

## **International Workshop on Tourism Statistics**

### **ITEM 10. BASIC TOURISM UNITS AND CONCEPTS (TURKEY)**

Role of tourism in the development of national economies, international trade, and the social and cultural life makes necessary to give high importance to tourism. So, studies and investments in this area was accelerated.

Tourism statistics providing reliable and consistent statistical information. These information must be measurable and comparable, of course collecting data must be have standarts. UN Statistics Division and UNWTO's proposals are important

Purposes of the tourism studies in Turkey, to collect the required data on social and economic developments in the tourism industry, Because of this, "Departing Visitors Survey" (inbound tourism) study has been started to collect the detailed data on tourist profile, accommodation type and types of expenditures in cooperation with Ministry of Tourism, since 2001. Also "Arriving Visitors Survey" (outbound tourism) study has been started to collect the detailed data on citizens resident in Turkey and visiting abroad and returning to Turkey with Arriving Citizens Survey, the detailed data on tourist profile, accommodation type and types of expenditures has been collected since 2003 in in cooperation with Ministry of Tourism and Central Bank.

.Domestic Tourism is a part of these work but there is just one "Domestic Tourism Study" which has been done in 1997, so we have a domestic Project and we are planning to conduct pilot survey in 2007. After this project we are planning to produce domestic tourism statistics in a regular basis.

#### **Usual environment:**

The usual environment is an important subject but we think that definition of usual environment might be different for different countries. For example, it is more suitable that all trips outside the province of usual residence of the traveler would be considered as displacements outside his/her environment is more suitable in Turkey.

## INBOUND TOURISM

Related to inbound tourism, “Foreign Visitors Survey” has been conducted quarterly at selected border gates between 1996 and 1998 in cooperation with Ministry of Culture and Tourism.

Starting from 2001 “Departing Visitors Survey” has been started at selected border gates to collect the detailed data on tourism income in cooperation with Ministry of Culture and Tourism. Central Bank was included in 2003.

the Population Registration System

Results of this survey have been released to public at internet in Turkish and English quarterly. Also, a publication (Turkish and English) has been published yearly. Data for 1996-1998, 2001-2006 2<sup>nd</sup> quarter is available quarterly and annually. However, we have a frame problem. General Directorate of Security registers foreign and Turkish visitors according to their nationality (according to the country where the passport issued). There is not any register according to residency. We are planning to solve this problem by the “Population Registration System” which will be completed in 2009. So, we will be able to improve our inbound tourism statistics in 2009.

In our Departing Visitors Survey’s questionnaire, related to visitor’s main purpose for visiting Turkey contains 13 items which are;

Travel, Entertainment	Meeting, conference, course seminar
Culture	Job
Sports events	Commercial relations, Exhibitions
Visiting relatives and friends	Transit
Health reasons	Education
Religious	Other
Shopping	

“Visit to owned second homes” is different from UNWTO proposed updates,

A lot of Turkish citizens live in abroad, approximately 3 million people live in Germany, approximately 6 million people live in Europe. This people generally spend their holiday in Turkey. Most of them have a summer house, especially in seaside cities, for example in Antalya, Muğla, İzmir. They use their house purpose of holiday, may be once a year. If they use more than once a year we can not determine this frequency. But we think that this rate is very low. On the other hand, foreign visitors can not buy a house in every country, if they are not resident in related country, but in our country foreign visitors can buy a house. Because of this, a lot of foreign visitors have a house in Turkey too. These houses are mostly used for holiday. In this case, our opinion owned second home must be analysed separately but must not be excluded them from inbound and outbound tourism purposes.

on the other hand Culture and Sports events is extra item in our questionnaire.

According to the results of the departing and arriving visitors survey, average rate of purpose of culture with 6 %, rate of purpose of sports event with % 2. Our opinion culture and sports event should be added separately to the Rec. 00. Rec. 00' Business and professional consists our Meeting, conference, course seminar, Job, Commercial relations and Exhibitions this is more clear.

## **OUTBOUND TOURISM**

Arriving Citizens Survey has been conducted quarterly at selected border gates since 2003 in the context of outbound tourism. Results of this survey have been released to public with "Departing Visitors Survey" at internet in Turkish and English quarterly. Also, a publication (Turkish and English) has been published yearly. Data for 2003-2006 2<sup>nd</sup> quarter is available quarterly and annually. However, we have a frame problem in this study too. General Directorate of Security registers foreign and Turkish visitors according to their nationality (according to the country where the passport issued). There is not any register according to residency. So, in this work to determine the population of Turkish citizens resident in Turkey, we also conduct "Determination of Residency Survey" at the same time with "Arriving Citizens Survey". Because of this frame problem, we could not include the foreigners who are

resident in Turkey in our outbound tourism statistics. We are planning to solve this problem by the “Population Registration System” according to residency” which will be completed in 2009. So, we will be able to improve our outbound tourism statistics in 2009 too.

### **PURPOSE OF DEPARTING VISITORS SURVEY**

The purpose of this survey is to determine the profile (age, sex, education level, profession), travel characteristics (purpose of visit, the place stayed, night spent, accommodation type, types of expenditures) and to estimate the Turkey’s tourism income of foreigners and citizens resident in abroad.

### **COVERAGE**

Foreign or citizen visitors resident in abroad who are stayed in Turkey at least one night or excursionist above the age of 15.(Except the military personells and diplomats).

### **METHOD**

This study have been carried out by using questionnaires prepared in different languages (fourteen languages) such as English , German ,French, Arabic, Japanese ,Russian , Romanian , Bulgarian, Italian , Spanish , Greek , Hebrew, Persian and Turkish quarterly in a year using face to face interviewing methods.

This survey is done by quarterly;

1 st January - February - March

2 nd April - May - June

3 rd July - August - September

4 th October – November – December

There are 26 border gates which represents the 95 % ratio of departing visitors according to the departure way (Air, Road, Rail, and sea), this gates can be chahge by terms, new gates have been added or excluded.

## **DETERMINATION OF SAMPLE RATE**

Survey has been carried out for overnight visitors and excursionists by 0.5 % sample rate to estimate on the basis of departure way and nationality. Abroad residence rate has been used for citizens having Turkish pasport and resident in abroad . Estimations are given quarterly in the detail of departure way.

## **SURVEY APPLICATION PRINCIPLES**

Survey has been carried out as face to face interviewers by organizers supervisors, and surveyors by the departing visitors who are resident in abroad through 10 days in the middle of quarter at the specified departure gates .

## **EXPANSION OF SURVEY**

Samples obtained for foreign visitors after survey have been expanded according to The General Directorate of Security's border statistics number (departure way, overnight visitors and excursionists).

Citizens having abroad residence rate have been determined by making use of 1994-1995 tourism statistics of SIS. Numbers of citizen departure at the Quarter and year of survey applied have been found by using determined abroad residence rate and these numbers have been expanded as departure way and overnight.

## **PURPOSE OF ARRIVING CITIZENS SURVEY**

The purpose of this survey citizens arrived by visiting abroad with residence of Turkish Republic and having Turkish Republic's pasport profile , ( age , sex, education level. Profession), journey characteristics (purpose of travel , the city stayed , nights spent, accomodation type , distribution of expenditures) and to estimate the Turkey's tourism expenditures have been aimed.

## **COVERAGE**

Scope of Arriving Citizens survey is citizens staying abroad at least one night and arriving Turkey and having residence in Turkey as defined purpose section and above the age of 15.

## **METHOD**

This study has been carried out by using 'Arriving Citizens Survey' questionnaire quarterly and face to face conversations methods.

This survey is done at the same with "*Departing Visitors Survey*" quarterly.

## **DETERMINATION OF BORDER GATES**

Border gates which the survey will be carried out have been determined by analysing number of citizen arrived having Turkish passport which has been collected by General Directorate of Security the year before. In this survey citizen having Turkish passport arrival ways have been selected in the detail of arrival way and rate based on each quarter domestic residence.

This survey application has been done in 19 border gates which citizens having Turkish passport entry ratio is approximately 95% ratio. Gates can be change by quarters, new gates have been added or excluded.

## **DETERMINATION OF SAMPLE RATE**

Survey have been carried out for citizens arrived by staying at least one night in abroad with residence of Turkish Republic and having Turkish Republic passport by 0.5 % sample rate to estimate on the basis of arrival way. Estimations are given quarterly.

## **SURVEY APPLICATION PRINCIPLES**

Survey has been carried out as face to face interviews by organizers, supervisors, surveyors through 10 days in the middle of quarter in the specified border gates to citizen visitors who are resident in Turkey

## **Determination of the number of persons resident in abroad and in Turkey**

Population of Arriving Citizens Survey has been determined by applying domestic residence rates which are estimated from "Determination of Residence of Citizens Arrival Study" to the administrative registers of arrival of citizens visitors of General Directorate of Security.

Border statistics was registered according to the principle of nationality. Therefore informations about residence adress for citizen arrivals have not been found in police headquarter's registrations. Also' Determination of Residence of Citizen Arrival Study' which is a single question study has been carried out. By this study, a citizens having Turkish Passport arrived to Turkey have been asked where they reside in. As a result , Turkish residence rate of citizen arrivals have been found for each quarter. Numbers of person who reside in Turkey have been estimated by applying these rates to General Directorate of Security citizen arrival border statistics .These numbers represent the population of citizen arrival survey study.