

Outline

- The starting point
- Fact finding
- The meaning of the IRTS
- The starting facts
- Towards a boarder survey
- The questionnaire
- Open challenges

The starting point

Lack in information

- With the beginning of the project **no** information about basic variables about inbound tourism flows was available
 - Country of origin
 - Reason for visit
 - Length of stay
 - ...and expenditure among others

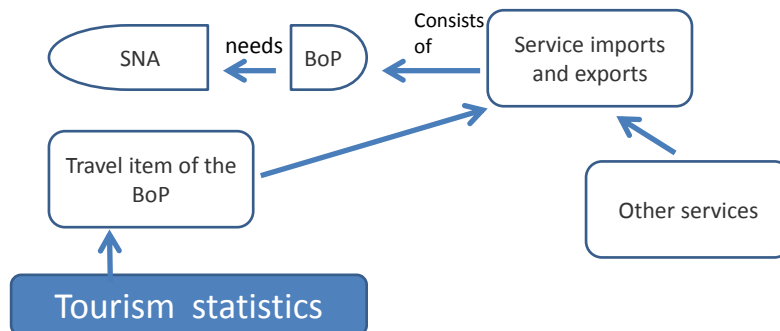
Institutional confusion

- Responsibility for the compilation of tourism statistics was not allocated to institutions
- Those institutions can be named as
 - Border control authority
 - NTA
 - NSI
 - Central Bank

The starting point

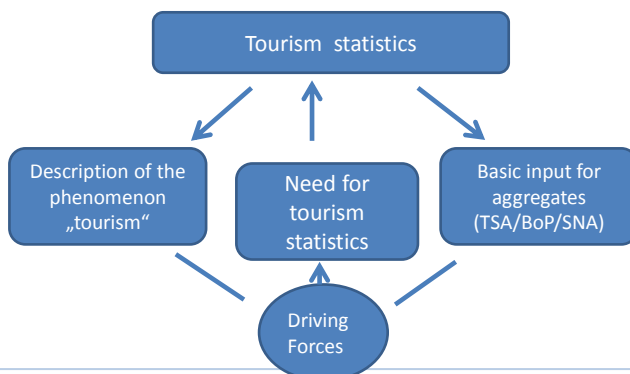
Initiation of the project

The initiation of the implementation process derived from a higher goal which was to improve the quality of the GDP, namely the quality of input /output tables.



The starting point

- (1) One driving force behind the initiation of the project was therefore not the aim to develop tourism statistics but the realisation of a consistent system of NA. In a wider sense this aim depends on credible tourism data.
- (2) Additionally, political decision makers in the field of tourism depend on credible figures especially about inbound flows. Therefore, the NTA showed interest in participating in any effort of compiling reliable tourism data.



Fact finding

- The lack in information lead to the question who the compilers of tourism statistics are!
- This resulted in the question what official bodies should be involved, and what motives could drive them to be interested in data of tourism statistics.
- National Bank → Balance of Payments
- NSI → SNA
- NTA → for further development of tourism
- Border control authority → no specific interest in TS!?

What non-official bodies should be involved?

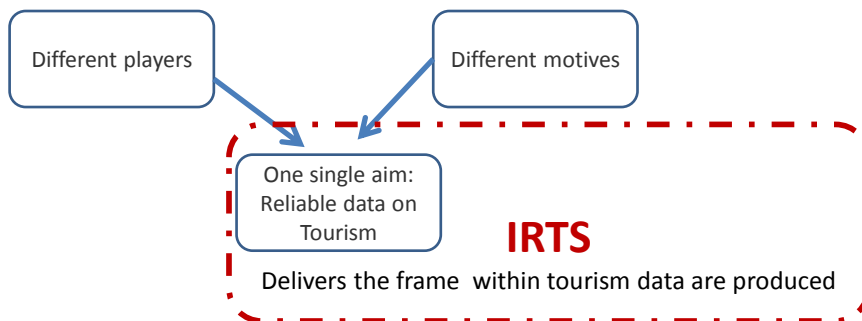
- Hotel association → Marketing reasons
- Subnational regions and destinations → better understanding of the market

Fact finding

- Task of the fact finding was to bring the responsible acteurs to one table.
- Overall outcome was, that most of them had different motives but one same aim:
→ **Better information about Tourism statistics**
- However, no common awareness was given about what tourism statistics does mean in terms of
 - Definitions and classifications
 - Internal consistency
 - International comparability
 - Surveys and models
→ Therefore the role of the IRTS had to be emphasized!

The meaning of the IRTS

- The international Recommendations for Tourism Statistics deliver the frame for scope and scale of tourism statistics
- It provides all stakeholders and users of TS with the same set of classifications and definitions
- It transforms the users' demands in the language of figures

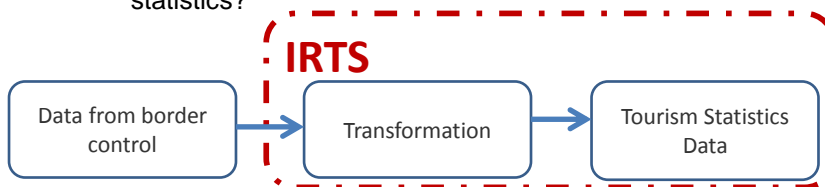


- IRTS provides the language all players involved in TS are recommended to speak. In this context some concepts had to be highlighted
 - The usual environment
 - Distinguishing travel from tourism
 - Distinguishing residents from nationals
 - Distinguishing same day visitors from overnight visitors
 - Defining tourism expenditure in terms of the tourism and travel concept
- IRTS provides an overview of how data can be collected and compiled
 - The approaches reach from the use of administrative data sources to primary surveys.

The starting facts

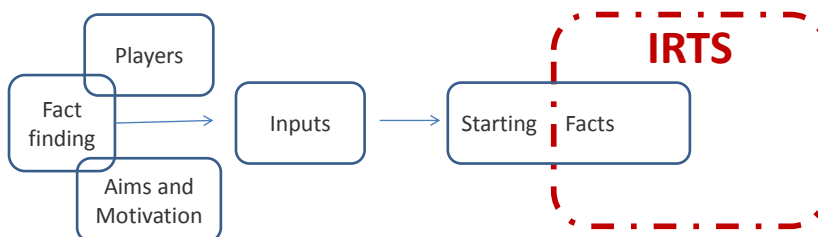
After this first round of fact finding and introducing the representatives into the meaning of IRTS a stock taking exercise delivered following outputs:

- Northern Cyprus has a strong administrative data source, which is the border control registration, covering following variables:
 - Number of persons entering and leaving the country by nationality and period
- How can this be translated in the language of tourism statistics?



The starting facts

- To sum up, the structured collection of starting facts derived from the following process:
 - An overall fact finding exercise which displayed potential players involved and interested in tourism statistics
 - The detection what motivation drives the players to be interested in TS
 - The highlighting of inputs specific players are willing and able to give



Towards a border survey

- After having discussed several ways of establishing primary surveys, the decision was made to use the administrative data of the border control by combining these data with a border survey
- Scope and content of the survey was not decided at this stage, but it was decided to use it as the primary data source
- The institutional cooperation included the NTA, the NSI and the border control authority



Towards a border survey

The Development of the survey

Budgeting

For budgeting reasons, following questions relating the survey were the striking ones to answer:

- How many interviews, according to scope and scale, have to be conducted ?
→ High influence on the personell costs, as number of interviewers directly depend on the number of interviews
- How many permanent staff will be involved in the survey?
- What technical equipment is needed?

Interinstitutional division of work

....Responsibilities relating to:

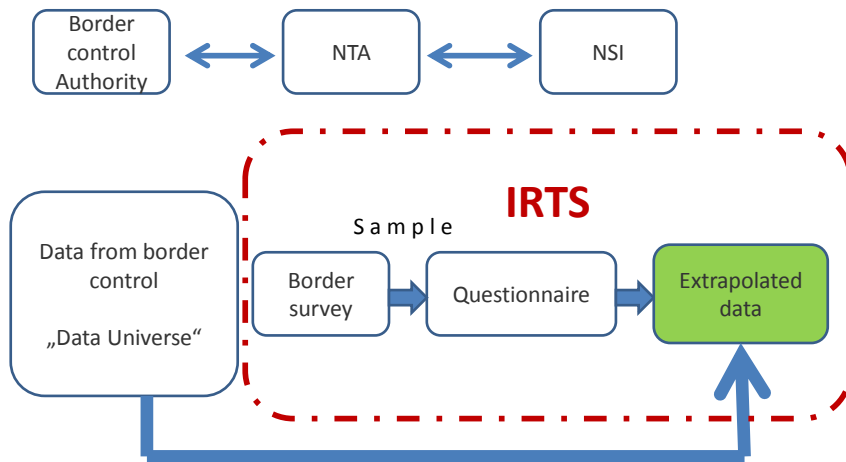
Who designs the survey?

Who organizes interviewers and guards the interviewing process?

Who does the data entry, data editing and extrapolation?

Who owns the data and publishes them?

Towards a border survey



The questionnaire

Outline of Questions:

- What is your country of usual residence?
→ If resident of NC, end of survey (Accordance to residence principle)
- What was the main purpose of the trip?
 - Leisure
 - Education
 - Business
 - Medical Care
 -Accordance to the classification of inbound travellers
- What was the main mode of transport?
- How many nights did you spend?
→ If no night, then day visit?
- Where did you stay (form of accomodation)?
→ Accordance with forms of establishments including stays at friends and relatives
- How did you organize your trip?
→ via travel agency or individual
- Last but not least: Questions about expenditure!

Open challenges

Funding:

- Primary surveys are expensive whereas total expenses mainly depend on the number of interviews. A trade-off between quality and expenses is hardly avoidable!
- Primary surveys are sample surveys in most cases. Methodological research relating the sampling design has to be done before budgeting the survey as the sample plan is the decisive factor for the number of interviews.

Administrative Sources:

- It has to be guaranteed that secondary data sources are available after a period of time. The opening of borders might mean a loss in border control data (see example of the European Union and the Schengen agreement)
- Furthermore, strong interinstitutional cooperation has to be guaranteed! Specifically in the case if the border control authority is involved which does traditionally not have great interest in tourism statistics.
- Technical Issues relating computer equipment and software licences
- Primary surveys need experienced staff! Statistical knowledge about sampling, imputation and grossing up methods is necessary

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Case Study – NC

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