Regional workshop on the compilation of the Tourism Satellite Accounts

2016 Household Survey on Domestic Visitors:
Activities, Practices and Updates

Rosalinda M. Garcia
Philippine Statistics Authority
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Outline of Presentation

💡 About the Survey
📝 Data Items/Indicators
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➡️ Next Steps

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About the Survey

• A nationwide undertaking designed to gather household-based information on domestic and international visitors
About the Survey

• Specifically, the survey aims to collect the following:

  - Profile and travel characteristics of domestic and outbound visitors
  - Volume of domestic and international visitors of Philippine households
  - Travel patterns of households and household members 15 years old and over
  - Extent and economic contribution of domestic and international visitors in the country
About the Survey

• A joint undertaking of PSA and DOT to provide comprehensive information for policy-making and development purposes on domestic tourism
• Fifth in the series since 2005
About the Survey

• First HSDV ...
  • with the questions translated to Tagalog
  • to have estimates for 5 select NCR cities in addition to national-level estimates
About the Survey

• Used the 2013 Master Sample for Household-Based Surveys
  • A Master Sample is sample from which subsamples can be drawn to serve the needs of several surveys.

• Sample size: 17,892 sample households nationwide; almost half from the select NCR cities
Data Items/Indicators

- Volume of domestic trips
- Places Visited
- Purpose of visit
- Length of stay
- Accommodations
- Transportations
- Attractions visited
- Availing of package tour

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Data Items/Indicators

- Expenditures on domestic tourism products and services
- Long weekend holidays
- Levels of Income of traveling household members
- Volume of outbound visitors
- Countries visited
- Intention to travel
- Volume of visitors received by households
- Second home
Activities and Practices

- Preparatory activities/consultations

- Questionnaire construction, pre-testing and finalization
Activities and Practices

• Questionnaire construction, pre-testing and finalization
  • Iterative process
  • Question wording
  • Question sequence
  • Response choices
  • Processing implications
  • Other considerations

Research objectives

Administration method

Questionnaire construction

Question wording

Response choices

Question sequence

Other considerations

Questionnaire pretesting

Final version of questionnaire

Re-evaluation of administration method

Several iterations
Activities and Practices

• Preparation of manuals, data processing system, sample, related administrative preparations

• Trainings
  • Uniform understanding of concepts and procedures
  • National and regional levels
  • Classroom discussions, mock interview/field practice
Activities and Practices

• Data collection and field supervision

  • Conduct: November 2016
  • Reference period: April - September 2016
  • Respondents: Household-members 15 years old and over
Activities and Practices

• Data collection and field supervision

• Concerns:
  • Non-eligible households/respondents
  • Refusals, not-at-home, incapacitated respondents, etc.
  • Extension of conduct of field operations
Activities and Practices

• Data processing, tabulation and analysis

  • Manual and electronic
  • Internal data checks (consistency, range checks, etc.)
  • Verification with field offices, as needed
Activities and Practices

• Data processing, tabulation and analysis

• Questions to answer:
  • “Do the numbers hang together?”
  • “Do the results mirror the actual situation?”
Activities and Practices

• On-going activities

- Preparation of press release of preliminary results (core indicators)
- Tabulation and analysis (regular tables)
- Preparation of final technical report
- Dissemination forum
Next Steps

- Institutionalization of the survey in PSA
- Regular conduct of the survey (core indicators, all indicators)
- Periodic review of the survey
Thank you!!!

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