Domestic Tourism Survey

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2. Metadata update	
2.1. Metadata last certified	June 14, 2024
2.2. Metadata last posted	June 14, 2024
2.3. Metadata last update	June 14, 2024

3. Statistical presentation
3.1. Data description
The purpose of the Domestic Tourism Survey is to get significant and statistically justified data about Georgian resident visitors of age 15 years and older, visits made by them on the territory of Georgia, amount and structure of expenditures made during these visits.
3.2. Classification system
Not used.
3.3. Sector coverage
Theoretically, sample frame for Domestic Tourism Survey should include Tourists and Excursionists of age 15 years and older living in Georgia, which does exist. Therefore, Demographic Questionnaire is used for calculating quantities of Tourists and Excursionists by Region, type of settlement, gender and age. Sample frame for respondents of Demographic questionnaire is the database of households living in Georgia based on the data from 2014 year Census. The results from Demographic questionnaire are used for estimating the quantity of visitors and their distribution, therefore, the sample for Demographic Questionnaire should be big enough in order to get the data from the Demographic Questionnaire that will have insignificant sampling error. In each month 811 respondents are interviewed by the Personal Questionnaire.
3.4. Statistical concepts and definitions
Visitor is a traveler of age 15 years and older, who has made a trip during the reporting month from his usual environment to the other municipality within the territory of Georgia (except for the purposes of employment and traveling abroad) which did not have a systematic pattern during last year - i.e. it was not occurring more frequently than twice in week on average; **Tourist** is a visitor whose trip includes an overnight stay in the visited place; **Excursionist (same-day visitor)** is a visitor whose trip does not include an overnight stay in the visited place; **Visit** is a movement of visitor.
3.5. Statistical unit
Visitor, Visit.
3.6. Statistical population
General population, from where sampling is done, includes all the Georgian households. General population for the respondents for Personal Questionnaire, from where sampling is done, includes Georgian resident visitors of age 15 years and older that are filtered out in the Demographic Questionnaire.
3.7. Reference area

Survey covers whole area of Georgia, excluding occupied territories of the country.

3.8. Time coverage
Data is available from the second quarter of 2014.

3.9. Base period
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4. Unit of measure
Thousand persons, thousand visits, thousand visitors, nights, GEL, million GEL.

5. Reference period
Quarter, Year.

6. Institutional mandate
6.1. Legal acts and other agreements
The Law of Georgia on Official Statistics; https://www.geostat.ge/media/56202/The-Law-of-Georgia-on-Official-Statistics.pdf Statistical Work Programme (annual); https://www.geostat.ge/en/modules/categories/307/statistical-work-programme Charter of the National Statistics Office of Georgia. https://www.geostat.ge/media/20845/10%2Csaqstatis-konsolidirebuli-debuleba.pdf
6.2. Data sharing
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7. Confidentiality
7.1. Confidentiality – policy

1. The Law of Georgia on Official Statistics:
   - According to the article 5 of the law Statistical confidentiality and exclusive use for statistical purposes – individual data collected or received by the producer of official statistics, relating to natural or legal persons, must be strictly confidential and used only for statistical purposes.
   - According to the article 34 (Observing Confidentiality of Statistical Data) of the law 1. Data collected, processed, and stored to produce official statistics are confidential if they enable the direct or indirect identification of a statistical unit. In addition, aggregated data are subject to statistical confidentiality: a) Aggregates composed of 1 to 3 units, when the unit is a natural or legal person if one of these units could be identified indirectly, thereby disclosing individual data about this unit. Aggregates composed of more than 3 units may be declared confidential by the Executive Director if required to ensure statistical confidentiality; b) Information declares as a state secret on the basis of the „Law of Georgia on State Secrets". 2. Confidential data shall be used exclusively for the purposes of producing statistics in accordance with this law. 3. Statistical data about the administrative body cannot be considered confidential information, except for the information determined by the Law of Georgia „On State Secrets". 4. Individual data obtained from publicly available sources, which are defined as public information in accordance with the legislation of Georgia, shall not be considered confidential information. 5. Confidential (individual) data may be published if there is written consent from the statistical unit regarding the publication of such data. 6. It is not allowed to disseminate and distribute confidential data or use it for non-statistical purposes.
   - According to the article 38 (Confidentiality commitments) of the law the confidential statistical data collected and processed for statistical purposes shall not be used or disseminated either for personal, academic, research or any other activities, by the employees of the producers of Official Statistics.
   https://www.geostat.ge/media/56202/The-Law-of-Georgia-on-Official-Statistics.pdf
2. Data Confidentiality Policy at Geostat
   https://www.geostat.ge/media/20860/Data-Confidentiality-Policy-at-Geostat_En.pdf
3. Procedure for providing access to confidential data for research purposes
   https://www.geostat.ge/media/61533/Rule-on-Access-to-Confidential-Data-for-Scientific-and-Research-Purposes....pdf
4. The Law of Georgia on Personal Data Protection
   https://matsne.gov.ge/en/document/view/1561437?publication=9

7.2. Confidentiality – data treatment
• Confidentiality guidelines.
• Written undertakings by an employee of Geostat on ensuring confidentiality of gained/collected data as a result of official duties.

8. Release policy
8.1. Release calendar
Data dissemination dates are defined by the calendar developed on the basis of the Statistical Work Programme, which is published on the website of Geostat and is publicly available.
8.2. Release calendar access
https://www.geostat.ge/en/calendar
8.3. User access
All users have the equal access to the statistical data simultaneously.

9. Frequency of dissemination
Quarterly, Annual.

10. Accessibility and clarity
10.1. News release
Press release is provided as annex on the survey results: https://www.geostat.ge/en/relationsOfCategory/100/post
10.2. Publications
Statistical Yearbook of Georgia: https://www.geostat.ge/en/single-categories/95/statistical-yearbook
10.3. On-line database
The data is published on the Tourism Statistics Portal: https://tourism.geostat.ge/
10.4. Micro-data access
Procedure for providing access to confidential data for research purposes is available on the Geostat website: https://www.geostat.ge/media/61533/Rule-on-Access-to-Confidential-Data-for-Scientific-and-Research-Purposes....pdf
10.5. Other
According to the Law of Georgia on Official Statistics statistical data is public and upon an electronic form or written request, Geostat ensures delivery of the statistical data for all users.
10.6. Documentation on methodology
Documentation on methodology of Domestic Tourism Survey is available on the website of Geostat: https://www.geostat.ge/media/13394/SeriesM_83rev1e.pdf https://www.geostat.ge/media/13395/KS-GQ-14-013-EN-N.pdf
10.7. Quality documentation
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11. Quality management
11.1. Quality assurance
To ensure the quality of the statistical processes and products Geostat follows Chapter 10 – Quality of official statistics – of the Law of Georgia on Official Statistics, as well as the European Statistics Code of Practice, the UN Fundamental Principles of Official Statistics and Quality Assurance Framework of the European Statistical System (ESS QAF).
11.2. Quality assessment
Methodology and Quality Management Division of Geostat, along with the sectoral departments, is responsible for the quality of the produced statistical products and processes. The Division carries out quality audit, self-assessment of statistical processes and assesses the risks for the quality of statistical processes and products. Geostat has developed policy documents, guidelines and standard routine descriptions. These documents ensure the standardization of statistical processes and products and the establishment of a unified quality assurance system. Quality policy is available on the following link: https://www.geostat.ge/media/44380/QP_Geostat_EN.pdf

12. Relevance

12.1. User needs

The main stakeholders are: business sector representatives, researchers and students, international organizations, governmental institutions, media, etc.
They need these data to carry out different types of statistical analysis, to plan a marketing strategy or to evaluate and study the economic situation.

12.2. User satisfaction

In 2023 user satisfaction survey was conducted, the target of the survey was to analyze the assessment of quality of statistical data by users and explore ways to improve user services. The survey report is available on the website of Geostat (in Georgian):
https://www.geostat.ge/ka/page/customer-service

12.3. Completeness

The data are comparable to international standards.

13. Accuracy and reliability

13.1. Overall accuracy

Domestic Tourism Survey is based on a random sampling method. Generally, this process is attended by existence of statistical deviation (error). Therefore, during the calculation of survey results sampling standard deviation is taken into consideration.

13.2. Sampling error

The annual sample size is 39 300 households (demographic questionnaire)The average response rate, which is calculated as interviewed households divided on sampled households, is 54.7 percent.
The table below represents standard errors, confidence intervals, coefficients of variation and design effects of indicators:

	Standard Error	95% Confidence Interval		The Coefficient of Variation, %	Design Effect
		Lower Bound	Upper Bound		
Average expenditure during visits, GEL	8	154	185	4.7	1.26
Number of visits in Tbilisi	0.9%	17.7%	21.3%	4.7	1.31
Number of visits in Adjara A/R	1.0%	15.2%	19.1%	5.7	1.63
Number of visits in Imereti	0.9%	14.0%	17.6%	5.9	1.58
Purpose of the visit – Visiting friends and relatives	1.3%	42.8%	48.0%	2.9	1.72
Purpose of the visit – Holiday, Leisure, Recreation,	1.1%	14.4%	18.6%	6.4	1.97
Purpose of the visit – Shopping	0.8%	9.9%	12.9%	6.7	1.39

13.3. Non-sampling error

Non-sampling error can occur because of sampling frame inaccuracy. Respondents for Domestic Tourism Survey are sampled from the 2014 Census database and updating the sample frame takes more time. Non-sampling error can also be caused by non-responses – refusal of respondents on obtaining information or providing incomplete information.

14. Timeliness and punctuality

14.1. Timeliness

The data of domestic tourism survey are published on the 60-th day from the end of the reporting period. The annual data is published along with the IV quarter data.

14.2. Punctuality

The data is published according to the date specified in the statistical work program. There has not been any violation of publication dates.

15. Coherence and comparability

15.1. Comparability – geographical
The same methodology and approaches for all regions of Georgia are used, that are consistent with international methodology.

15.2. Comparability – over time
The data is comparable over time.

15.3. Coherence – cross domain
The data is coherent.

15.4. Coherence – internal
The data is coherent.

16. Cost and burden
• Number of interviewers varies over time and there are 70-80 interviewers involved in the survey; • Regional supervisors – 10 persons; • Database is cleaned by 5 permanent staff members of division; • The monthly sample size is 2 433/3 = 811 households (personal questionnaire), with 2 433 households per quarter; • Average duration of personal interviews is approximately 10-11 minutes; • From 2023 the survey is conducted using CAPI method (android tablets).

17. Data revision
17.1. Data revision – policy
Statistical data revision policy is available on the website of Geostat: https://www.geostat.ge/media/59824/Data-Revision-Policy-and-Error_Correction-at-Geostat_Eng.pdf
17.2. Data revision – practice
There is no data planned revision. Unplanned revision (in order to specify the data) has not taken place in practice.

18. Statistical processing
18.1. Source data
The main source of information about Domestic Tourism is the Domestic Tourism Survey, which is conducted from the II quarter of 2014. Before 2017 sample frame for the survey was the database from 2002 Population Census and from 2017 – database from 2014 Population Census. The randomly selected pre-defined number of households are selected from the sampling frame on a random sampling basis. Two-stage stratified cluster random sampling is used for sampling design. At the first stage, enumeration areas are selected, and at the second stage, household addresses. In addition, stratification was implemented to reduce sampling error.
18.2. Frequency of data collection
Monthly.
18.3. Data collection
The fieldwork is conducted using tablets in the beginning of each month (recommended period for fieldwork is first two weeks of the month, maximum up to 20th day of the month). For each sampled household Demographic Questionnaire is filled, see the print version of this questionnaire at the link: https://www.geostat.ge/media/60550/Domestic-Tourism-Survey---Demographic-questionnaire.pdf or in the case of non-response – the refusal sheet is filled, see the print version of this questionnaire at the link: https://www.geostat.ge/media/60552/Domestic-Tourism-Survey---Refusal-sheet.pdf For each enumeration area for those household members who are visitors 5 Personal Questionnaires are filled in urban districts and 8 Personal Questionnaires are filled in rural districts, see the print version of this questionnaire at the link: https://www.geostat.ge/media/60551/Domestic-Tourism-Survey---Personal-questionnaire.pdf
18.4. Data validation
During the data entry into the database, the program shows mistakes and inconsistencies in the questionnaires using special logical and arithmetic controls, which are included in the data entry program. In the case of mistake, operator corrects the mistake by checking the data in paper questionnaire or by contacting interviewer and/or respondent of the questionnaire and getting the adjusted data from them to correct the mistake. The last way for correcting the mistakes it to correct mistake logically. If operator cannot correct the mistake, „cannot correct" is indicated by the

corresponding mistake.

During the fieldwork, the interviewer synchronizes a special program to send the completed questionnaires, after which the completed questionnaires are sent to the regional field supervisor. The primary quality control is carried out by the supervisor, who returns the questionnaire with errors to the interviewer for correction. In other cases, they send it to the CAPI website. The registration of the received electronic questionnaires and the final control is carried out by the staff of the Tourism Statistics Division. If there is an error in the questionnaire, the questionnaire is returned to the interviewer for correction.

After the survey is completed, the database is edited using MS Access by staff of Tourism Statistics Division. Tourism Statistics Division staff edit and correct the database from the remaining mistakes and inconsistencies. Tourism Statistics Division staff uses MS Access for editing/correcting the database from the remaining mistakes and inconsistencies. Inconsistencies are identified in the following ways:

- **By Software** – specifically created queries identifies those questionnaires, which include any type of logical/arithmetic mistake. After identifying inconsistent, wrong and/or suspicious data, Tourism Statistics Division staff, first of all, compare data in database and paper questionnaire. Then, staff contacts interviewer and/or respondent of the questionnaire to get the adjusted data from them to correct the mistake. If the staff cannot correct the mistake, then the staff corrects the mistake by imputation method;
- **Manually** – after correcting the database by software, none of the questionnaires include any inconsistencies. Next step is manually identifying outliers, atypical and suspicious data manually and to check and correct them. In this case, first of all, staff checks whether database is in line with paper questionnaires and if in the paper questionnaires is the same data, then interviewer and/or respondent is contacted for additional information.

18.5. Data compilation

After finalizing the editing and correction of the database of reporting quarter, an aggregated database is formed and data is weighted. The final figures are calculated in MS Access, MS Excel and SPSS.

18.6. Adjustment

Not applied.

19. Comment

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