Here I have written some notes, which I have noted during our first mission. Before including them in our surveys, I think it will be better to discuss them in detail. And if there are any additional comments or suggestions, which we should take into account, we would be happy to hear about them also.

Maybe some of the comments are not clear, but we will discuss them during our meeting.

1. Only pure tourists are included in TSA tables. What does this mean?

**Tourism vs. Travel**

* Tourism is **a subset** of travel
* All tourism includes some travel, but not all travel is tourism.

**TOURISM IS:**

* **Temporary,** to distinguish it from the permanent travel of the tramp and nomad
* **Voluntary,** to distinguish it from the forced travel of the exile and refugee
* **Round trip,** to distinguish it from the one- way journey of the migrant

**Definition by UNWTO:**

*„Tourism’ means the activity of visitors taking a trip to a main destination outside the usual environment, for less than a year, for any main purpose, including business, leisure or other personal purpose, other than to be employed by a resident entity in the place visited.“*

IRTS 2008, para 2.4:

Travel refers to the activity of travelers. A **traveler** is someone who moves between different geographic locations, for **any purpose** and **any duration.**

IRTS 2008, para 2.9:

A **visitor** is a traveler 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. Tourism refers to the activity of visitors.



1. Bus driver and pilot may be counted in visitors as well. We can not differentiate them. Is that a problem?

IRTS 2008, para 2.6:

Crew members for public modes of transport, regular or irregular, should be considered as acting within their usual environment and thus excluded from the visitors’ category.

Therefore:

* Crews on public modes of transport should be excluded from the visitor category
* Their travel was an intrinsic part of their job

Note (exception): Crews on private mode of transport (corporate jet, yacht, etc.) are considered as visitors.

An example of questionnaire for illustration:



1. A1.1 and A1.2 questions are asked on current month (reporting period). I have noted that maybe it is better to ask it on current and following year. Why?

Primarily, we need to know what is the reason for the question A1? Please explain it to us, for what purpose do you use data/results?

If you extend period to one year, data can be used for verification of your total annual amount of trips. But the most important is the purpose why you inserted these questions.

1. In A3.2 question should we ask separately for adults and children under 15?

We would recommend asking the question on travel party for which the respondent is going to report expenditure and place it right before expenditure part. Here is the example from our inbound survey:

**All respondents to answer now!**

**7. Now, we will talk about your expenses during this visit in the CR, about how much money you spent here and for what products and services. Tell me first if, in the questions related to finances, you are going to talk only about the expenses for yourself or for more persons, e.g. your family, friends, etc. If you are going to mention data for more persons, tell me please the total number of persons and the number of children up to 15 years of age included in this total number.**

*Instruction: Indicate just one answer or specify numbers where indicated.*

Only for myself 1

For group of people 2 Number: **….……** incl. **……** children under 15 y.

1. As we discussed in previous mission, we assume that every package tour includes accommodation and food services. And therefore we did not include them in A9 Question. Should we bring them back?

Is it the case in every single package tour that accommodation and food is included? In our case the package tour can contain for example only transport and accommodation (not food). So it depends on your conditions that define what is package tour.

1. As we discussed on first meeting, we should add question before expenditure questions about on how many persons this expenditure was made. Should we differentiate between adults and children?

Yes. It is recommended to distinguish expenses paid before and during the trip. It is important for proper allocation of money flows. Expenditures could be filled in (answered) as “group expenses” (e.g. whole family) or “1 person expenses”. In first case, we need to know the number of children in travel group.

IRTS 2008, para 4.14:

Though tourism expenditure always relates to persons travelling or intending to travel outside their usual environment, the acquisition of goods and services may well occur within the usual environment of the visitor or in any of the places visited during the trip. This might depend on the nature of the good or service purchased (vehicle fuel, travel agency services, inoculations required for the trip) or on the particular behaviour of a visitor (some prefer purchasing clothes, gear, or other goods to be used on the trip before leaving, while others prefer doing it on the trip as part of their tourism experience).

1. We talked about expenditures before and during visit and addition of question in inbound and outbound about that in questionnaire. Again, should we differentiate between adults and children?

We would not recommend this. Respondent will hardly know/remember what part of expenditure belongs to children. For example, you went several times to restaurant with your family and you should report separately expenditure for kids. That would be too difficult to recall this.

It is enough to know for how many persons (of which children) respondent declared expenditures and then you can propose percentage of kids’ expenditure. Let’s say that kids expenditure is 60% of adults visitors.

In our inbound questionnaires, questions on expenditure were asked in following way:

**All respondents to answer now!**

**7. Now, we will talk about your expenses during this visit in the CR, about how much money you spent here and for what products and services. Tell me first if, in the questions related to finances, you are going to talk only about the expenses for yourself or for more persons, e.g. your family, friends, etc. If you are going to mention data for more persons, tell me please the total number of persons and the number of children up to 15 years of age included in this total number.**

*Instruction: Indicate just one answer or specify numbers where indicated.*

Only for myself 1

For group of people 2 Number: **….……** incl. **……** children under 15 y.

**8. When you were planning this trip to the CR, did you pay for any services related to it in advance outside the CR territory? If so, how much was it?**

*Instruction: Indicate just one answer; specify the amount and currency if applicable.*

Yes 1 Amount **…………………** Currency **……………..**

No 2 ⇒ *go to question 10*

**Filter: Only those respondents who listed an amount higher than 1,000 USD/EUR/GBP/CHF or 30,000 CZK respond to question 8a.**

**8a. On what services or merchandise did you spend the largest part of this amount?**

*Directions: fill in the answer.*

**…………………………………………………………………………………………………….**

**9. Please specify the amount in percentages which you paid for individual goods and services in advance outside the CR territory.**

*Instruction: Indicate all respondent’s answers. If the respondent paid for a trip, specify all services included in this trip price.*

|  |  |
| --- | --- |
| **Ready-made trip, incl. room, board, travel**  |  |
| **Accommodations** (incl. breakfast, lunch or dinner) |  |
| **Transport** (taxi, car rental, price of tickets or flight tickets)  |  |
| **Fuels** (Gas, diesel) |  |
| **Consumer goods** (groceries, clothing, electronic goods, books, alcohol, other) |  |
| **Other services** (tickets, cultural events, facultative excursions, sport, medical  services) |  |
| **TOTAL** | **100%**  |

**All respondents to answer now!**

**10. How much money did you spent in total during this stay of yours in the CR?**

*Instruction: Specify the amount and currency code according to the model.*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Amount:  |  |  |  |  |  |  | Currency:  | **……………** |

**Filter: Only those who listed an amount higher than 3,000 USD/EUR/GBP/CHF or 100,000 CZK answer 10a.**

**10a. On what services or merchandise did you spend the largest part of this amount?**

*Directions: fill in the answer.*

**…………………………………………………………………………………………………….**

**11. Divide this amount in percentages following what the expenses were spent for.**

*Instruction: Divide the amount specified under question 10; the total must equal 100 %.*

|  |  |
| --- | --- |
| **Accommodation** |  |
| **Transport** (taxi, car rental, price of tickets or flight tickets)  |  |
| **Fuels**  |  |
| **Meals in Restaurants** |  |
| **Consumer goods** (souvenirs, groceries, clothing, electronic goods, books, alcohol, other) |  |
| **Other services** (tickets, cultural events, facultative excursions, sport, medical services.)  |  |
| **TOTAL** | **100 %** |

1. We will separate fuel from transport in all three surveys.

Yes. If it is possible, it is recommended to separate expenditures spent on fuel from item “transport”.

Generaly:

* Transport = kind of service
* Fuel = kind of product (good)

Note: Most of the transport activities undertaken by visitors are provided by transport or related businesses. However, not all are. The visitor might travel by their own or friends’ or relatives’ private vehicles (motor car, bicycle, plane, boat, etc.). It may even be the case that the visitor walks to the destination (not common) or travels on horse etc.

An example for illustration:

A group of 4 young adults travels together by car from Belgium to southern France. They take together decisions about what they do, where they go, etc. One of the 4 adults is the owner of the car. It is decided that the cost of fuel is shared amongst all four. In addition, the 3 adults without a car compensate the 4th for the use of the car during the trip (cost for eventual replacement). Although the 4 young adults seemingly "pool" their expenses each one pays a specific amount for and during the trip.

1. I am not sure about this note, but it says that we should separate children and youngsters and adults from travelers as well (not visitors). We get data from MIA about travelers and there we have age categories 0-14, 15-30, 31-50, 51-70, 71+. Is this what this note is about or something else?

*Do not understand it. Let’s discuss this during our meeting.*

1. Apart from above mentioned notes, is there anything about expenditure part that we should take into account? Any additional questions or in methodology part, like differentiation between adults and children?

You may consider to conduct ad-hoc survey concerning detailed structure of visitors’ expenditure. For the TSA purpose the more detail data you will have the better estimates and reconciliation between demand and supply you’ll be able to do. Here is our example:

**ANG: Foreign visitors‘ expense basket**

Interviewer Coder Keypunch 1 Keypunch 2 External number

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Would you be so kind and bear with me for another couple of minutes?

We would like to ask you to think in detail about how much your visit to the Czech Republic did cost you. Please try to remember, which amounts and for which goods and services you paid before coming to the Czech Republic, and which you paid for after coming on this visit. This detailed information will only be used for statistic purposes, the questionnaire is completely anonymous.

\* Before the trip = expenses paid for goods and services outside the territory of the Czech Republic, but which are directly related to the present trip.

\*\* In the Czech Republic = expenses paid for goods and services on your present trip to the Czech Rep.

*We recommend choosing a currency(ies) which you feel most comfortable with and which you can relate to all of your expenses. IF AT ANY TIME YOU ARE NOT SURE ABOUT YOUR ANSWER, PLEASE ASK THE INTERVIEWER FOR HELP OR EXPLANANTION.*

|  |  |  |
| --- | --- | --- |
|  | **BEFORE TRIP\*** | **IN THE CZ\*\*** |
| CURRENCY: |  |  |
| **Accommodations** including breakfast, lunch or dinner, if included in the price of the accommodations: |
| Hotel, motel, bed and breakfast etc.. |  |  |
| Campsites, hostels, cabin etc. |  |  |
| Paid private accommodation |  |  |
| **Board – food and beverages:***Restaurants, pubs, cafe, hotel food not included in price of room, fast food stands, buffets, etc.***Please note: Do not include food purchased in grocery stores** |  |  |
| **Ticket purchases and transportation services:** |
| Railroad transportation |  |  |
| Road transp.: *buses, public mass transportation (metro, trams, buses), taxis* |  |  |
| Water transp.: *cruises, sightseeing boat tours* |  |  |
| Air transp.: *plane tickets including airport fees and taxes, balloon flights, sightseeing flights, sport flying* |  |  |
| Rental of transp.: *cars, motorcycles, boats, planes, caravans etc.* |  |  |
| Repair and service of transportations means: *repair, upkeep and maintenance of vehicles* |  |  |
| Ski- and cabin lifts, funiculars |  |  |
| **Fuels:** *Gasoline, diesel ,gas, oil* |  |  |
| Goods: |
| Groceries and beverages purchased in stores: *supermarkets, department stores, grocery stores etc.* |  |  |
| Clothing |  |  |
| Shoes |  |  |
|  | **BEFORE TRIP\*** | **IN THE CZ\*\*** |
| Glassware and glass products, ceramics and porcelain china |  |  |
| Electronics: *photo cameras, video cameras, televisions, DVD players, phones, refrigerators, washers etc.* |  |  |
| Furniture and accessories |  |  |
| Means of transp.: *purchase of cars, motorcycles, bicycles, boats, planes, caravans, trailers, equipment and accessories etc.* |  |  |
| Building material |  |  |
| Drugstore goods: *perfumes, cosmetics, personal hygiene needs, cleaning detergents etc.* |  |  |
| Games, toys |  |  |
| Maps, books, music: *CD, DVD, video tapes, newspapers, magazines, maps, guides, books, brochures, post cards, posters, calendars, paintings etc.*. |  |  |
| Tobacco and tobaccos products: *cigarettes, cigars, etc.* |  |  |
| Medicinal drugs, health needs |  |  |
| Jewelry, gold, gems: *Jewelry, coins etc.* |  |  |
| Sporting goods: *skis, fishing equipment etc.* |  |  |
| Music instruments |  |  |
| **Others – services, admission tickets, entertainment:** |
| Travel agency services: *day trips, guides etc.* |  |  |
| Theaters, concerts, cinema  |  |  |
| Entertainment parks, fairs, circuses, discotheques, etc. |  |  |
| Museums, galleries, castles, chateaus, etc. |  |  |
| Zoo, botanical gardens, reservations, national parks |  |  |
| Sport: *admission to sports events, to sport venues and stadiums, swimming pools, fitness centers etc.* |  |  |
| Entertainment: *casinos, gambling halls, betting, erotic services etc..* |  |  |
| Spa services: *spas, spa procedures, wellness centers etc.* |  |  |
| Health services: *Medical and dental care etc.* |  |  |
| Insurance, including travel insurance |  |  |
| Telecomm. services: *mail services, telephone calls, internet etc.* |  |  |
| Education: *tuition, courses, hours of instruction etc.* |  |  |
| Photo services, copying, legal services, consulting etc. |  |  |
| Hair saloon, beauticians, cleaners etc. |  |  |
| **Other goods and services**, write out: **………………………………………** |  |  |

**Please check that you’ve used only the currency that you listed in the beginning throughout the entire questionnaire. Thank you for your time and consideration.**

1. Should we separate health category in expenditure separately? Now, we have included it “other” category.

Health and medical care is one of main tourism purposes in some countries.

IRTS 2008, para 3.17:

This category includes, for example, receiving services from hospitals, clinics, convalescent homes and, more generally, health and social institutions, visiting thalassotherapy and health and spa resorts and other specialized places to receive medical treatments when they are based on medical advice, including cosmetic surgeries using medical facilities and services. This category includes only short-term treatments because long-term treatments requiring stays of one year or more are not part of tourism (see para. 2.67).

Generally, it is not necessary to separate this category in TSA (it is not specific item in TSA tables). On other hand, it can be interesting to know a volume (number of visitors, overnight stays, expenses) of this kind of tourism. It is important for tourism boards, DMO´s, ministry as well very often.

Notes:

* ! Be careful - Treatment must be for less than a year (short-term)
* Specific type of tourism = health tourism (e.g. in some countries are very popular cosmetic or tooth operations abroad).
* Specific behavior = longer stays (length of stay is higher than average), higher expenditures etc.