

**TWINNING CONTRACT**  
**Support to Statistics**

**Kosovo**



**MISSION REPORT**

**on**

Short term statistics surveys I – Hotels and tourism

**Component no 3.4.4**

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## List of Abbreviations

KAS	Kosovo Agency for Statistics
ToR	Terms of Reference

## Executive Summary

The topic of this mission was to make an assessment of the current situation of tourism statistics with the additional intention of drafting a preliminary plan for a pilot survey on tourism statistics and to develop recommendations for modifications of the existing supply side statistics.

Currently, quarterly accommodation statistics of hotels are published by KAS. There is a need for a harmonization of the accommodation statistics with the NACE Rev. 2 classification and with the NUTS 2 standard. In addition, the scope of the survey should be updated to cover all accommodation establishments. The current questionnaire should also be revised in order to ensure compliance with some amendments of the EU regulation.

There is currently no collection of demand side data. In order to comply with the EU regulation a plan for a pilot survey on demand side tourism data needs to be made.

Relating to the EU regulation, the main findings regarding the existing quarterly surveys were:

### SUPPLY SIDE:

- The survey covers in principle all hotels. However, the scope of the survey according to the EU regulation is all types of accommodation establishments.
- The introduction of NACE Rev. 2 classification is needed.
- Numbers on the net occupancy rate of both bed places and bedrooms are not collected as required in the EU regulation.
- Timeliness of the publication is not sufficient at the moment to fulfil the requirements of the EU regulation.
- There is a need for updating NUTS-classifications in order to be able to implement the variables “Degree of urbanization” and “Coastal/non-coastal localities”.
- Proposed revisions to the current accommodation questionnaire were made.
- Proposals for revision of the current tables that are published.

### DEMAND SIDE:

- Currently, no survey on the demand side of tourism does exist in KAS. This is one of two pillars of the EU regulation. It is recommended that a pilot survey should be made if financing and resources are available.
- A draft plan for a pilot survey was made.
- A draft questionnaire for a pilot survey was made.

## General comments

This mission report was prepared within the Twinning Project „Support to Statistics”. It was the first mission to be devoted to tourism statistics within Component 4 of the project. The mission was aimed at defining a strategic plan forming the base of the further implementation of the project in this statistical area.

The concrete objectives of the mission were:

- Assessment of the current situation of tourism statistics in KAS
- Assessment and recommendations for data collection, questionnaire design and publication of the current survey on hotels
- Recommendations on data collection, questionnaire design, publication and the accommodation establishment register in order to align with the EU regulation
- Recommendations on conducting a pilot survey in order to be able to align with the EU regulation in the future regarding demand side

The consultants would like to express their thanks to all officials and individuals met for the kind support and valuable information which he/she received during the stay in Kosovo, and which highly facilitated the work of the consultants.

This views and observations stated in this report are those of the consultant and do not necessarily correspond to the views of EU, KAS or Statistics Denmark / Statistics Finland.

## 2. Assessment and results

### 2.1 Introduction

The main focus of this mission was to make an assessment and recommendations of the current situation of tourism statistics in KAS and furthermore to have a first discussion on a plan for a pilot survey covering the demand side of tourism.

As a starting point, an assessment of the supply side survey was made in order to be in compliance with the EU regulation which has two annexes describing the data provision requirements that have to be fulfilled. Annex I refers to the supply side of tourism. The annex is divided into two sections; the former dealing with the capacity of the accommodation statistics and the latter with the occupancy.

The variables to be collected are:

- Capacity:
  - Number of accommodation establishments
  - Number of bed places
  - Number of bed rooms by three types of accommodation (NACE 55.1, 55.2 and 55.3, the number of bedrooms only for NACE 55.1)
  - Number of establishments accessible for persons with reduced mobility (only to be collected for NACE 55.1 and only triennially)

These data (except the last one) have to be transmitted annually. They have to be broken down by two types of locality:

- a) The degree of urbanisation of the municipality where the tourist accommodation establishments are located:
  - densely populated area
  - intermediate area
  - thinly populated area
- b) Location close to the sea
  - coastal

- non-coastal
- Occupancy:
  - Number of nights spent and arrivals by residents and non-residents at accommodation establishments broken down by
    - type of accommodation (NACE 55.1, 55.2 and 55.3)
    - type of locality (a and b)
    - country or geographical area of residence of the guest
  - Net occupancy rate of bed places (only for NACE 55.1)
  - Net occupancy rate for bed rooms (only for NACE 55.1)

For both capacity and occupancy data the regulation allows for a limitation of the scope of data collection to be limited to accommodation establishments having at least 10 or more bed places or for NACE 55.3 having at least 10 or more pitches. In addition, further limitation of scope is allowed for Member States accounting less than 1 per cent of the total annual number of nights spent in the European Union. The threshold in this case is 20 bed places. An estimate of nights spent in below threshold establishments shall be provided annually by those Member States that apply such a limitation.

The data have to be transmitted annually (within 6 months) and a smaller selection monthly (within 3 months). A set of six rapid key indicators has to be transmitted monthly (within 8 weeks).

Annex II of the regulation deals with data collected from the demand side on participation in tourism, characteristics of tourism trips and visitors making these trips and on same-day visits.

The variables to be collected are:

- National Tourism/participation in tourism for personal purposes:
  - Trips (long, short, domestic, outbound) made by residents aged 15 or more
  - Socio-demographic breakdowns into gender and age group
  - Main reasons for not participating in tourism
- Tourism trips and visitors making the trips:
  - Month of departure
  - Duration of trip in number of nights spent
  - Main country of destination
  - Main purpose of trip
  - Main purpose of trips for personal purposes
  - Participation of children on trips for personal purposes
  - Main means of transport
  - Main means of accommodation
  - Booking of trip
  - Expenditure on transport during the trip
  - Expenditure on accommodation during the trip
  - Other expenditure during the trip
  - Gender of the visitor
  - Age of the visitor
  - Country of residence of the visitor
- Same-day visits
  - Number of outbound same-day visits for personal purposes
  - Number of outbound same-day visits for professional purposes
  - Country of destination
  - Gender
  - Age-group
  - Number of domestic same-day visits for personal purposes
  - Number of domestic same-day visits for professional purposes

## 2.2 Current situation of tourism statistics in KAS

At the moment, KAS produces a survey on hotels which covers most of the requirements of the EU regulation. No other tourism statistics are produced.

### Survey on hotels

#### Scope

The frame for data collection is based on a register of hotels maintained by the Ministry of Trade and Industry containing approx. 170 hotels. In principle, this covers most of the hotels in Kosovo. The ministry is currently updating the register and adding a classification system based on the star system.

Any threshold related to the number of bed places or bedrooms is not applied.

The frame does not include other accommodation establishment besides hotels. According to the EU regulation, the scope should consist of all accommodation establishments (NACE 55.1, 55.2 and 55.3).

#### Variables

Within the framework of survey on hotels the following variables are currently collected by KAS.

- **Capacity of hotels**
  - o Number of establishments
  - o Number of bedrooms
  - o Number of bed places (with a bed, with two beds, with three beds, apartment, residency)
- **Occupancy of hotels**
  - o Number of nights spent by residents
  - o Number of nights spent by non-residents
  - o Number of nights spent by non-residents broken down by country or region
  - o Number of arrivals by residents
  - o Number of arrivals by non-residents
  - o Number of arrivals by non-residents broken down by country or region
- **Employees (not in the EU regulation)**
  - o Number of total employees
  - o Number of family members working for free
  - o Number of employees that receive salary
- **Revenues (not in the EU regulation)**
  - o Revenues from the restaurant services
  - o Revenues from orders
  - o Salaries of employees

In addition to these variables the EU-regulation also requires data on the net occupancy rate of bed places as well as on bedrooms (only for NACE 55.1). Both rates are currently not provided by KAS. For the compilation of the net occupancy rate of bed places it would be sufficient to have the information on the working days of the accommodation establishment during the reporting month, or in other words: was it seasonally closed or not.

As from 2015 the number of establishments having one or more bedrooms accessible for persons with reduced mobility, including wheelchair users has also to be transmitted to Eurostat (triennially). This information is currently not collected either.

#### Breakdowns

The data of hotels is currently broken down by type of accommodation according to a national categorization (hotels, motels, other). Other types of accommodation establishments are not included in the survey. The classification system based on the NACE classification should be implemented to be in line with the EU regulation.

The survey questionnaire does not include the list of countries which are required in the EU regulation.

Capacity as well as occupancy data is required by the EU regulation in a breakdown by two types of localities

- the degree of urbanisation and
- the location to the sea (coastal and non-coastal)

Both breakdowns are currently not provided by the tourism statistics in KAS. These two classifications are provided (for the EU Member States) by Eurostat.

### **Sampling**

The sample covers approx. 120 hotels of the register maintained by the Ministry representing 85 percent of the capacity. The response rate is about 90 per cent.

### **Data collection**

Data collection is done by the regional offices of KAS using face-to-face interviews. The interviewers visit each hotel and do the interview. If there is no relevant person to fill out the questionnaire, the interviewer leaves the questionnaire at the hotel. Some bigger hotels also receive questionnaires via email.

### **Calculations**

No grossing-up procedures are applied for the survey.

### **Periodicity and timeliness**

Quarterly statistics is published 2½ month after the reference period. This does not fulfil the requirements of the EU regulation, i.e. the six rapid key indicators should be sent within 8 weeks after the reference period.

## **3. Conclusions and recommendations**

KAS will have to clarify if it is possible to revise the current data collection and questionnaire regarding supply side in order to align with the EU regulation.

Furthermore, KAS will have to examine whether a pilot survey regarding demand side can be financed and conducted.

*Actions needed for preparing the next mission – fill out and add tables as needed.*

<b>Action</b>	<b>Deadline</b>	<b>Responsible person</b>

## Annex 1. Terms of Reference



### EU Twinning Project KS12 IB ST 01 Support to Statistics

#### Terms of Reference:

**Component 3: Business Statistics**  
**Activity 3.4.4: Short term statistics surveys I – Hotels and Tourism**

#### Scheduling:

**ToR –ready date:** 10 February 2015  
**Start / end of activity:** 24-27 February 2015  
**Reporting time:** 6 March 2015

#### Mandatory result of the component:

Mandatory Result	Intervention logic	Benchmarks	Sources of information	Assumptions
<b>Mandatory results 3.4.4</b>	<b>Short Term Statistics Surveys I – Hotels and Tourism</b>	<ul style="list-style-type: none"> <li>• Mission report uploaded on project homepage</li> <li>• Recommendations for questionnaire design, tabulation plan and optimisation of data collection given</li> </ul>	<ul style="list-style-type: none"> <li>• Twinning quarterly reports</li> <li>• Mission Report</li> </ul>	<ul style="list-style-type: none"> <li>• Sufficient absorption capacity</li> <li>• Access to administrative and survey data</li> <li>• Low turn-over of staff involved in implementation</li> <li>• Staff works on project related tasks in between missions</li> </ul>

#### Subject / purpose of activity 3.4.4:

Review of questionnaire and sample regarding surveys on hotels and tourism. Review of methodology used for the survey.

#### Expected output of activity 3.4.4:

Mission report – describing the status of the work and the work done and the recommendations made during the mission. The Mission report should also propose actions to be taken at KAS to improve the statistics.

**KAS resources:**

Mr. Ismajl Sahiti, Head of Division, [ismail.sahiti@rks-gov.net](mailto:ismail.sahiti@rks-gov.net) (Component Leader)  
[Ms. Sulltane Gashi senior officer for Hotels and Tourism, sulltanegashi@hotmail.com](mailto:sulltanegashi@hotmail.com)  
Mr. Bekim Bojku, Senior Officer for energy statistics, [bekim.bojku@rks-gov.net](mailto:bekim.bojku@rks-gov.net)

**KAS Twinning team:**

Project Leader Mr. Ilir T. Berisha, Director of Economic Statistics and National Accounts,  
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Mr Per Knudsen, RTA, [pkn@dst.dk](mailto:pkn@dst.dk)  
Ms Nora Zogaj, RTA Assistant, [nzogaj@yahoo.com](mailto:nzogaj@yahoo.com)

**Description of the background for the activity**

The first mission on Business statistics within the Twinning project ( 3.1.1.Overall Assessment of Business Statistics and Prioritization of Actions / Ottosen & Netterstrøm) stated that hotels are surveyed by quarterly questionnaires. The sample covers approximately 100 hotels representing 85 percent of the capacity. The frame for data collection is based on a register of hotels maintained by the Ministry of Trade and Industry containing 170 hotels. Data collection is done by the regional offices of KAS.

Statistics is published 2½ month after the reference period.

No other tourism statistics are produced.

The Ministry of Trade and Industry is starting a project to develop an application for the hotels to report data for the classification of hotels. KAS has provided input as to their requirements for information. In case the application when implemented collects the necessary information it might replace the survey as data source for statistics on hotels.

The current data collection should be assessed in view of EU-regulation to suggest any improvements. Furthermore additional surveys to cover other parts of tourism must be outlined and an implementation plan scheduled.

An assessment of the survey on hotels and the potential data collection through the application developed by the Ministry and Trade and Industry will be made and recommendations on improvements given.

An outline for a survey on other tourism statistics will be produced and an implementation plan scheduled.

Introduction of the full set of tourism surveys in accordance with EU-regulations taking into account the scarce resources that are available to KAS

**Activities to be undertaken in preparation for the mission:**

## List of documents

- Adapted Global Assessment report (AGA)
- Program of official statistics 2013 -2017
- Strategic Development Plan 2009- 2013
- Mission report activity 3.1.1 Overall Assessment of Business Statistics and Prioritization of Actions (Ottosen & Netterstrøm)
- Further mission reports from Component 3 Business Statistics can be found at [www.dst.dk/kosovo](http://www.dst.dk/kosovo)

**The expected activities are:**

- Review of status at KAS
- Recommendations for questionnaire design, tabulation plan and optimization of data collection
- Updated development plan for tourism statistics

**Expected output:**

- Mission report – according to template
- Detailed plan for KAS to follow to achieve the goal: A number of STS time series revised according to NACE Rev. 2 by 8th project quarter – for Hotel and Tourism Statistics
- Detailed plan for further activities to be completed in component 3.4 on Hotel and Tourism Statistics by the twinning program

### Annex 1. Program, February

Day	Place	Time	Event
<b>1</b>	KAS	10:00	Introductory remarks to this part of component 3
		10:15	KAS: Introduction to work on tourism statistics in Kosovo
		10:45	Coffee break
		11:00	MS: Introduction to Tourism Statistics in member states organisation of the work and the data sources
		12:00	Lunch break
		13:30	Workshop on tourism statistics
		14:30	Coffee break
		15:00	Workshop continued
		16:00	Preliminary conclusions. Program for day 2-3 to be agreed upon
<b>2</b>	KAS	09:00- 16:00	Program to be agreed upon
<b>3</b>	KAS	09:00- 16:00	Program to be agreed upon Discussion on recommendations Report writing
<b>4</b>		09:00 – 11:30	Debriefing with BC Project Leader, Experts, Component Leader and RTA Report writing

## Annex 2. Persons met

### KAS:

Mr. Ismajl Sahiti, Head of Division

Ms. Sulltane Gashi senior officer for Hotels and Tourism

Mr. Bekim Bojku, Senior Officer for energy statistics

[Z. Hysni Elshani, Chief Sector, Business Statistics, hysni.elshani@rks-gov.net](mailto:hysni.elshani@rks-gov.net)

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Mr. Ilir T. Berisha, Director of Economic Statistics and National Accounts, Project Leader

Ms. Teuta Zyberi, International Relations Officer, RTA Counterpart

### RTA Team:

Per Knudsen, RTA

Nora Zogaj, RTA Assistant

**Annex 3. A draft questionnaire of the supply side survey**

See document “Annex 3. A draft questionnaire of the supply side survey.xls”



## **Annex 4. A draft questionnaire of the demand side survey**

### **Draft Questionnaire – Ver. 1**

#### **Demand Side Survey on Tourism**

**1) Gender? (Retrieved from Population List)**

0=Male

1=Female

**2) Age? (Retrieved from Population List)**

Date of birth (MMDDYY)

**3) What is your Country of Residence?**

NOT nationality, but the country you are residing in. Use country list from Eurostat Manual

**4) Did you make any trips with at least 1 overnight stay in the last 12 months?**

0=Yes

1=No

(either 5 or 6)

**5) If YES to question 4, how many trips with at least 1 overnight stay did you make in the last 12 months?**

Numeric variable

**6) If YES to question 4, how many trips with at least 1 overnight stay did you make in the last 3 months?**

Numeric variable

The pilot survey will cover whether 12 months is too long a time span. The risk of memory loss of the respondents plus respondent burden is high. Perhaps the outcome will be 3 months + a 12 months question as in the Danish Case.

*Ask about the specific trips made – a maximum of trips to ask about will be established when the pilot has been conducted. The most frequent number of trips will be the maximum.*

#### **FOR EACH TRIP THE FOLLOWING NEEDS TO BE ASKED**

**7) What was the month of departure?**

MM (Character variable)

**8) How many nights did you spend?**

Numeric variable

**9) What was the main country of destination?**

Use country list from the Eurostat manual. The answer can be as well domestic as outbound

**9a) If it was a DOMESTIC trip, what was the main city/region of destination?**

Use list of main cities/regions in Kosovo (7 regions + sub-categories could be added)

- 1=Gjakovë
- 2=Gjilan
- 3=Mitrovicë
- 4=Pejë
- 5=Prizren
- 6=Prishtinë
- 7=Ferizaj

**10) What was the main purpose with the trip?**

- 1=Personal: leisure, recreation and holidays
- 2=Personal: visiting family and friends
- 3=Personal: other (ski etc.)
- 4=Professional/business

**11) If the main purpose (question 10) was PERSONAL, what was the type of destination?**

- 1=City
- 2=Seaside
- 3=Countryside (including lakeside, river)
- 4=Cruise ship
- 5=Mountains
- 6=Other

**12) If the main purpose (question 10) was personal, did any children participate?**

- 0=Yes
- 1=No

**13) What was your main means of transport?**

- 1=Air
- 2=Waterway
- 3=Railway
- 4=Bus, coach
- 5=Motor vehicle (private or rented)
- 6=Other, e.g. bicycle

**14) What was your main means of accommodation?**

- 1=Rented: Hotels or similar
- 2=Rented: Camp sites or similar
- 3=Rented: Other, e.g. spas, youth hostels, marinas etc.
- 4=Non-rented: Own holiday home
- 5=Non-rented: Family and friends
- 6=Other non-rented

**15) Did you book the main means of transport for the trip via tour operator/travel agent?**

- 0=Yes
- 1=No

(If you were on business trip and had someone in the company do the booking for you try to estimate the question)

**16) Did you book the main means of accommodation for the trip via tour operator/travel agent?**

0=Yes

1=No

(If you were on business trip and had someone in the company do the booking for you try to estimate the question)

**17) If NO to question 15 or 16: How did you book the trip?**

0=Services booked directly with the service provider, e.g. hotel or airline

1=No booking was needed

**18) Was the trip a package trip?**

0=Yes

1=No

**19) Did you book the main means of transport via the Internet?**

0=Yes

1=No

**20) Did you book the main means of accommodation via the Internet? 0=Yes**

1=No

**21) What was your individual expenditure on transport during the trip?**

Numeric variable

(includes prepaid plane tickets etc. and taxi and sightseeing costs in the destination country)

**22) What was your individual expenditure on accommodation during the trip?**

Numeric variable

(Includes pre-paid or paid upon check-in/check-out)

**23) What was your individual expenditure on food and drinks during the trip?**

Numeric variable

**24) What was your other individual expenditure during the trip?**

Numeric variable

**24a –sub-question) Individual expenditure on valuables and durable goods such as computers, jewelry etc. has to be reported separately**

Numeric variable

## **Annex 5. A draft plan for a pilot survey of the demand side**

**1) Examination of possibilities to conduct a pilot survey**

- Budget
- Resources

**2) Plan for carrying out the pilot**

- The pilot will be carried out in XXX (KAS, regional offices)
- The pilot will be carried out during a period of XXX consecutive days
- KAS will make an inquiry regarding to the division of tasks (Household budget survey module, face to face interviews, and regional offices?)

**3) Design of questionnaire**

- Designing paper questionnaire
- Internal testing of the questionnaire (Disseminate questionnaires among employees in KAS. Afterwards a discussion regarding pros and cons will be held)
- Making an interview guide.
- Printing of the questionnaire will take place XXX month prior to the pilot

**4) Sample frame and design**

- Methodologies regarding sample frame, design and grossing-up procedures, e.g. consulting Household budget survey experts.
- The sample design will be stratified.
- The sample size for the pilot survey needs to be agreed upon.
- The interviewing method can be face-to-face-interviews, CATI etc.
- The interviewers will be asking the individual/individuals they encounter in the household. Question regarding the number of members of the household needs to be added.
- The age limit is 15 years or older. This means that individuals below the age of 15 years will be excluded from the survey.

**5) IT-support**

- A database programme will be utilized.
- The database and the statistical programming have to be ready prior XXX where the pilot survey will be executed.

**6) Data editing and processing**

- Validation and controls have to be made by XXX (IT)
- Grossing-up procedures will be made by methodological experts by XXX.
- Imputation methods

**7) Analysis of the results**

- KAS will analyze the results before XXX where the pilot study concludes.

**8) Regular survey?****9) Development and documentation of method:**

- Has to be done before XXX (Subject matter method, IT, sample).

**10) Dissemination and reporting**

- Internal publication of results from pilot will be made before XXX.

## **Annex 6. Examples of the publication of accommodation statistics**

See document: “Annex 6. Examples of the publication of accommodation statistics.pdf”