

# Improving Statistical Capacities of Tourism in Turkey

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Ankara

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## INBOUND TOURISM

### Departing Visitors Survey

- ✓ conducted since 2001
- ✓ joint work of Turkish Statistical Institute with Central Bank and Ministry of culture and Tourism

## INBOUND TOURISM (continued)

### Purpose

- ✓ to collect the data on departing visitors resident abroad;
- ✓ Profiles (nationality, age, gender, educational status, working status, income level),
- ✓ Travel characteristics (purpose of the travel, place visited, types of accommodation, number of overnights),
- ✓ amount of expenditure
- ✓ Types of expenditures (for Tourism Satellite Accounts studies)
- ✓ to estimate tourism income

## INBOUND TOURISM (continued)

### *Data Sources*

- ✓ Monthly border figures of General Directorate of Security \_ departing foreigners-citizens

### *Data collection*

- ✓ Departing visitors survey conducted by face to face interview at 25 border gates using questionnaire prepared in 26 languages

## INBOUND TOURISM (continued)

### *Data coverage*

- ✓ Foreign or citizen visitors resident abroad and visited to Turkey who are same day visitors or stayed in Turkey at least one night above the age of 14.

### *Reference Period*

Quarter I: January-February-March

Quarter II: April-May-June

Quarter III: July-August-September

Quarter IV: October-November-December

### *Applied*

February

May

August

November

- ✓ Data analysing and evaluation is done by using SAS statistical software

# INBOUND TOURISM (continued)

## Variables collected by the questionnaire

### Profile

- ✓ Country of Residence
- ✓ Nationality
- ✓ Gender
- ✓ Age
- ✓ Educational level
- ✓ Working status
- ✓ Level of income
- ✓ Main purpose of the trip
- ✓ Overnight or same day visit

## INBOUND TOURISM (continued)

### Variables collected by the questionnaire (continued)

- ✓ Types of accommodation.
- ✓ Number of persons whose expenses are paid
- ✓ Total duration of the visit
- ✓ The trip covers other countries or not
- ✓ Type of organization of the trip



## INBOUND TOURISM (continued)

### Expenditure

- ✓ Package tour expenditures
- ✓ Individual expenditures by types of expenditures during visit in Turkey.

## INBOUND TOURISM (continued)

### Dissemination

Press releases	t+27 days (quarterly)
Publication CD	t+7 months (annually)
Web	t+27 days (quarterly)

## INBOUND TOURISM (continued)

- ✓ **Main source for tourism income and related statistics is departing visitors survey**

In the context of the revision studies in 2012,

- international transportation expenditures of visitors realized by using domestic companies ( question was added to the questionnaire of Departing Visitors Survey)
- Marina service charges collected form marina enterprises
- GSM roaming incomes collected from GSM companies

were added to the tourism income.

Also the ratio of the amount of package tour expenditures remained in Turkey was revised. (tourism income studies)

## OUTBOUND TOURISM

### *Arriving Citizens Survey*

- ✓ conducted since 2003
- ✓ joint work of Turkish Statistical Institute with Central Bank and Ministry of Culture and Tourism

## OUTBOUND TOURISM (continued)

### Purpose

- ✓ to collect the data on arriving citizen visitors resident in Turkey;
- ✓ Profiles (province resident in, age, gender, educational status, working status, income level),
- ✓ Travel characteristics (purpose of the travel, place visited, types of accommodation, number of overnights),
- ✓ amount of expenditure according to types,
- ✓ and to estimate tourism expenditure.

## OUTBOUND TOURISM (continued)

### *Data sources*

- ✓ Monthly border figures of General Directorate of Security

### *Data collection*

- ✓ Arriving citizens survey conducted by face to face interview at 22 border gates

### *Reference Period*

Quarter I: January-February-March

Quarter II: April-May-June

Quarter III: July-August-September

Quarter IV: October-November-December

### *Applied*

February

May

August

November

- ✓ Data analysing and evaluation is done by using SAS statistical software

## OUTBOUND TOURISM (continued)

### Variables collected by the questionnaire

#### Profile

- ✓ Place of residence
- ✓ Gender
- ✓ Age
- ✓ Educational level
- ✓ Working status
- ✓ Level of income
- ✓ Main purpose of the trip
- ✓ Overnight or same day visit

## OUTBOUND TOURISM (continued)

### Variables collected by the questionnaire (continued)

- ✓ Types of accommodation
- ✓ Number of persons whose expenses are paid
- ✓ Total duration of the visit
- ✓ The trip covers other countries or not
- ✓ Type of organization of the trip



## OUTBOUND TOURISM (continued)

### Expenditure

- ✓ Package tour prices
- ✓ Individual expenditures by type of expenditures during the trip abroad.

## OUTBOUND TOURISM (continued)

### Dissemination

Press releases	t+27 days (quarterly)
Publication CD	t+7 months (annually)
Web	t+27 days (quarterly)

## OUTBOUND TOURISM (continued)

### ✓ Main source for tourism expenditure and related statistics is arriving citizens survey

In the context of the revision studies in 2012,

- International transportation expenditures of Turkish citizens realized by using foreign companies,
- GSM roaming expenditures of Turkish citizens

were added to the tourism expenditure.

Also the ratio (for expenditure account) of the amount of package tour expenditures remained abroad was revised.

## HOUSEHOLD DOMESTIC TOURISM

- Started to be conducted in 2007.
- Applied annually in 2007 and 2008
- Since 2009 it has been carried out quarterly
- Ministry of Culture and Tourism is partner.

## Objectives of Survey

- ✓ To collect detailed information on domestic tourism for the demand side.
- ✓ To calculate the expenditures of domestic tourism
- ✓ To get distribution of trips by types of accommodation
- ✓ To get distribution of domestic visitors by regions

## Coverage

- ✓ The households which are formed by Turkish Citizens and foreigners who live in Turkey for at least 12 months
- ✓ Turkey total, Turkey urban-rural estimates were done quarterly and Turkey total, Turkey urban-rural and NUTS1 estimates were done annually.

## Data collection method

- ✓ Computer Assisted Interviewing (CAPI)

## Observation Unit

The unit of observation is the members of the household

## Reference period

- ✓ I. Term (January - March) Field application: April
- ✓ II. Term (April - June) Field application: July
- ✓ III. Term (July - September) Field application: October
- ✓ IV. Term (October – December) Field application: January

## Dissemination

Press releases      t+4 months (quarterly)

Web                      t+4 months (quarterly)

## Studies on Tourism Satellite Accounts (TSA)

- ✓ Methodological studies on TSA has been continued for years.
- ✓ Firstly, we have started to collect demand side data;
  - ✓ Departing Visitors Survey since **2001**,
  - ✓ Arriving Citizens Survey since **2003**,
  - ✓ Household Domestic Tourism Survey since **2009**.
- ✓ **2007-2009** → Improvement of TSA Project, Upgrading Statistical System of Turkey II (USST II).
- ✓ **2011-2014** → Improvement of TSA Project, Upgrading Statistical System of Turkey III (USST III).

In the context of these project, Core Tables of TSA for 2010 are being established with the support of European Union expert.



**THANK YOU**