Tourism Statistics: Challenges and Good Practices

Regional Workshop for the CIS countries

Data quality

Item 12

Peter LAIMER

UNWTO

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Meanings of quality

Overused item and questioned, because of its vagueness!

- in the beginning, quality refers to the **accuracy** of statistics
- **additional** attributes arrive: relevance, timeliness and accessibility
- comparability, coherence and completeness **followed**

Focus was primarily more on satisfying the User!

- **cost** and "**compliance cost**" have to be considered
- **burden of respondents** has to be taken into account

Quality consists of a number of features reflecting user and taking into respondents needs!

What are the main components of quality?

1. Relevance of statistical concept

- A statistical product is relevant if it meets users' needs.
- Thus, users' needs must be established at the outset.

2. Accuracy of estimates

- Accuracy is the difference between the estimate and the true parameter value.
- Assessing accuracy is not always possible due to financial and methodological constraints.

3. Timeliness and punctuality in disseminating results

- This is an important dimension for many users, since it is so obviously linked to an efficient use of the results.

4. Accessibility and clarity of information

- Results have high value when they are easily accessible and available in forms suitable to users.
- The data provider should also assist users in interpreting the results.

What are the main components of quality?

5. Comparability

- Reliable comparisons across space and time are often crucial.
- Recently, new demands for cross-national comparability have become common.
- This in turn puts new demands on developing methods for adjusting for cultural differences.
- Obviously, comparability is a necessary prerequisite for harmonied statistics.

6. Coherence

- Statistics originating from a single source are coherent in the sense that elementary concepts can be combined in more complex ways.
- Statistics originating from different sources, and in particular from studies of different periodicities, are coherent insofar as they are based on common definitions, classifications and methodological standards.

7. Completeness

- Domains for which statistics are available should reflect the needs and priorities expressed by users as a collective.

What should be the main principles of quality?

The **principles** and **purposes** of the Quality may be summarized as the production of official statistics, which

- satisfy the requirements of the user (**customer orientation**),
- are based on up-to-date methodological standards (**quality of the products**),
- are elaborated by qualified and committed staff (**staff orientation**),
- use state-of-the-art technical infrastructure in optimized and controlled processes (**efficiency**),
- are elaborated with as little burden to the respondents as possible (**reduction of respondents' burden**).

How to achieve a good quality management?

- **Leadership** defines objectives for the organization. Objectives should be supported by a **vision**, a **mission statement** and a number of **core values**.
- **Staff** is well motivated and committed to the main **quality ideas**. An infrastructure allowing staff to actively contribute to increased quality is established.
- The implementation must be viewed as an **investment**. Investments are expected to pay off, but initially they are costly. The **organization** must be **willing** to find resources to make the initial investment.
- There must be an **organization for the quality work**.
- There is a need for an initial **evaluation of the quality status** in the organizations. The evaluation is necessary to establish the starting point (the benchmark) and to identify areas with the most urgent need for improvement.

Quality in a broader sense - Statistics Austria

Total Quality Management (TQM)

Quality control of the products

- Relevance
- Accuracy
- Coherence
- Comparability
- Completeness
- Timeliness
- Availability

Customer/user orientation

- Communication policy
- Market strategy
- Product policy
- Marketing policy
- Availability of results

Reduction of respondents' burden

- Use of registers and administration data whenever possible
- Sample survey preferred to census
- Voluntary co-operation preferred to obligation to provide information
- Electronic questionnaires
- Tailored questionnaires

Efficiency

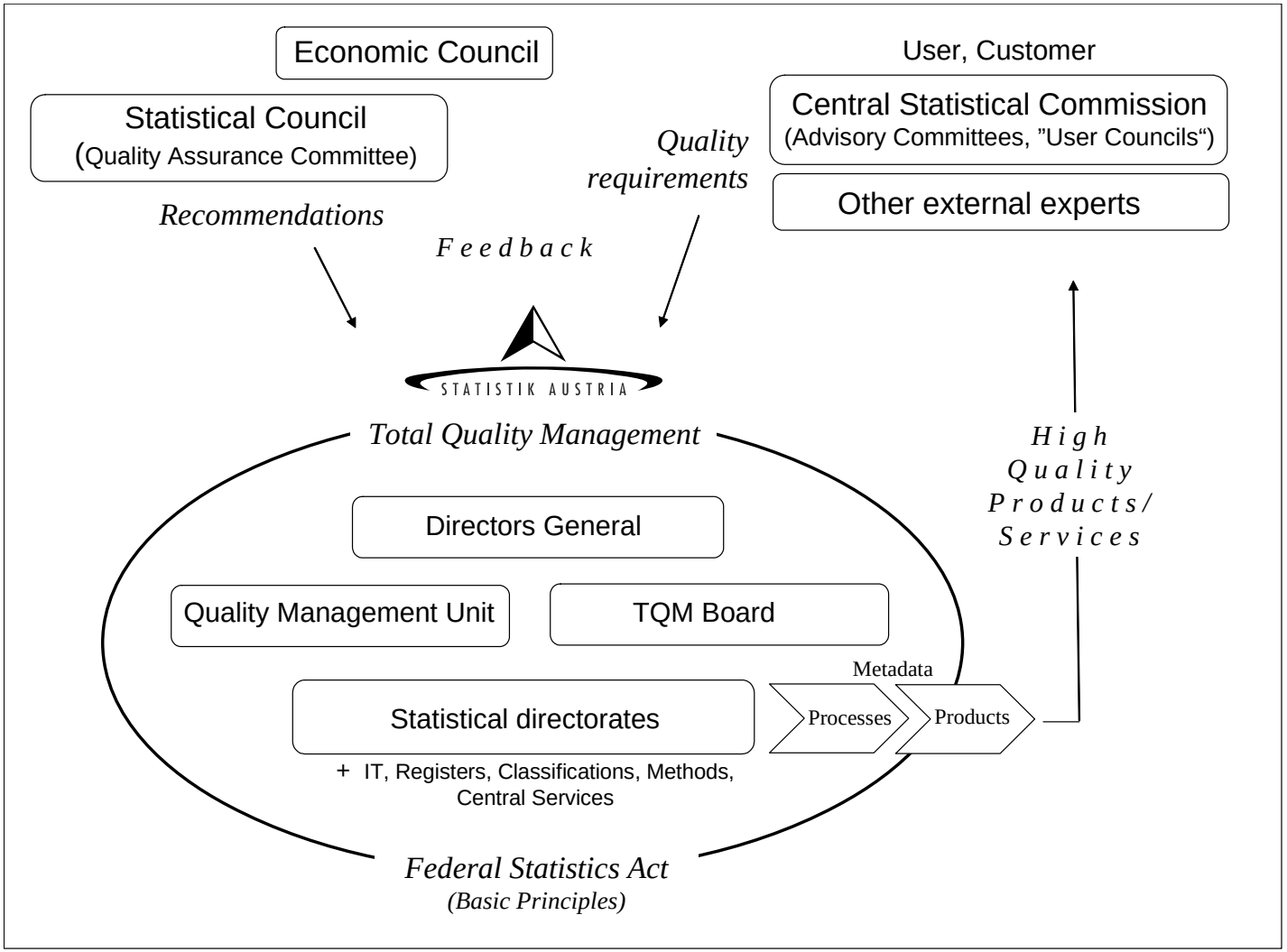
- Optimizing the processes
- Planning instruments
- Project management
- Controlling
- New IT instruments

Staff orientation

- Staff training
- Job enrichment, flexibility
- Co-operative management
- Team work
- Staff satisfaction

Source: Statistics Austria

Quality in a broader sense - Statistics Austria



Source: Statistics Austria