

Improving Information in Main Tourism Segments

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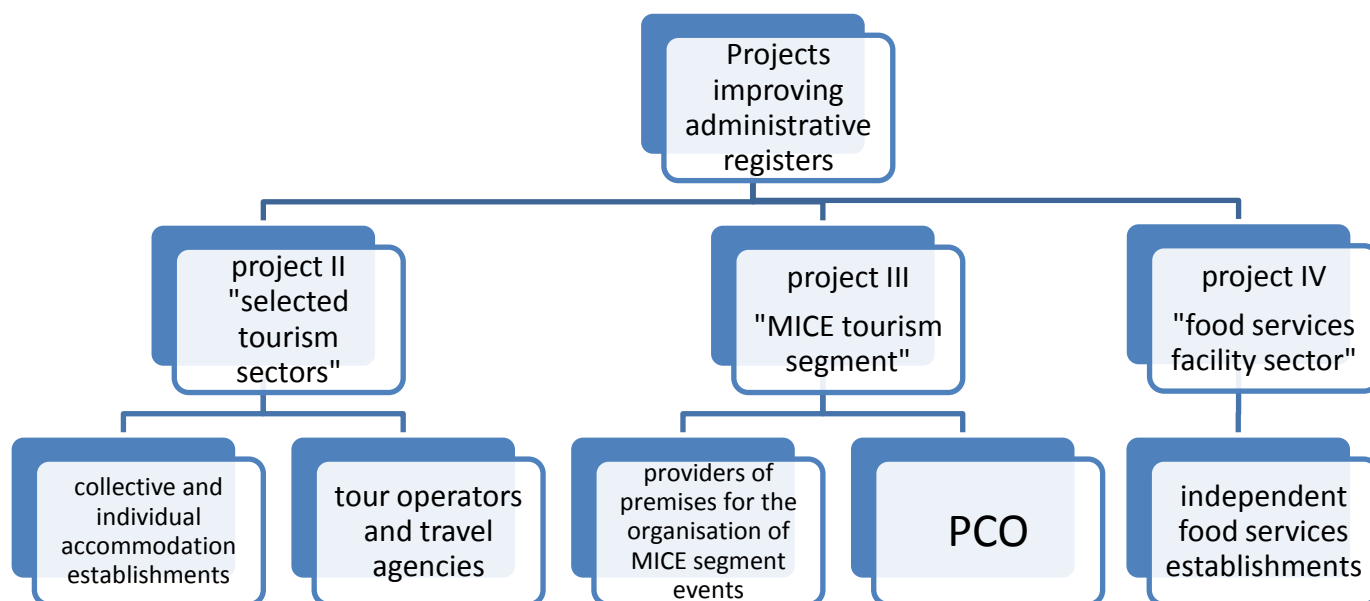
Improving Information in Main Tourism Segments

The Czech Ministry of Regional Development, as the guarantor in the sphere of tourism in the Czech Republic in line with the Government Tourism Concept, and in cooperation with other important entities involved in the area of tourism, strives to **improve the quality of data** pertaining to the main areas of this major industry of the Czech national economy. The main purpose was to improve the quality of information about **incoming tourism** (project I) and improving and supplementing **administrative registers** (projects II - IV).

For that purpose, a system of three statistical projects was established in 2008 (with the fourth project added in 2012), which are financed from EU structural funds and in part also from the government budget, given that the budget itself does not statistically have sufficient financial resources. The investigation methodology and the final form of the questionnaires were developed by the **working group for statistics** comprising representatives of the Ministry, the CSO, and the SIMAR association of research agencies.

The statistical projects were focused on two basic areas:

- A. Investigation focusing in **incoming tourism** for the purpose of the demand side of the Tourism Satellite Account of the Czech Republic /TSA ČR/, (project I, the issue does not fall within the scope of the contribution)
- B. Creation of **comprehensive databases** in order to supplement and expand existing registers of statistical data (projects II – IV):



*MICE - Meetings, Incentives, Conferences and Exhibitions

*PCO: Professional Congress Organizer

All these databases were created on the basis of one-time across-the-board statistical surveys conducted throughout the Czech Republic, followed up by several reminders and surveys in the field.

Project II

I. Development of a current and comprehensive database of collective and individual accommodation establishments of tourism

The objectives of the development of a comprehensive database of accommodation facilities were:

- a) **To supplement the CSO register of collective accommodation establishments of tourism (CAE)**
- b) **To identify individual accommodation establishments (IAE) and add them to CAE to form comprehensive information about the entire accommodation sector of tourism.**

A **list** of individual accommodation facilities has been drawn up, which suitably supplements the categories of collective accommodation establishments used by the Czech Statistical Office.

Existing list of CAE		New supplementary list of IAE	
Category number	Category	Category number	Category
1	5* hotel	12	Non-compliant with CAE capacity requirements
2	4* hotel	13	Rooms rented in family homes
3	3* hotel	14	Flats and studio rented out
4	2* hotel	15	Second house rented out
5	1* hotel	16	Family farm for agro-tourism
6	Hotel garni	17	Another individual recreational building
7	Guesthouse		
8	Campground		
9	Cabin facility		
10	Tourist hostel		
11	Other CAE		

In terms of methodology, the most difficult tasks were:

- a) Defining individual accommodation facilities “from the bottom up” – what falls into a category and what does not
- b) Avoid duplicate data inquiries with entities with a regular reporting duty.

According to a specialised study drawn up in advance, a two-phase survey proved to be the optimal form of investigation:

Stage 1: field survey using a network of questioners

Main purpose: **to supplement collective accommodation establishments of tourism and define individual ones**

Characteristics:

- Field surveys on a voluntary basis
- A short questionnaire common for all respondents

Main information sought:

- Name and address
- Category of accommodation facility based on the list
- Capacity information (number of rooms, beds, tent and campervan spots)

Phase 2 - inquiries by post with a more detailed questionnaire

Characteristics:

- Compulsory survey within the framework of the statistical investigation programme
- Inquiry by post with a subsequent cascade of reminders and follow-up field investigations

Questionnaire: 2 versions (in order to prevent duplicate inquiries):

Version A for accommodation facilities not reporting to the CSO (individual AE and CAE newly discovered in the field), including a requirement as to the number of arrivals and nights spent, by nationality

Main indicators examined:

- Verification and update (if required) of the name, address, and category of entities obtained during phase 1
- Food services indicators and food services
- Other services provided
- Seasonal operation
- Number of arrivals and number of guests spending the night, by nationality

Version B for AE reporting to the CSO (shorter version)

Main indicators examined:

- Update of name and address
- Category update
- Food services indicators and food services
- Other services provided
- Seasonal operation

Number of entities identified: 18,500 accommodation facilities, of which 12,000 were CAE and 6,500 IAE.

II. Development of a current and comprehensive database of tour operators and travel agencies

The objectives of the development of the database:

- a) **Current statistical data for the internal database of tour operators** of the MRD CR (the most recent information available is from 2005 from a regular CSO survey which was discontinued)
- b) Identify **active travel agencies** (the most demanding task of the survey)

The main problem: non-existence of a reliable administrative source of information pertaining to travel agencies. Presently, it is operated as a free trade which has not been reliably separated from guide services in government registers, and furthermore, a large number of the entities (mostly travel agencies) are inactive.

A two-phase statistical survey by post was defined as the optimal form of investigation:

Phase 1 - inquiries by post

Characteristics:

- Compulsory survey within the framework of the statistical investigation programme
- Identification of active travel agencies (free licence)
- A short common questionnaire (for tour operators and travel agencies), defining both sectors – see below.

Main indicators examined:

- Name and contact information
- Activity (active, inactive, trade suspended, wound down)
- Number of outlets
- Focus of the entity (incoming, outgoing, domestic within the Czech Republic)
- Types of tourism (sight-seeing, stay, conference, etc.)
- Services provided.

Phase 2 - inquiries by post

Characteristics:

- Compulsory survey within the framework of the statistical investigation programme
- More detailed questionnaire (including a question as to the number of clients)
- 2 versions – for tour operators and travel agencies.

Main indicators examined:

- Number of clients (trips provided)
- Percentage share of clients, by various factors (type of trip, etc.)
- Type of clientele (seniors, young families with children, etc.)
- Structure of outbound trips by country
- Structure of incoming tourists by nationality
- Revenue from the Czech Republic and their percentage share, by various factors.

For tour operators also: share of revenue from their own trips, insurance company.

Number of entities identified: 2,050, of them 1,922 responded (882 tour operators, 1,040 travel agencies).

Project III

III. Development of a current and comprehensive database of the MICE tourism segment

The objectives of the development of the database:

- a) **Supplement the CSO register** including mass accommodation facilities on whose premises conferences and incentive events are held
- b) Identify **which of the events organised** fall into the **MICE tourism segment** (the most demanding task of the survey)

Main problem: non-existence of a comprehensive administrative source of information.

It was discovered during the preparation of the survey methodology that universities that were originally included among providers of premises for MICE tourism events better correspond to being classified as MICE event organisers, due to their specific nature (decentralised organisation of the use of the premises, mainly self-organised events, etc.). That is why they were included in phase two of the survey.

Optimum form: two-phase statistical survey.

Phase 1 of the statistical survey through a web application

Characteristics:

- Focused on providers of premises for the organisation of MICE segment events
- Compulsory survey within the framework of the statistical investigation programme
- Questionnaire focused on the nature of the events organised and their participants, but also on the financial aspects of these activities
- Identification of providers of premises for MICE events – entities that have at least one hall with a capacity of 50 seats in a theatre arrangement, and at least one event was held there in 2012
- A database with 1,166 contacts was created, which was used for the on-line survey.

Main indicators examined:

- Capacity of the facility, based on the number of halls and their capacity
- MICE events according to the number of participants, number of events, and their duration
- The number of events held, by typology, origin of the participants and client typology
- Number of event participants by event typology and client typology
- Number of events by duration and number of participants
- Origin of clients commissioning the events
- Revenue from the events
- Price of rent and occupancy
- Price per room.

Phase 2 of the statistical survey through a web application

Characteristics:

- Focused on professional organisers of MICE events
- Compulsory survey within the framework of the statistical investigation programme
- Questionnaire focused on the nature of the events organised and their participants, but also on the financial aspects of these activities
- Identification of professional MICE organisers for the purpose of the survey – entities that organised at least one MICE event with at least 100 participants in 2012, or at least three MICE events with at least 20 participants per event
- A database of 155 contacts was created, which was used for the on-line survey.

Main indicators examined:

- MICE events according to the number of participants, number of events, and their duration
- The number of events held, by typology, origin of the participants, and accommodation services arranged
- Number of event participants by event typology and client typology
- Number of events by duration and number of participants
- Number of participants, delegates by country of origin
- Origin of clients commissioning the events
- Revenue of the event
- Attendance fees
- Events organised.

Project IV

IV. Development of a current and comprehensive database of the food services facility sector

The objectives of the development of the database:

- a) **To supplement the database of accommodation facilities offering food services** by adding independent food services establishments that can be used by tourists,
- b) **Identify food services facilities** that will be subject to the statistical survey (the most demanding task of the survey).

Main problem: Non-existence of an official administrative source of information.

In order to minimise the administrative burdens on the entity approached, while maintaining a high level of coverage of the sector, the method of observation was chosen for the statistical survey – the investigation was conducted without or with only minimum cooperation of the entity investigated.

Optimum form: one-time field statistical survey by **means of observation**.

Characteristics:

- Focused on independent food services facilities which are fixed to the ground and freely accessible to the public
- The survey was conducted outside of the framework of the statistical investigation programme without or with only minimum cooperation of the entity being examined (minimisation of the administrative burden)
- A questionnaire focused only on the main characteristic of the facility and the product range offered
- Identification of the facility for the purpose of the survey – all facilities providing food services except for those in accommodation facilities, reserved (institutional) dining, and petrol stations accessible to the public
- Expected number of entities examined in the survey – approximately 40,000
- The statistical survey is currently under way; expected completion date – June 2014

Main indicators examined:

- Contact information of the outlet (name, address, ID no., telephone, e-mail),
- GPS identification of the outlet,
- Type of outlet,
- Type of food services offered,
- Capacity information: number of tables, seats at tables, dining area,
- Seasonality of the facility,
- Price level,
- Locale,
- Photo documentation.