

Juergen Weiss
Statistics Austria

Baku, Azerbaijan
10-12 June 2013

Measuring tourism demand in household
surveys

Questionnaire design and technical issues

Capacity Building, WS III, Baku 2013

www.statistik.at

We provide information

About me



Jürgen Weiß

Education	<ul style="list-style-type: none"> MA in Tourism Economics (University of applied Sciences Vienna) BA and MA in Political Science (University of Vienna)
Profession	<ul style="list-style-type: none"> Head of Tourism and Travel Statistics – Statistics Austria: Responsible for compilation of Tourism Statistics and Travel Item of Balance of Payments
International	<ul style="list-style-type: none"> TAIEX Expert in Tourism and Balance of Payments Statistics
Teaching	<ul style="list-style-type: none"> Lecturer in economics (University of Applied Sciences in Vienna, Bachelor's programme)

www.statistik.at

slide 2 | 7-9 November 2012

Contents

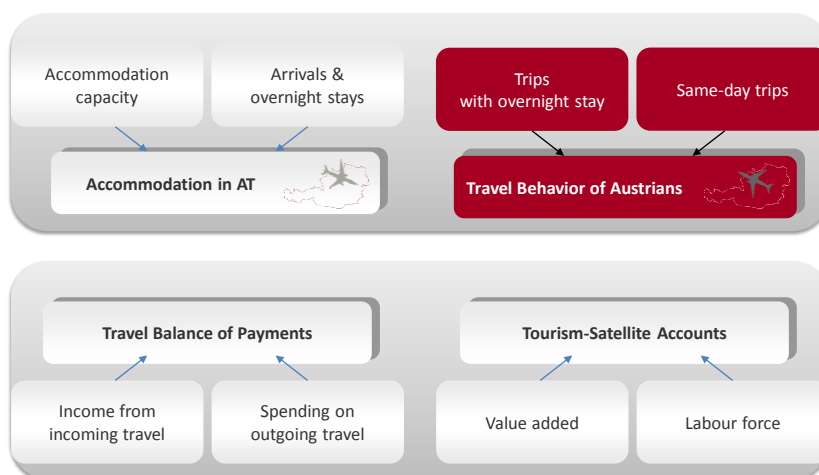
Tourism and Travel Statistics STAT

Quarterly sample surveys on holiday and business trips

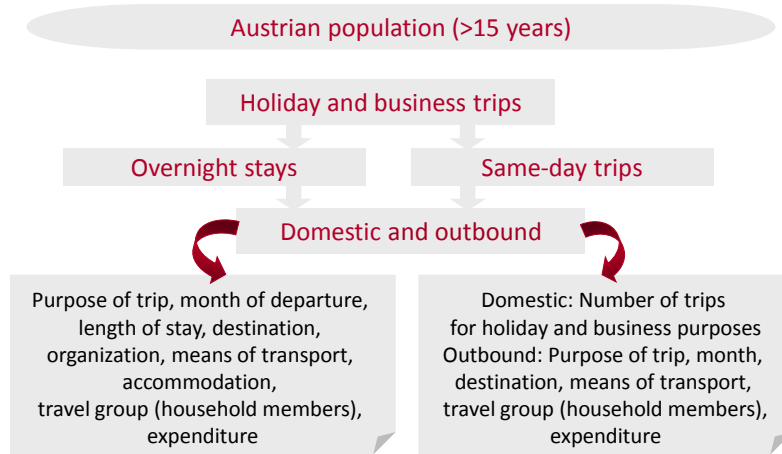
- Coverage
- Survey design
- Advantages, weaknesses & challenges
- Quality assurance

Conclusions

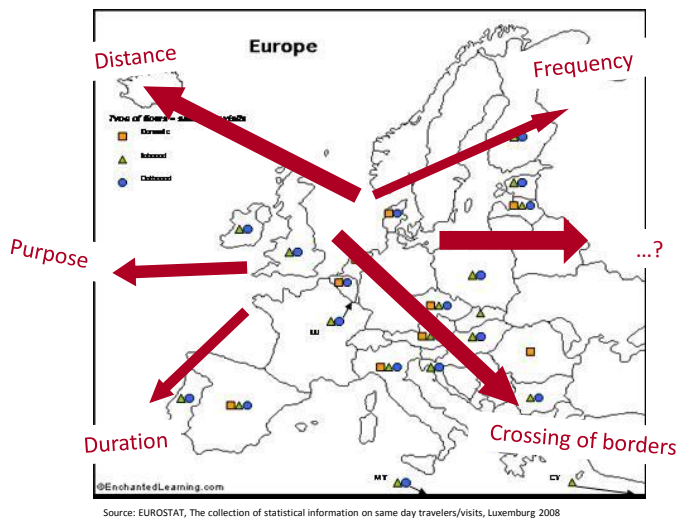
Tourism and Travel Statistics STAT



Coverage



What is tourism?



Coverage

*“Tourism refers to the activity of **visitors**.”*

*“A visitor is a traveller taking a trip to a main destination **outside his/her usual environment**, for **less than a year**, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as **tourism trips**.”* UNWTO

... certain area around the place of residence plus all places visited rather frequently ...

Coverage

A **SAME-DAY TRIP** is defined as any trip outside the usual environment (municipality of residence) for leisure or business reasons without an overnight stay.

Same-day trips for **leisure** reasons include excursions, visits and shopping tours outside the municipality of residence.

Daily trips for vocational and/or **business** reasons are considered same-day trips for business purposes.

ROUTINE and RECURRENT TRAVEL (= every second week on average or more frequently) should be EXCLUDED.

Travel activities to maintain normal life (e.g. doctor appointments, government authorities) should also be EXCLUDED.

Coverage

"True" same-day visitors

Leaving from and returning to usual place of residence

"Indirect" same-day visitors

Leaving from and returning to a place where counted as overnight visitors

"In transit" same-day visitors

Stopover as part of transit travel

"False" same-day visitors

Lodging in the surrounding area of destination



Not covered – but important from a monetary point of view

Survey design

Sampling → CRR and telephone book

Ex ante information → Info letter

Interviewing phase → CATI

Plausibility checks

Imputation, extrapolation



Advantages

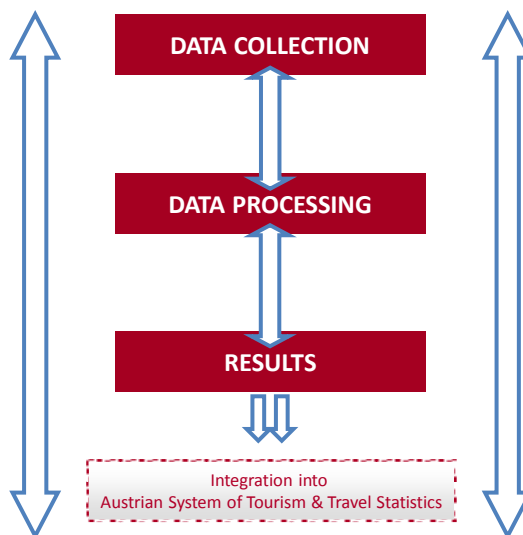
Advantages

- VFR and trips to owned dwellings are covered
- Same-day tourism and business tourism is covered
- Sample is amenable for extrapolations
- Highly informative information that is open to all kinds of analyses (e.g. profile of the trips and tourists)

Preconditions

- Full register of residents
- Telephone book
- Budget to cover the field work
- Legal basis

Quality assurance



Quality assurance

DATA COLLECTION

- Info letter & respondent service
- Pre-tests (e.g. expenditure questions based on all hh-members)
- Comprehensive compendium with examples
- Agent training
- Supervision & immediate interaction
- Reporting system on agent level
- No incentives for agents
- Inform agents about quality checks
- Interviews during the morning and afternoon
- Integrated plausibility checks (CATI)
- Access to micro data files

Quality assurance

DATA PROCESSING

- Closed questions only
- Additional plausibility checks (e.g. expenditure minimums)
- Imputation of missing and implausible values
- Cushion

Quality assurance

RESULTS

- Macro-plausibility check
- Accept limits of sample
- Avoid pseudo-accuracy

To prevent misinterpretations and improve confidence in figures

➔ **document and try to quantify problems!**

Quality assurance

Comparison of nights spent by residents in commercial accommodation establishments



Please address queries to:
Juergen Weiss

Contact information:
Guglgasse 13, 1110 Vienna
phone: +43 (1) 71128-7974
fax: +43 (1) 71128-8002
Juergen.weiss@statistik.gv.at

http://www.statistik.at/web_en/statistics/tourism/index.html

Tourism Demand

Capacity Building Programme
WS III
Baku 10-12 June 2013