Regional Workshop for the CIS countries
Developing National systems of Tourism Statistics: Challenges and Good Practices
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Metadata and Quality Reporting

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ESS standards for Quality reports

Structure (1)

1. Introduction to statistical process and its outputs
   - Overview required to provide the context for the report
2. Relevance
3. Accuracy
4. Timeliness and punctuality
5. Accessibility and clarity
6. Coherence and comparability
7. Trade-offs between output quality components
   - Many cases where improvements with respect to one component may lead to deterioration with respect to another
   - Example: accuracy versus timeliness
ESS standards for Quality reports

Structure (2)

8. Assessment of user needs and perceptions
   - Users: starting point for quality considerations
   - Information regarding their needs and perceptions should be obtained for all output quality components at the same time

9. Cost, performance and respondent burden
   - Important process quality components
   - Trade-offs versus output quality components

10. Confidentiality, transparency and security
    - Also important process quality components
    - Example: accuracy versus timeliness
    - Trade-offs that have to be made should be described
Metadata & Quality Reporting - Tourism

Introduction

- Implementation of Article 5 of the draft Regulation of the European Parliament and of the Council concerning European Statistics on Tourism

Process

- Templates → WG meeting → Replies from MS / TF
- Checking answers → New templates

Templates / questionnaires

- Part C of the Directive (C - Demand Side)
Metadata & Quality Reporting - Tourism

Results of the exercise in February - April 2010

- The results cover the reports from:
  - EU-27 (part A&B: Ireland - incomplete; part C: Sweden – missing)
  - EFTA countries
  - Candidate countries (Macedonia - not covered)

- Proposed period of data collection to which MQR should refer
  - Part A – year 2008
  - Part B – peak month (with the highest # of nights)
  - Part C – 3rd quarter of 2008
MQR - results of the exercise - part A & B

1. Cover information

- Period which data refers to (peak month) – part B
  - July 2008 – 16 countries
  - August 2008 – 14 countries

- Data collection
  - Majority of countries uses the same survey for capacity and occupancy
  - For 6 countries the surveys seem to be different (according to the names of the surveys)
MQR - results of the exercise - part A & B

2. Statistical presentation

- Reference period – part A
  - Maximum value of the year – 9 countries
  - 31-Dec – 7 countries
  - Unclear answer – 7 countries (e.g. month or calendar year)

- Type of survey
  - Business surveys (in particular censuses)
  - Via local authorities (4 countries)

- Classification used
  - NACE, Revision 1.1 / Revision 2
MQR - results of the exercise - part A & B

2. Statistical presentation

- Thresholds used
  - Wide range of thresholds
  - No; 40 beds; 20 bedrooms
  - Different for types of establishments

- Statistical units
  - Local unit
  - Local kind-of-activity unit
MQR - results of the exercise - part A & B

3. General methodological information

- Coverage of data
  - Holiday dwellings seem to be problem for some countries

4. Deadline and timeliness

- Transmission deadlines / Timeliness
  - Big differences (1 day vers. 120, 210 and 225 days)
  - Deserve to be compared in details
5. Information on data collection

- Additional information collected
  - Occupied rooms
  - Purpose of trip (business or holiday)
  - Information on conferences
  - Services offered, Capacity of catering
  - Statistics on marinas
  - Number of persons employed
  - Usage of bedrooms
  - Turnover, Information about personnel and prices
  - Quality Assurance rating
  - Breakdowns by region of origin
MQR - results of the exercise - part A & B

6. Survey population

- Type of population frame
  - Administrative register
  - Statistical register of accommodation establishments
  - Statistical business register

- Coverage errors
  - Under-coverage

- Target population (part A / part B)
  - 204 000 / 201 000 - Hotels and similar
  - 29 000 / 26 000 - Campsites
  - 115 000 / 92 000 - Holiday dwellings
  - 81 000 / 79 000 - Other establishments
7. Sampling

- Sampling design
  - 7 countries

- Study population (part A / part B)
  - 196 000 / 158 000 - Hotels and similar
  - 29 000 / 24 000 - Campsites
  - 112 000 / 90 000 - Holiday dwellings
  - 72 000 / 68 000 - Other establishments
MQR - results of the exercise - part A & B

8. Unit non-response

- Unit response rate (part A / part B)
  EU level
  - 5% / 13% - Hotels and similar
  - 13% / 26% - Campsites
  - 1% / 2% - Holiday dwellings
  - 3% / 8% - Other establishments
  Country level
  - From 100% to 50% - good practices could be shared
MQR - results of the exercise - part A & B

9. Item non-response

- Item response rate
  - Not a big problem

10. Grossing-up procedures

- Grossing-up procedures for the number of units
  - Only small number of countries uses sampling
  - Different approaches

11. Sampling errors

- Coefficient of variation
  - Only few countries have experience in calculation CV in this field of statistics
1. Cover information

- Period which data refers to
  - Not all countries refer to 3rd quarter as suggested

- Data collection
  - Information on 42 surveys
  - 8 countries use more than one survey
MQR - results of the exercise - part C

2. Statistical presentation

- Reference period
  - Month – 10 countries
  - Quarter – 7 countries
  - Year – 2 countries ??

- Type of survey
  - Household sample survey
  - Border survey

- Means of data collection
  - CATI
  - Face-to-face interview
MQR - results of the exercise - part C

3. Information on data collection

- Additional information collected
  - Education - 21 surveys
  - Employment situation - 23 surveys
  - Income - 12 surveys
  - Same-day visits - 21 surveys
  - Type of destination - 13 surveys
  - Activities during the visit - 12 surveys
  - Other information - 23 surveys
MQR - results of the exercise - part C

4. Deadline and timeliness
   - Transmission deadlines / Timeliness
     - 20 days to 7 months

5. Survey population
   - Type of population frame
     - Various types

6. Sampling
   - Sampling methods
     - All kinds of techniques
   - Study population
     - From 10,000 to 350,000
MQR - results of the exercise - part C

7. Unit no-response
   - Unit response rate
     - 100% to only 10%

8. Item non-response rate
   - Item response rate
     - Expenditures cause problems

9. Grossing-up procedures
   - Following procedure wildly used
     - # persons in target population / # person in sample
MQR - results of the exercise - part C

10. Sampling errors

- Sampling errors
  - Information for 20 surveys

- Coefficient of variation
  - The highest CV for business trips