

# **BASIC QUESTIONNAIRE PROPOSED BY WTO TO ESTIMATE** VISITOR EXPENDITURE ASSOCIATED TO INBOUND TOURISM

#### **PRESENTATION**

As explained in the next section III.3 "General guidelines for its implementation", the questionnaire proposed by WTO should be used as a starting point in those countries that consider useful to develop a research that will allow the direct evaluation of visitor expenditure associated to inbound tourism. We understand the answers given will not only contribute to improve the analysis of the economic impact of tourism in the country of reference and its different regions, but will also allow a better international comparability of this basic variable for the economic analysis of tourism.

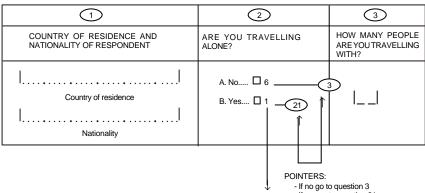
The final questionnaire should take into account the tourist reality of the country of reference (it is recommended to adapt this proposal to the corresponding national circumstances) and should also guarantee that the data obtained can be used not only by the National Tourism Authority, but also the Central Bank and the National Statistical Office.

Both this questionnaire and the general guidelines for its implementation compose this WTO proposal, which has been made possible thanks to the execution of the research on international experiences in measuring visitor expenditures, co financed by the Canadian Tourism Commission, the Instituto de Estudios Turísticos (Spain), the Swedish Tourist Authority and the World Tourism Organization. The starting point used was the general framework resulting from the comparative analysis obtained from the questionnaires used by the eight countries that have accepted to cooperate in this project (Canada, United States of America, Mexico, Spain, France, Italy, Sweden and Finland). From there, the Department of Statistics and Economic Measurement of Tourism has presented different drafts that have been modified following the comments and suggestions of all those technicians mentioned in section

Some characteristics of the questionnaire should be pointed out from the beginning to guarantee a good interpretation:

- the questionnaire is an interviewer-administrated exercise that should be implemented in a significant sample of the country entry-points. Therefore, the survey designed is a border survey type.
- those selected visitors will fill it in on a voluntary basis and the answers will be confidential.
- it should be used when the visitor leaves the country; this will be easier when those visitors leave the country by other means of transportation than by road.
- finally, the consultant firm that has carried out the research has elaborated the questionnaire design, using its own methodology. To avoid any confusion, the following example illustrates how to go through the questionnaire:

#### A. TRAVELLERS



Digits at the right-hand-side of the check boxes are the codes to be used when recording the answers to the questionnaire.

- If yes go to question 21.

- if there is no pointer (such as in question 1 & 3) go to the next question

Finally, we would like to point out the provisional character of this proposal; we pretend to update it in the second semester of next year 2003, with all those suggestions and comments we'll receive from its readers and users.

### A. TRAVELLERS

(1)			(2)				3			
SURVEY POINT			DEPARTURE DATE				NATIONALITY OF RESPONDENT			
			1. Day							
	1		I							
4	5			6			7			
COUNTRY OF RESIDENCE OF RESPONDENT ARE YOU TRAVELLING A			HOW MANY PEOPL YOU TRAVELLING		ING YOURSE	LFARE	ARE YOU ARE GOING TO LEAVE OUR COUNTRY			
A. This country			A. By land B. By plan C. By ship				A. By land			
					B. MEAN	IS OF	TRANSPORT			
	8						9			
	MEANS OF TRANSPORT					DETAI	DETAILS OF THE FLIGHT YOU ARE TAKING			
B Motorbike			and other of commercial				ate flight			
		1								
10	11)		12)				13			
AIRPORT OF FINAL DESTINATION		OF RESIDENCE? IF NOT, INDICATE 1			NTRY IN ORDER TO GO BACK TO YOUR COUNTRY CATE THE DESTINATION COUNTRIES, AS WELL AS HOF THEM BEFORE REACHING YOUR COUNTRY					
Airport	A. Conventional 2  B. Tourist cruise 7	B. Bu	rst	A.No □ B.Yes. □	4	2. l 3. l	Destination country  Number of nights  I     I			

## C. ABOUT YOUR STAY

14	15	16	17)				
DATE OF ARRIVAL	DID YOU ARRIVE IN OUR COUNTRY	DETAILS OF THE FLIGHT YOU ARRIVED IN	DID YOU ARRIVE FROM YOUR COUNTRY OF RESIDENCE? IF NOT INDICATE THE COUNTRIES, AS WELL AS THE NIGHTS SPENT IN EACH OF THEM BEFORE REACHING OUR COUNTRY.				
		A. Private flight 1	Destination country Number of nights				
1. Day	A. By plane 411	B. Commercial flight.	A. Yes. 2				
2. Month	B. By road	I	B.No 🗆 7   2.				
3. Year	D. By train 44 _	Airline	3.				
		Flight number	4				

18	19	20
NUMBER OF NIGHTS SPENT IN OUR COUNTY	REASONS FOR YOUR ONE-DAY VISIT TO OUR COUNTRY (Several answers possible).	CODE OF THE MAIN REASON FOR YOUR ONE DAY VISIT
A. None (I am in transit to / from other countries) 01 26  B. None (I am just visiting your country for one day) 02  C. One or more nights. 03	A. Work / Business B. Leisure, recreation and holidays  A.1 Convention, etc	 Code

21	22	3	
VISIT FREQUENCY	REASONS FOR YOUR OVERNIGHT VISIT TO OUR COUNTRY (Several answers possible).	CODE OF THE MAIN REASON FOR YOUR OVERNIGHT VISIT	
A. Every day	A. Work / Business B. Leisure, recreation and holidays  A.1 Convention, etc	1 1 1	

								PAGE	<u>A</u> C
	24)					25			
CITY (LOCATION / AREA / REGION NUMBER OF NIGHTS IN EACH AC					DLLOWING ACTIVITIES (Several answers poss		TAKEN PART IN OR SI	PENTTIME	DOING IN
	2. N	ights							
Cities / locations / areas or regions 2.1.     in which you have spent at least one night		ercial accommodation	2.9. Total nights spent at this place						
mgnt	estabilist	ments	at this place	Professional activiti	ies 0	<b>)1</b> 19. V	Water cure		. 🛮 19
1.l		_		Visiting friends / rel	latives 0	02 20. [	Dine high quality restaura	nts	□ 20
	1 1 1 1	1 1 1	<del></del>	Learning our langu			Participate in nightlife		_
2.		_	11	Attend cultural eve     Attend festival / fair	_		Pilgrimage  Other activities		22
3				Attend restivary rain     Attend sport event.	_		23.1. Swimming		<b>2</b> 3
	1 1 1 1	1 1 1	<del>'   </del>	7. Sightseeing	_		23.2. Gotothe beach		_ 24
4.1		_	<u>  </u>	Visiting museums .	<b>□</b> o	08 2	23.3. Boating / Sailing / W	indsurfing	25
5		_	'  '	9. Visiting ancient mo	onument 0	09 2	23.4.Hunting/Fishing		26
6			<u>'   </u> '	ľ	nurch 1		23.5. Hiking/Trekking		
0.1			''	11. Visiting modern and	_		23.6.Canoeing/Rafting 23.7.Golf/Tennis		
7.1		_	<u></u>	_	ns / villages 1 nt park 1	<del>-</del>	23.7. Goil7 Fennis		
8.		_		1			23.9. Skiing		_
	1 1 1 1	1 1 1	<del>ון וו</del>	15. Visiting heritage si	ights 1	15 2	23.10. Visiting national park		. 🛮 32
9.1	!	_		16. Visiting market	🗆 1	16 2	23.11. Other		. 🛮 33
10		_		17. Visiting casinos / g					
			<del>     </del>	18.Shopping	1	18			
11. TOTAL			''						
26)	D. IR	IP/VISITORG							
	27	VIOIT OILE	28	ON & EXPENDI	TURE BEFORE	LEAVING	YOUR COUNTR	Y OF RE	SIDENC
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THE INFORMATION CONCERNING A		PRICE PAID	28 IN YOUR	COUNTRY OF	29	OUNDTRIP	(3	30)	
THE INFORMATION CONCERNING A	RE YOU TRAVELLING ON	PRICE PAID	28 IN YOUR	COUNTRY OF	DOESIT INCLUDE RO	OUNDTRIP	(3	30)	
THE INFORMATION CONCERNING A EXPENDITURE WILL REFER TO	RE YOU TRAVELLING ON PACKAGE TOUR?	PRICE PAID RESIDENCE FO	IN YOUR OR THE PAC	COUNTRY OF KAGE TOUR.	DOESITINCLUDE ROTTRANSPORTATION	OUNDTRIP ?	DOES IT INCLUDE	ONE WAY	
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PAGE	A								Indicate if the payn an intermediary-tra		rectly ( D) or through perator(I)
34)	EXP MAI	PENDITU DE IN nsportation	IRE RELATED TO THIS TRIP YOUR OWN COUNTRY? on, accommodation, car rental,	A. No 1	_	Amount		Currer		1 0 0 Percentage	<i>y</i>
	34.1)	SERV	PASSENGER TRANSPORT ICES INCLUDED IN THE IDITURE GIVEN INQUESTION ?	A. No		Amount		Currer		Percentage	1. (D) 2. (I)
		34.1.1)	TO ENTER OR TO LEAVE OUR COUNTRY?	A. No 1		Amount	l	Currer	<b>.</b>		
		34.1.2	WITHIN OUR COUNTRY?	A. No 1		Amount		Curre	<b>.</b>		
	34.2	SE TH	ERE ACCOMMODATION RVICES INCLUDED IN IEEXPENDITURE GIVEN QUESTION (34) ?	A. No 2 3 B. Yes 7 B.1.Fullboard		Amount	_ J	Currer		       Percentage	1. (D) 2. (I)
	34.3	instance tourist INCLUI	OTHER SERVICES (For a car rental, food & beverage, guide, recreation services) DED IN THE EXPENDITURE IN QUESTION 34 ?	A. No 4	_	Amount		Curre		Percentage	1. (D) 2. (I)
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35)	MAE	DE IN O	IRE RELATED TO THIS TRIP UR COUNTRY (Transportation, ion, car rental, others)	A. No 1 1 6	_	Amount	J	Currer	· 	 	
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		<b>35.1.1</b> )	TO LEAVE OUR COUNTRY?	A. No 1 — (2) B. Yes 6 —	_	Amount	l	Currer			
		35.12)	WITHIN OUR COUNTRY?	A. No 1	_	Amount		Curre	 ncy		
	35.2	SER THE	RE ACCOMMODATION VICES INCLUDED IN EXPENDITURE GIVEN UESTION 35 ?	A. No 2 38 B. Yes 7  B.1.Fullboard 11 B.2.Halfboard 12 B.3.Bed & breakfast 13 B.4.Only lodging 14		Amount Amount Amount	l	Curre	<u>.</u>	Percentage	1. (D) 2. (I)
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END THANK YOU FOR YOUR COOPERATION