

สำนักงานการท่องเที่ยว
Tourism Statistics



TOURISM STATISTICS CAPACITY BUILDING PROGRAMME & REGIONAL SEMINAR FOR ASIA PACIFIC REGION

Bangkok, Thailand
On 5 – 9 March 2012

Ministry of Tourism and Sports

Thailand

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Inbound Tourism Statistics

Ministry of Tourism and Sports

Thailand

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Question :
What have we done since the 1st. Workshop ?

Answer :

- 1. To meet immigration Bureau for controlling quality data**
- 2. To increase sample sizes relating to population. (more than 95% confidence)**
- 3. To prepare & release monthly report of international tourist arrivals to Thailand**

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To meet immigration Bureau

Closer coordination to ensure that quality control is in place:

- 1. Total number of international visitors is obtained from administrative record of Immigration Bureau (Monthly)**
- 2. Number of visitors by country origin and the characteristics of visitor are obtained from the immigration card (Quarterly)**
- 3. Planning to set up computer system at all national borders**

To increase sample sizes

We increase the number of sample sizes for tourism expenditure survey in 2011 and 2012 more than 95% confidence.

To launch monthly report

A report of international tourist arrivals to Thailand :

- 1. Getting administrative records from all immigration check points**
- 2. Preparing a report (in Thai language)**
- 3. Dissemination to public**

An example report



February 2012

Key lessons learned

- Cooperative measure lead to more effective & cost-efficient data collection & compilation
 - coordinate with NSO for modification of HH survey
 - inter-agency committee to share the inputs / workloads / review methodology

Key lessons learned

- Methodology + Data sources + Survey frame needs to be reviewed regularly
 - changing policies of related agencies
 - technological innovation
 - extending scope of survey

Key lessons learned

- Utilization of mirror data for data verification purpose
- Users' interest for additional tourism indicators
- Proper timing for the introduction of new system / methodology

Future Plan

- Steering committee for studying and identifying deviations from IRTS 2008 / suggesting action plans for development
- Preparing quarterly analytical report of International Tourism Statistics

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