Survey on Tourism "Holiday and Trips"

Reference Metadata in Euro SDMX Metadata Structure (ESMS)

INSTAT

Reference Metadata

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2. Metadata update	
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3. Statistical presentation	
	Survey on Tourism Holiday and Trips
3.1. Data description	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.
	The survey collects data on:
	• 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.
	An ad-hoc module is added in the fourth quarter, to the questionnaire to collect information on: • Participation in tourism for personal purposes during the reference year.
	 The individual questionnaire consists of five sections: 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 2020 (Ad-hoc Module for Quarter 4 2020)
3.2. Classification system	 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: 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	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.
	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.
	Statistics include data on tourism demand (Annex II of the Regulation, trips , data on participation , same-day visits).
	Tourist: A visitor who stays at least one night in rented or non-rented accommodation in the place/country visited.
3.4. Statistical concepts and definitons	Domestic tourism: The activities of a resident visitor within the country,
	Outbound tourism: The activities of Albanian residents travelling to, and staying in places outside Albania and therefore outside their usual environment.
	Month of departure: Tourism trips that started in a particular month and which ended during the reference period.
	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.
	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 (motivating destination); (2) The place where the most amount of time is spent (time destination); (3) The farthest place visited (distance destination).
	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.
	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,.
	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
	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
	Gender: Self-explanatory (Man or woman)
	Age: Age is calculated according to the date of birth.
	Participation in tourism: The statistical unit is the individual .
3.5. Statistical unit	Tourism trips with overnights stays: The statistical unit is the trip with at least one overnight stay made by the individual.
	Same-day visits: The statistical unit is the same-day trip made by the individual.
	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.
3.6. Statistical population	The statistical population is all the Albanian usual resident households. The sample of the survey covers all the territory of Albania.
3.7. Reference area	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.
3.8. Time coverage	Survey on Tourism Holiday and Trips is conducted on quarterly basis during the whole calendaric year starting from 2017 onwards.
3.9. Base period	Not applicable.
	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.
4. Unit of measure	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.
	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.
5. Reference period	The reference period of this report is the calendaric year, January - December 2020.
6. Institutional mandate	
6.1. Legal acts and other agreements	Legal basis at National level: • National Statistical Law • Official Statistical National Program for 2017-2021 Legal basis at European level: • 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	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.
	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 recognized.
7.2. Confidentiality - data treatment	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: a) 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 b) The statistical unit has given its consent, without any reservations, for the disclosure of data. 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. 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.
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	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.
	The links from which users can obtain the statistical survey results near the households are as follows: 1. Website - online release 2. Written requirements 3. Publications
	4. The link of <u>dedicated information</u> to contact INSTAT.
9. Frequency of dissemination	Results on Tourism "Holidays and Trips" statistics are published annually.
10. Accessibility and cla	arity
	The press release contains information on key indicators such as:
10.1. News release	Trips by purpose/long/short in Albnaia and abroad, traveller's profile (gender/agegroups etc) for trips made in Albania and abroad, trips by destination and qurters, trips by means of accomodation/transport, same day trips and trips by origin of departure.
	The press release of Tourism "Holiday and Trips" statistics is published online on the INSTAT website.
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 <u>Database</u> .
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 managment	
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 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.
11.2. Quality assessments	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. In-built validations in the data collection program. There where 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.
12. Relevance	
12.1. User needs	The Tourism users are divided into internal and external users. ✓ With external users we mean: • Public Administration Institutions • Universities • National and International Non-profit Organizations • Businesses • Researchers, students and other similar groups. ✓ With internal users are meant other sectors within INSTAT who use Tourism Statistics results as inputs to their work. • National Accounts Directorate • Directorate of Economic Statistics
12.2. User satisfaction	Page Views (Hits) about Tourism Statistics for 2020 are around 20,359 clicks. During 2020, INSTAT conducted User Satisfaction Survey from INSTAT publications. The survey results show that the overall quality of Statistics in Tourism field is rated 3.75 (75%) on a scale of 1 (very poor) to 5 (very good). INSTAT organizes every year <u>User Satisfaction Survey</u> .
12.3. Completeness	Data of Tourism "Holidays and Trips" Survey 2020 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. The completeness of the data for the "Tourism - Holidays and Trips" Survey takes into account the amount of indicators covered in INSTAT versus those required by the regulations followed. The completeness rate for 2020 turns out to be 100%.	
13. Accuracy and reliab	oility	
13.1. Overall accuracy	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.	
	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.	
13.2. Sampling error	For the Tourism "Holidays and Trips" Survey 2020, 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	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 26.4 %.	
	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 2020 is 4.2%.	
14. Timeliness and pund	14. Timeliness and punctuality	
14.1. Timeliness	Results of "Tourism - Holidays and Trips" Survey are published on INSTAT website 319 days after the end of the reference period (T + 319 days). The reference period of "Tourism - Holidays and Trips" results is December 31st, 2020.	
	Reference period 12/31/2020 Date of publication 11/15/2021 Timeliness 319	
14.2. Punctuality	The final data of "Tourism - Holidays and Trips" Survey are disseminated according to the publication calendar. The publication of "Tourism - Holidays and Trips " data of 2020 has been delayed for 3 days due to the situation created by Covid-19.	

	Reference period 12/31/2020
	Date of announcement 11/12/2021
	Date of publication 11/15/2021
	Time lag 3
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 4 years (CC2=Jlast-Jfirst+1=4).
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" 2020 are: • 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: • Statistical revision policy • The Errors Treatment Policy
17.2. Data revision - practise	No reviews of data on Survey on Tourism "Holiday and Trips" for 2020 have been conducted, subject to this report.
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 2020 has been 10,240 households. Net sample size was 7,537 households. Sampling design was based on:

	• 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. 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	 Regarding the data validation, the data editing procedures generally refer to editing at micro level or otherwise at the HH level. 1. Quantitative and qualitative control of the questionnaire. • 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	 For the compilation of results we have two basic procedures: 1. Data quality analysis To analize the data quality have been applied some rules: 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:
	No contact
	Full Refusal
	 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). 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.
	Calibration to: 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 2020 Albanian Household population On the level of NUT_2/Urban/Rural
18.6. Adjustment	Not applicable. 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

			95% Confidence		Coefficient
	Estimation of	Standard	Interval		of
	number of trips	deviation	Lowest	Highest	Variation
In Albania	2,940,743	94,878	2,754,633	3,126,854	3.2
Abroad	291,788	32,502	228,034	355,543	11.1
Total	3,232,532	107,999	3,020,684	3,444,380	3.3

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

			95% Confidence		Coefficient
	Estimation of	Standard	Interval		of
	number of trips	deviation	Lowest	Highest	Variation
Personal purposes	3,189,957	107,790	2,978,517	3,401,396	3.4
Business Purposes	42,575	7,032	28,782	56,369	16.5
Total	3,232,532	107,999	3,020,684	3,444,380	3.3