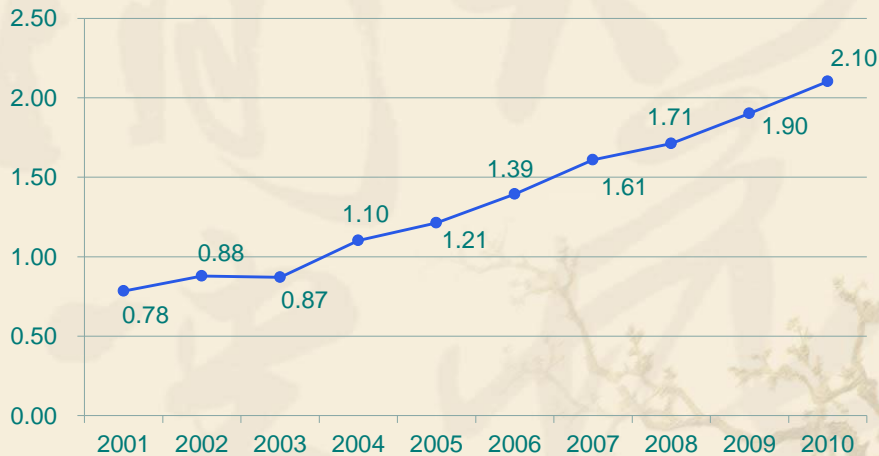
Organization of This Paper

- ❖ **Brief introduction**
- ❖ **Concepts & Definitions**
- ❖ **Methodology**
- ❖ **Further efforts**

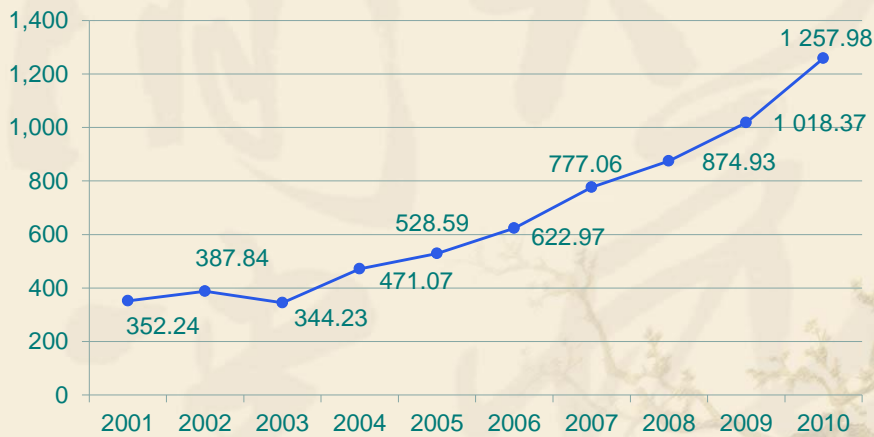
1. Brief Introduction

- ❖ 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%.

Domestic Visitors (Billion Person-times)



Domestic Tourism Expenditures (Billion RMB Yuan)



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.

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

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 domestic tourism statistics.
- ❖ Encourage more regions to conduct domestic tourism survey.



Thanks!