Workshop for
STS (System of Tourism Statistics) &
TSA (Tourism Satellite Account)
in IRAN

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Session 3: Introduction on Korean Model of Tourism Statistics Collection and Analysis in line with UNWTO requirements

I. Basic Concepts & Measurement of Tourism Statistics

II. Tourism statistics Data collection

III. Tourism statistics Reporting: processes, methodologies and formats etc
I. Basic Concepts & Measurement of Tourism Statistics
I-1. Importance of Tourism Statistics

Q1. Is Tourism Important?
Q2. What Tourism Policy Needed?
Q3. What Information & Data for Effective and Efficient Tourism Policy?
Q4. How to Collect Tourism Data
   - Household Survey, Entry/Departure Cards
Q5. Who produces and uses Tourism Statistics
   - NTA, NTO, NSO, Central Bank, Research Institute
Tourism statistics are necessary for designing marketing strategies, strengthening inter-institutional relations, evaluating the efficiency and effectiveness of management decisions and measuring tourism throughout the national economy.

International Recommendations for Tourism Statistics 2008 (IRTS 2008) focuses on the activities carried out by visitors and on measuring them with both monetary and non-monetary indicators. Its purpose is to provide a common reference framework for countries to use in the compilation of tourism statistics.
I - 3. Key Issues of Tourism Statistics

- Travel, Visitors, Tourism?
  - Key concept of Tourism related terms: Usual Environment

- Demand side: Measuring Tourism visitors and expenditure?
  - Counting visitor's number
  - Survey method (households survey, visitors survey), E/D cards administrative record etc

- Supply Side: What tourism products?
  - classification tourism product by the criteria Central Product Classification (CPC) and ISIC

- Supply Side: Employment in the tourism industries?
  - measuring no. of employment

- Linkage tourism Statistics and Tourism Satellite Accounts (TSA)
Traveler

- Travel: refers to the activity of travelers
- A traveler: someone who moves between different geographic locations for any purpose and any duration. (regardless of duration, purpose just leaving )

Visitor

- A visitor is a traveller taking a trip to a main destination outside his/her usual environment
  - Leaving his/her usual environment
  - For less than a year
  - Not to be employed by a resident entity in the country or place visited
Criteria for Visitors: Who will be Tourism Visitors?

- Usual environment
  - the geographical area, (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.
  - excludes from visitors those travellers commuting regularly between their place of usual residence and place of work or study, or frequently visiting places within their current life routine, for instance homes of friends or relatives, shopping centers, religious, health-care or any other facilities that might be at a substantial distance away or in a different administrative area but are regularly and frequently visited.

- Each country should define the precise meaning of what is termed regular and frequent in the context of its tourism statistics; what “substantial distance” is (might not be totally homogeneous within a country...)
• Usual environment (conti.)
  - Using the usual environment concept as a respondent category introduces subjectivity, confusion and unsystematic variation in reported travel activity; Using a simple travel distance criterion, on the other hand, introduces a false appearance of objectivity by masking subjective differences in respondents’ abilities to recall and accurately measure travel distance
  - A different measurement criterion for a departure from the usual environment – “crossing an administrative boundary” – could potentially provide an arbitrary gross standard as a ‘minimum basis of comparison’ for the purpose of international reporting, cumulative statistics and analysis; For Canada however (and possibly other countries with very large areas and similarly low population densities such as Australia and Russia), the exceedingly large size of some administrative units in sparsely settled regions (which are larger than many other whole countries) requires some supplementary criterion ….
## Examples of ‘Usual Environment’ by Distance Criteria

<table>
<thead>
<tr>
<th>Country</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Botswana</td>
<td>80 km</td>
</tr>
<tr>
<td>DR Congo</td>
<td>Still to be analysed</td>
</tr>
<tr>
<td>Lesotho</td>
<td>40 km or 30 minutes</td>
</tr>
<tr>
<td>Mozambique</td>
<td>30 km</td>
</tr>
<tr>
<td>Namibia</td>
<td>Out of Town</td>
</tr>
<tr>
<td>South Africa</td>
<td>40 km</td>
</tr>
<tr>
<td><strong>Swaziland</strong></td>
<td><strong>12 km</strong></td>
</tr>
<tr>
<td>Tanzania</td>
<td>Still to be analysed</td>
</tr>
</tbody>
</table>
I - 3. Key Issues of Tourism Statistics (conti.)

Traveller ≠ Visitor

Tourists + Business person + Non leisure Travellers = visitors

But visitors excludes;

Diplomats
Military personnel
Immigrant workers
Visitors are classified according to their place of residence, not their nationality (basic difference with migration statistics)
II. Tourism statistics Data collection
II-1. Inbound & Outbound Tourism Statistics

- Data Collection: Immigration Statistics

- Research Content:
  - Foreign/International Tourists visiting Korea
  - National Tourists visiting Abroad

- Research Cycle: monthly

- Research Organizer: Ministry of Justice of Korea
-2. Tourist Survey

- Data Collection: Sample Survey

- Research Content:
  - International Visitor Survey
  - Korea National Tourism Survey
  - Survey of Koreans traveling Abroad

- Research Cycle: yearly

- Research Organizer: Ministry of Culture, Sports and Tourism
Ⅲ -3. Tourism Balance of Payments

- Data Collection: Foreign Exchange amount and Credit card usage

- Research Content:
  - Tourism Receipts
  - Tourism Expenditures

- Research Cycle: monthly

- Research Organizer: Bank of Korea (Central Bank)

- Format Standard: IMF
Ⅲ - 4. Tourism Industry Statistics

- Data Collection: Tourist Hotels, Travel Agents

- Research Target:
  - Tourist Hotels
  - General Travel Agents

- Research Cycle: yearly

- Research Organizer: Korea Hotel Association, Korea Association of Travel Agents
III. Tourism statistics Reporting: processes, methodologies and formats etc.
### 11. Inbound & Outbound Tourism Statistics

**Recommendation**

- **Standard of Korea Tourism Statistics**
  - Foreign Visitor (geographic factor)
  - By Nationality
  - Excluding non-travel purpose visitors: temporary immigrants, permanent immigrants, army personnel, diplomats
  - Including Crew-members
  - Including Overseas Korean
III -1. Inbound & Outbound Tourism Statistics

(1) Inbound Tourism Statistics

- Statistical Table of Korea Tourism Statistics
  - period: monthly / yearly
  - contents
    - Visitor Arrivals by Gender & Nationality
    - Visitor Arrivals by Purpose of Visit & Nationality
    - Visitor Arrivals by Age & Nationality
    - Visitor Arrivals by Mode of Transportation & Nationality

- Data Published
  - monthly: on-line/ after one month
  - yearly: off-line / after one year
(2) Outbound Tourism Statistics

- Data Collection: Immigration Statistics by Ministry of Justice of Korea
- Reference: UNWTO’s standard for Tourism Statistics

Recommendation

- Standard of Korea Tourism Statistics
  - By Korean overseas travelers
  - By Nationality
  - Including Crew-members
  - Excluding Overseas Korean
  - Excluding non travel purpose visitors - temporary immigrants, permanent immigrants, army personnel, diplomats
1. Inbound & Outbound Tourism Statistics

(2) Outbound Tourism Statistics

- Limitations of data: Not collect written Departure Card since 2006

- Statistical Table of Korea Tourism Statistics
  - **period**: monthly / yearly (by passport control)
  - **contents**
    - Korean Departures by Gender & Destination
    - Korean Departures by Purpose of Visit & Destination
    - Korean Departures by Age & Destination
    - Korean Departures by Mode of Transportation & Destination

- Data Published
  - monthly: on-line/ after one month
  - yearly: off-line / after one year
III - 2. Tourist Survey

(1) Int’l Visitor Survey

1. Overview and Contents of the Survey

- **First Survey**: 1974

- **Survey Objective**: This survey aims to provide statistical information to develop tourism policies that will help to improve tourism conditions in Korea and attract more foreign tourists to visit. The collected information includes tourism conditions, travel expenditures and overall evaluation of traveling in Korea. It will allow for analysis of annual changes as well as better comprehension of the travel trend of foreign visitors.

- **Target Surveyed**: Foreigners leaving Korea after a visit to Korea (visitors staying for 90 days or less)

- **Survey period**: Announced annually (monthly survey)
III - 2. Tourist Survey

(1) Int’l Visitor Survey

- **Sample size**: about 12,000 persons (about 1,000 persons per month)

- **Sample**:
  - Foreign tourists departing from Korea after the visit
    - Persons aged 15 and over who stayed more than 1 day, less than 1 year
    - Except person who stayed in Korea for transfer
    - Except Plane captain, crew member, soldier (but include if visit was for a tour)
    - One sample in a group consisted of more than 2 people less than 10 people
    - Two samples in a group consisted of more than 10 people (differential sex/age)
    - Maximum Four samples in a same package tour group
  
- **Countries**
  - Japan, China, HongKong, Singapore, Taiwan, Thailand, Malaysia, Australia, USA, Canada, UK, Germany, France, Russia, Middle East, India, etc.
  - (More than 85% take up the market of visitors coming to Korea)
III -2. Tourist Survey
(1) Int’l Visitor Survey

□ Survey Field :
- Incheon Int'l Airport, Kimpo Int'l Airport, KimHae Int'l Airport, Incheon Int'l harbor, Busan Int'l harbor; Counter Lobby
- Jeju Int’l Airport: CIQ

□ Contents of the Survey :
○ Condition of Korea Tour:
  Type of tour / Frequency of visit / Purpose of visit /
  Scheduling for a visit to Korea / Considering factors before visit /
  Route of getting tour Info. of Korea / Travel companions /
  Duration of stay / Accommodation type / Places visited /
  Impressive places / Activities during stay etc.
III - 2. Tourist Survey

(1) Int’l Visitor Survey

□ Contents of the Survey:

○ Total Spending in Korea:
  Travel expenses / Shopping costs / Shopping conditions

○ Evaluation of Korea Tour:
  Satisfaction level of Korea Tour /
  Impressive experience while visiting Korea /
  Inconvenience or unsatisfactory experience /
  Intention to revisit Korea within 3 years /
  Intention to recommend Korea to others /
  Changes of Korea Image after the visit etc.
2. Survey Method

□ **Survey Method**: Self-administered questionnaire survey

□ **Survey Tool**: Structured Questionnaire with in 8 different types of languages; English, Japanese, Chinese(simplified/traditional), Thai, German, French, Russian

□ **Survey Process**:
- Interviewer Selection
- Interviewer Education
- Fieldwork
3. Survey Design

- Targeted participants for『International Visitor Survey』are foreigners who visited Korea in 2012
  - Survey participants are foreigners aged 15 and over that stayed in Korea for more than 1 day and less than 1 year, departing from Int'l Airports in Korea(Incheon, Gimpo, Gimhae, and Jeju island) or Int'l harbors(Incheon and Busa)
  - Plane captains, crew members, or army personnel with uniforms are not included in this survey except for those who were off duty and on personal travel

- The entrance Sightseeing statistics data from January to December 2012 was used as a sampling frame. In the year of 2012, Target population was 9,803,439 persons (Except overseas Korean and crew member).
1. Overview and Contents of the Survey

□ **Survey Objective** :

This survey aims to comprehensively identify status of domestic travelers to provide the basis for tourism policies, researches and analysis that will help to promote regional development and ultimately improve peoples well being and quality of life.

□ **First Survey** : 1976

□ **Survey period** : 1 Year

□ **Sample size** : 6,683 household(semiannually)
(2) Korea National Tourism Survey

- **Survey Method**: Self-administered questionnaire survey
  - Sample survey until 2008 but changed into panel survey starting in 2009
  - Those on the panel answer the survey in person after finishing their domestic tour. Survey questionnaires collected twice a year.

- **Survey Tool**: Respondents submitted travel records by on/off line
Contents of the Survey:

- Condition of Tour:
  - Travel Experiences / Frequency of tour / Purpose of tour /
  - Considering factors before tour / Travel companions /
  - Duration of stay / Accommodation type / Places visited /
  - Activities during stay etc.

- Travel expenses

- Evaluation of Korea Tour:
  - Satisfaction level of Tour /
  - Inconvenience or complains experience /
  - Intention to revisit /
  - Intention to recommend to others etc.
### Ⅲ -2. Tourist Survey

*(2) Korea National Tourism Survey – SUMMARY*

<table>
<thead>
<tr>
<th>Division</th>
<th>2012</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel times (times)</td>
<td>4.93</td>
<td>3.65</td>
<td>3.96</td>
</tr>
<tr>
<td>Travel days (days)</td>
<td>8.43</td>
<td>6.69</td>
<td>7.99</td>
</tr>
<tr>
<td>Travel expenditure (won)</td>
<td>551,457</td>
<td>470,727</td>
<td>396,741</td>
</tr>
<tr>
<td>Population (over 15 years old/person)</td>
<td>43,323,585</td>
<td>42,923,904</td>
<td>42,496,000</td>
</tr>
</tbody>
</table>
### 2. Tourist Survey

#### (2) Korea National Tourism Survey

<table>
<thead>
<tr>
<th>Division</th>
<th>2012</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of domestic tour participants</td>
<td>36,914</td>
<td>35,013</td>
<td>30,917</td>
</tr>
<tr>
<td>(unit: 1000 persons)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of domestic tour participation</td>
<td>213</td>
<td>157</td>
<td>168</td>
</tr>
<tr>
<td>(unit: Mil.times)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of domestic tour participating days</td>
<td>365</td>
<td>287</td>
<td>340</td>
</tr>
<tr>
<td>(unit: Mil.days)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total expenditure for domestic tours</td>
<td>23,891</td>
<td>20,205</td>
<td>16,860</td>
</tr>
<tr>
<td>(unit: Bil.won)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ⅲ -3. Tourism Industry Statistics

(1) Tourist Hotels

□ Survey Objective:
Government policy support for the hotel industry, investment and financing business by financial institutions, Planning the management of the hotel industry and consulting, Provide the basis for academic research, South Korea's new investment in the hotel industry, to be utilized as a basis for evaluation and marketing of investment worth

□ Survey period: 1 Year
(That local governments submit monthly operational status)

□ Research Target: Accommodation businesses registered by the end of the year

□ Research Organizer: Korea Hotel Association
Contents of the Survey:

- Number of Guests: Number of Guests (Checked-In)
- Annual Number of Guests: Number of Guests * Number of stays
- Sales: Domestic and foreign nationals
- Industry Workers Status
- Hotels Operation status by the city, province, rating (star) and hotel
Ⅲ -3. Tourism Industry Statistics

(1) Tourist Hotels

[2003~2012 Trend of number of registered accommodation businesses]
Ⅲ -3. Tourism Industry Statistics

(1) Tourist Hotels

[2003~2012 Trend of number of rooms in hotels]
Ⅲ - 3. Tourism Industry Statistics

(1) Tourist Hotels

[2003~2012 Trend of Room usage]
Survey Objective:
- Sort operating results of registered tourism promotion travel companies under Tourism Promotion Regulation in the criteria of foreign customer, domestic customer status and airline ticket sales to be used as foundational basis for Government policy setting and academic research all to supporting the travel industry

Survey period: 1 Year (Monthly Operational Status Research)

Research Target: Registered Tourism Promotion travel companies under Tourism Promotion Regulation

Research Organizer: Korea Association of Travel Agents
### Contents of the Survey:

- Status of gathering foreign visitors
- Outbound domestic Travelers
- Airline Ticket Sales
- Foreign Visitor gather status by company, month, region and nationality
- Outbound domestic travelers by company, month and region
- Airline ticket sales by company and month
-3. Tourism Industry Statistics

(2) Travel Agency

[Gathering Foreign Visitors – performance by Member of Travel Agents Association]

※ 30~40% of total number of foreign visitors
Ⅲ -3. Tourism Industry Statistics

(2) Travel Agency

[Outbound domestic Travelers - performance by Member of Travel Agents Association]

※ 25~35% of total Outbound domestic Travelers
Thank you very much for your attention!