

Survey on Tourism “Holiday and Trips”

Reference Metadata in Euro SDMX Metadata Structure

(ESMS)

INSTAT

Reference Metadata

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1. Contact	
1.1. Contact organisation	INSTAT, Institute of Statistics
1.2. Contact organisation unit	Household Consumption Statistics Unit, Directory of Social Statistics
1.3. Contact name	Edlira Subashi
1.4. Contact person function	Specialist in the Unit
1.5. Contact mail address	St. Vllazën Huta, Building 35, Entrance 1, Tirana, ZIP Code 1017, Tiranë
1.6. Contact email address	esubashi@instat.gov.al
1.7. Contact phone number	+(355) 4 2222411 / +(355) 4 2233356
1.8. Contact fax number	+(355) 4 228300
2. Metadata update	
2.1. Metadata last certified	13.11.2020
2.2. Metadata last posted	
2.3. Metadata last update	13.11.2020
3. Statistical presentation	
3.1. Data description	<p>Survey on Tourism Holiday and Trips The Survey on Tourism “Holiday and Trips” is a statistical survey conducted in households (households) and targets all individuals residing in Albania over 15 years old in households.</p> <p>The survey collects data on:</p> <ul style="list-style-type: none"> • Trips with at least one overnight stay for holidays, business trips and other trips both in Albania and Abroad, as well as those within a day in Albania and Abroad divided into four quarters respectively: First Quarter (January- March), second quarter (April-June), third quarter (July-September), fourth quarter (October-December). • Outbound and domestic same-day visits during the reference period. <p>An ad-hoc module is added in the fourth quarter, to the questionnaire to collect information on:</p>

	<ul style="list-style-type: none"> • Participation in tourism for personal purposes during the reference year. <p>The individual questionnaire consists of five sections:</p> <ul style="list-style-type: none"> • Section I: Socio-demographic characteristics • Section II: Participation in tourism • Section III: Number and characteristics of overnight trips • Section IV: - One-day trips • Section V: Participation in tourism during 2019 (Ad-hoc Module for Quarter 4 2019)
3.2. Classification system	<p>The following statistical classifications are used for the National Tourism survey as a model instrument for coding variables and presenting data in an ordered manner:</p> <ul style="list-style-type: none"> • List of Countries - ISO 3166, which is the International Standard for country codes that are used internationally. • Level of Education - The International Standard Classification of Education (ISCED-2011) has been designed as an instrument suitable for assembling, compiling, and presenting statistics of education both in national and international level.
3.3. Sector coverage	<p>Albanian residents aged 15 and over, residing in private households, divided by gender, age group (15-24, 25-34, 35-54, 55+) and prefecture of residence.</p>
3.4. Statistical concepts and definitions	<p>The collection consists of tourism data on domestic and outbound trips only in the frame of the Regulation (EU) 692/2011 of the European Parliament and of the Council concerning statistics on tourism demand. An important document on tourism statistics is also Methodological Manual for Tourism Statistics.</p> <p>Statistics include data on tourism demand (Annex II of the Regulation, trips, data on participation, same-day visits).</p> <p>Tourist: A visitor who stays at least one night in rented or non-rented accommodation in the place/country visited.</p> <p>Domestic tourism: The activities of a resident visitor within the country,</p> <p>Outbound tourism: The activities of Albanian residents travelling to, and staying in places outside Albania and therefore outside their usual environment.</p> <p>Month of departure: Tourism trips that started in a particular month and which ended during the reference period.</p> <p>Number of nights: All tourism nights spent by population, aged 15 or over, outside their usual environment for personal or professional/business purpose. A tourism night (or overnight stay) is each night that a guest actually spends (sleeps or stays) or is registered (his/her physical presence there being unnecessary) in a collective accommodation facilities or in private tourism accommodation.</p> <p>Main country of destination: For domestic tourism, the main destination is Albania. For outbound tourism, the destination can be understood in different ways: (1) The place the visitor considers as the most important place visited</p>

	<p>(motivating destination); (2) The place where the most amount of time is spent (time destination); (3) The farthest place visited (distance destination).</p> <p>Main purpose of the trip: Classification of tourism trips according to the main purpose: (1) Personal (Holidays, leisure and recreation, visiting friends and relatives, education and training, health and medical care, religion/pilgrimages, shopping, transit, other) and (2) Business and professional.</p> <p>Main means of transport: The main means of transport included in this question are: Air, Waterway, Bus, Trailer, Private or rented car, personal cars, Bicycle, motors etc.,.</p> <p>Accommodation: The main means of accommodation: hotel or similar establishment; tourist campsite, caravan or trailer park (non-residential); holiday dwelling, bungalow, etc.; specialized establishment,(spa or thermal spa, summer camp, sleeping carriage); private rented accommodation; own holiday facility; accommodation with relatives or friends; other type of accommodation</p> <p>Expenditure on tourism trips: The total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at destination. Total expenditure is broken down by following expenditure items: (1) Package trips (2) Accommodation, (3) Food, (4) Transport (5) Other expenses, (6) Durables and (7) Bar-coffee</p> <p>Gender: Self-explanatory (Man or woman)</p> <p>Age: Age is calculated according to the date of birth.</p>
3.5. Statistical unit	<p>Participation in tourism: The statistical unit is the individual.</p> <p>Tourism trips with overnights stays: The statistical unit is the trip with at least one overnight stay made by the individual.</p> <p>Same-day visits: The statistical unit is the same-day trip made by the individual.</p> <p>All the persons in the selected household (within the age scope, 15 years old and older). The reporting unit is the respondent selected for the interview.</p>
3.6. Statistical population	<p>The statistical population is all the Albanian usual resident households. The sample of the survey covers all the territory of Albania.</p>
3.7. Reference area	<p>The sample of the survey covers all the territory of Albania. The sample represents the whole population as well as its most typical groups. Collective households are not included in this survey. Elderly homes, nursing homes for disabled children, student hostels, hotels, soldier's barracks, hospitals, sanatoriums, imprisonment institutions, etc are excluded from the survey. Persons aged 15 and over residing in private households.</p>
3.8. Time coverage	<p>Survey on Tourism Holiday and Trips is conducted on quarterly basis during</p>

	the whole calendaric year starting from 2017 onwards.
3.9. Base period	Not applicable.
4. Unit of measure	<p>The selected respondents selected for the interview will report on the overnight trip(s) made during the reference period and give the details for the different characteristics of the trip. Each observed trip is an individual record in the transmitted micro-data file. Data for expenditure on tourism trips is expressed in ALL.</p> <p>Participation in tourism-data is transmitted in the form of aggregated tables with absolute values representing residents in Albania, aged 15 and over, participating in tourism.</p> <p>Characteristics of same-day visits are transmitted in the form of aggregated data with absolute values representing the number of same-day trips by residents in Albania. Expenditure figures are expressed in ALL.</p>
5. Reference period	The reference period of this report is the calendaric year, January - December 2019.
6. Institutional mandate	
6.1. Legal acts and other agreements	<p>Legal basis at National level:</p> <ul style="list-style-type: none"> • National Statistical Law • Official Statistical National Program for 2017-2021 <p>Legal basis at European level:</p> <ul style="list-style-type: none"> • Regulation 692/2011 • Regulation 1051/2011
6.2. Data sharing	Data exchange has started on June 30th, 2018 at the European level for the 2017 th data. From 2018 data for main indicators are transmitted regularly to Eurostat.
7. Confidentiality	
7.1. Confidentiality - policy	<p>The data collected in the households are considered as strictly confidential and used only for statistical purposes and scientific research in accordance with the national Statistical Law No.17/2018 “On Official Statistics”, date 10.03.2018 and the Law no. 9887, dated 10.03.2008 "Personal Data Protection", Article 31 of the Law on Official Statistics clearly define that all statistical information collected by INSTAT are confidential and may only be used or published in such summary tables that do not identify the information of the unit.</p> <p>The direct identification is called when a statistical unit is directly identified by the name, address or any officially recognized identification number. When data processing is performed in such a way as to enable the data subject to be identified, the data must be coded immediately so that the entities are no longer</p>

	recognized.
7.2. Confidentiality - data treatment	<p>Albanian Institute of Statistics protects and does not disseminate data it has obtained or it has access to, which enable the direct or indirect identification of the statistical units. Albania Institute of Statistics takes all appropriate preventive measures so as to render impossible the identification of individual statistical units by technical or other means that might reasonably be used by a third party. Statistical data that could potentially enable the identification of the statistical unit are disseminated by Albania Institute of Statistics if and only if:</p> <ol style="list-style-type: none"> these data have been treated, as it is specifically set out in the Regulation, in such a way that their dissemination does not prejudice statistical confidentiality or The statistical unit has given its consent, without any reservations, for the disclosure of data. <p>The confidential data that are transmitted to Albania Institute of Statistics are used exclusively for statistical purposes and the only persons who have the right to have access to these data are the personnel engaged in this task. Issues referring to the observance of statistical confidentiality are examined by the staff working in Albania Institute of Statistics. The responsibilities of this staff are to recommend on: which detailed level the statistical data can be disseminated, so as the identification, either directly or indirectly, of the surveyed statistical unit is not possible; the anonymization criteria for the microdata provided to users; the access granting to researchers on confidential data for scientific purposes.</p> <p>All individual data collected in the statistical unit for the production of official statistics are used only for statistical purposes. These data are published jointly and are not used to make any administrative decision, including decisions on fiscal control or legal investigations.</p>
8. Release policy	
8.1. Release calendar	All releases are published and disseminated as scheduled in the Advance Release Calendar. The calendar is published on the INSTAT website. The announcements and delays are pre-announced in the publication calendar. In the case of delays, the date of the next publication and the explanation of the reasons for the delays are specified.
8.2. Release calendar access	The Calendar of Publications is available on the INSTAT website.
8.3. User access	<p>In accordance with article 34 of Law No. 17/2018 "On Official Statistics", the official statistics are disseminated, so that all users have an immediate and equal right and all possible forms of media are used. INSTAT and statistical agencies, having in the program the responsibilities of dissemination, seek to meet every requirement of any organization or individual for unpublished data or specific analysis.</p> <p>The links from which users can obtain the statistical survey results near the households are as follows:</p>

	<ol style="list-style-type: none"> 1. Website - online release 2. Written requirements 3. Publications 4. The link of dedicated information to contact INSTAT.
9. Frequency of dissemination	Results on Tourism “Holidays and Trips” statistics are published annually.
10. Accessibility and clarity	
10.1. News release	<p>The press release contains information on key indicators such as:</p> <p>Trips by purpose/long/short in Albania and abroad, traveller’s profile (gender/agegroups etc) for trips made in Albania and abroad, trips by destination and quarters, trips by means of accommodation/transport, same day trips and trips by origin of departure.</p> <p>The press release of Tourism "Holiday and Trips" statistics is published online on the INSTAT website.</p>
10.2. Publications	Tourism statistics are published in the Statistical yearbook ,in the Regional Statistical Yearbook and in the publication “Albania in Figures” Users can find the results on the INSTAT website: Tourism "Holiday and Trips"
10.3. On-line database	All information is available in two languages: Albanian and English. There is also a simple methodological explanation on this website. You can access the database on “Tourism “Holiday and Trips” on the link Database .
10.4. Micro – data access	Tourism survey data are not made available at micro level as a result of confidentiality. Aggregated data is the only type of data provided to external users. Although micro data is not published, they can be accessed based on article 31, item 7 law no. 17/2018, dated 17.04.2018 "On Official Statistics".
10.5. Other	Users can send other specific requests through a dedicated session for Contacts .
10.6. Documentation on methodology	A brief explanation of the definitions, key concepts and methodological explanations for users is published in the press release and publications. Additional information is provided to internal users when needed. On the INSTAT website there is a section related to the survey Methodology .
10.7. Quality documentation	The Household Consumption Statistics Sector documents the entire work process and procedures for internal purposes.
11. Quality management	
11.1. Quality assurance	INSTAT is committed to ensure the highest quality with respect to the compilation of official statistics. In accordance with the “Law on Official

	<p>Statistics”, Nr.17/2018, date 17.04.2018, INSTAT use statistical methods and processes in compliance with internationally recognized scientific principles and standards and conduct ongoing analyses of the statistics with a view to quality improvements and ensure that statistics are as up to-date. In performing its tasks, INSTAT follows the general principles of quality management in line with the European Statistics Code of Practice. INSTAT declares that it takes into account the following principles: impartiality, quality of processes and products, user orientation, employee orientation, effectiveness of statistical processes, reducing the workload for respondents.</p>
11.2. Quality assessments	<p>The quality of the data is very good and had no need for major imputation. All requirements laid down by Regulation 692/2011 are taken into consideration.</p> <p>In-built validations in the data collection program.</p> <p>There were made a minimum proxy interviews in order to minimize the effects of non-response due to ageing and ageing-related health-conditions. Whenever possible, interviewers are instructed to interview selected individuals; however some individuals are unable to complete an interview because of physical or cognitive limitations. Therefore, proxy interviews are only allowed when the interviewer has concerns about the respondent's ability to provide accurate information.</p>
12. Relevance	
12.1. User needs	<p>The Tourism users are divided into internal and external users.</p> <p>✓ With external users we mean:</p> <ul style="list-style-type: none"> • Public Administration Institutions • Universities • National and International Non-profit Organizations • Businesses • Researchers, students and other similar groups. <p>✓ With internal users are meant other sectors within INSTAT who use Tourism Statistics results as inputs to their work.</p> <ul style="list-style-type: none"> • National Accounts Directorate • Directorate of Economic Statistics
12.2. User satisfaction	<p>Page Views (Hits) about Tourism Statistics for 2019 are around 28,106 clicks. During 2019, INSTAT conducted User Satisfaction Survey from INSTAT publications. The survey results show that the overall quality of Statistics in Tourism field is rated 3.70 (74%) on a scale of 1 (very poor) to 5 (very good). INSTAT organizes every year User Satisfaction Survey.</p>
12.3. Completeness	<p>Data of Tourism “Holidays and Trips” Survey 2019 are compliant with the requirements of Regulation on tourism statistics 692/2011 as well as recommendations laid down in the Methodological Manual for tourism statistics.</p> <p>The completeness of the data for the “Tourism - Holidays and Trips” Survey</p>

	takes into account the amount of indicators covered in INSTAT versus those required by the regulations followed. The completeness rate for 2019 turns out to be 100%.								
13. Accuracy and reliability									
13.1. Overall accuracy	<p>The data entry process is programmed to minimize the errors that come from the data collection process. During the data collection process takes measures to reduce the non-response rate. The collected data are compared in terms of internal coherence, administrative resources or other household surveys that INSTAT realizes guaranteeing a qualitative final product.</p> <p>Each survey conducted by INSTAT is based on a sample selection to draw the conclusions in the study about the population. Naturally, this process is accompanied by statistical deviations. For this reason, the standard deviations of the sample used for interpreting the results of the survey were calculated.</p>								
13.2. Sampling error	For the Tourism “Holidays and Trips” Survey 2019, there are estimated the standard deviations of the sample for the main indicators. The tables in the Annex provide estimates for key indicators along with standard deviations and coefficients of variation.								
13.3. Non - sampling error	<p>Unit non-response takes into account families that are unable or ready to respond, or when interviewers are unable to find families, or when other obstacles exist to complete the interview. The Unit non-response rate (unweighted) is 21.8%.</p> <p>Over-coverage shows the percentage of households that should not be part of the survey, as they are out of the scope of the survey. The over-coverage rate for Tourism 2019 is 4.8%.</p>								
14. Timeliness and punctuality									
14.1. Timeliness	<p>Results of “Tourism - Holidays and Trips” Survey are published on INSTAT website 318 days after the end of the reference period (T+318 days). The reference period of “Tourism - Holidays and Trips” results is December 31st, 2019.</p> <table border="1"> <tr> <td>Reference period</td> <td>12/31/2019</td> </tr> <tr> <td>Date of publication</td> <td>11/13/2020</td> </tr> <tr> <td>Timeliness</td> <td>318</td> </tr> </table>	Reference period	12/31/2019	Date of publication	11/13/2020	Timeliness	318		
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Date of publication	11/13/2020								
Timeliness	318								
14.2. Punctuality	<p>The final data of “Tourism - Holidays and Trips” Survey are disseminated according to the publication calendar. The publication of Tourism data has been punctual on time at 100%.</p> <table border="1"> <tr> <td>Reference period</td> <td>12/31/2019</td> </tr> <tr> <td>Date of announcement</td> <td>11/13/2020</td> </tr> <tr> <td>Date of publication</td> <td>11/13/2020</td> </tr> <tr> <td>Time lag</td> <td>0</td> </tr> </table>	Reference period	12/31/2019	Date of announcement	11/13/2020	Date of publication	11/13/2020	Time lag	0
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15. Coherence and comparability	
15.1. Comparability - geographical	The data on Tourism are compiled in accordance with Eurostat methodology and as such are comparable at international level. The data are comprehensive and produced at country level.
15.2. Comparability - over time	2017 is the first year of conducting the survey. The methodology over the years is generally the same enabling a comparability over time of 3 years (CC2=Jlast-Jfirst+1=3).
15.3. Coherence - cross domain	Regular interconnected controls are provided with information from other sources from INSTAT as the results of this survey are also used to compare Tourism statistics from different sources. In addition, the official population figures by sex, and age were used to calibrate the survey, and get more accurate raising factors.
15.4. Coherence - internal	The internal consistency of the data has been checked before it is finalized.
16. Cost and burden	People working for the Survey on Tourism “Holiday and Trips” 2019 are: <ul style="list-style-type: none"> • General Staff at Headquarters:3 employees • Staff at Regional Offices, 28 employees • Interviewers, Operators, Controllers (Temporary Staff of INSTAT): 50 interviewers+3 data checkers+4 data entries
17. Data revision	
17.1. Data revision - policy	Revision policies of Tourism “Holiday and Trips” Survey are made in accordance with the revision policy and the policy of errors treatments set by INSTAT. For more information refer to: <ul style="list-style-type: none"> • Statistical revision policy • The Errors Treatment Policy
17.2. Data revision - practise	Not applicable.
18. Statistical processing	
18.1. Source data	The only source of data collection is the Survey on Tourism “Holiday and Trips”. As Population frame has served Housing and Population CENSUS 2011. Gross sample size for Tourism Survey 2019 has been 10,240 households. Net sample size was 8,010 households. Sampling design was based on: <ul style="list-style-type: none"> • 4 independent samples of 2,560 households. There are surveyed all persons 15 + present in the household. • The sampling is done according to a two-step procedure. Two stage sampling stratified selection procedure.

	<ul style="list-style-type: none"> • First stage - Selection of the sample for the number of Census areas (EA), with probability proportional to the size of the Census area (PPS - based on the size according to the number of households). • Second stage - Systematic random selection of equal probability, of a fixed number of 8 households within each of the areas selected in the first step (geographical order).
18.2. Frequency of data collection	Data is collected on a quarterly basis. Participation in tourism in the reference year is collected only once a year during the data collection of the reference quarter.
18.3. Data collection	Statistical information on Tourism is collected based on survey of individuals. Data collection is based on a direct interview through the interviewers in the month after the reference period in which the interviews are completed. PAPI method is used for data collection.
18.4. Data validation	<p>Regarding the data validation, the data editing procedures generally refer to editing at micro level or otherwise at the HH level.</p> <ol style="list-style-type: none"> 1. Quantitative and qualitative control of the questionnaire. <ul style="list-style-type: none"> • The control of the collected questionnaires, completeness checks, value accuracy and logical control of the questionnaire; • Individual controls are made for cases of refusals and no contact. 2. Arithmetic corrections, logical corrections and verification of coherence between the different parts of the questionnaire. The completed raw data are further checked for inconsistencies and missing values. The missing values for expenditures are imputed using regression models basing on the destination, departure month, type of accommodation and transportation variables (these variables are mandatory fields in the questionnaire). Monitoring of outliers including length of stay and expenditure categories. Data is thoroughly validated using of SPSS to ensure quality and consistency of results. These rules are mainly based on the definitions provided in the methodological manual prepared by Eurostat.
18.5. Data compilation	<p>For the compilation of results we have two basic procedures:</p> <ol style="list-style-type: none"> 1. Data quality analysis To analyze the data quality have been applied some rules: <ul style="list-style-type: none"> • Mathematical control of the survey • Logical control of survey data • Compare data with other available files in INSTAT 2. Treatment of non-responses All non-responses cases are considered as: <ul style="list-style-type: none"> • No contact • Full Refusal

	<p>3. Imputation The missing values for expenditures are imputed using regression models basing on the destination, departure month, type of accommodation and transportation variables (these variables are mandatory fields in the questionnaire).</p> <p>4. Weighting Procedure: Household weight = design weight * non-response weight * adjustment weight Design weight: inverse selection probability Non-response weight: inverse estimated response probability Adjustment weight : calibration to external sources.</p> <p>Calibration to:</p> <ol style="list-style-type: none"> 1. Age_groups (15_24, 25_34, 35_44, 45_54, 55_64, 65_) 2. Total_Male_15 3. Total_Female_15 4. 1^{rst} of January 2018 Albanian Household population <p>On the level of NUT_2/Urban/Rural</p>
18.6. Adjustment	No seasonal adjustment is made to the data collected by the survey on Tourism “Holiday and Trips”.
19. Comment	

Annex

Below are given the estimates for the number of trips along with standard deviations and coefficients of variation according to the respective categories.

Table A1 – Quality indicators of trips distribution in Albania and Abroad

	Estimation of number of trips	Standard deviation	95% Confidence Interval		Coefficient of Variation
			Lowest	Highest	
In Albania	4,317,025	94,179	4,132,365	4,501,684	2.2
Abroad	1,033,579	34,603	965,731	1,101,426	3.3
Total	5,350,604	104,684	5,145,346	5,555,862	2.0

Table A2 – Quality indicators of trips distribution by their type.

	Estimation of number of trips	Standard deviation	95% Confidence Interval		Coefficient of Variation
			Lowest	Highest	
Personal purposes	5,088,307	100,461	4,891,330	5,285,283	2.0
Business Purposes	262,297	22,877	217,442	307,152	8.7
Total	5,350,604	104,684	5,145,346	5,555,862	2.0

Table A3 – Quality indicators of trips distribution by their type in Albania and Abroad.

	Estimation of number of trips	Standard deviation	95% Confidence Interval		Coefficient of Variation
			Lowest	Highest	
Personal in Albania	4,138,649	91,323	3,959,590	4,317,708	2.2
Personal Abroad	949,658	32,688	885,565	1,013,750	3.4
Business in Albania	178,376	19,784	139,584	217,168	11.1
Business Abroad	83,921	9,395	65,500	102,342	11.2
Total	5,350,604	104,684	5,145,346	5,555,862	2.0