

# TWINNING CONTRACT

**BA 15 IPA SR 01 17**

## **Support to the reform of the statistics system in Bosnia and Herzegovina**



## **MISSION REPORT**

**Activity 2.5.3:  
Preparation of a regular survey on tourism statistics**

**Component 2: Business Statistics  
Sub-component 2.5: Tourism Statistics**

Mission carried out by  
**Else Marie Rasmussen, Statistics Denmark**  
**Ivana Brozović, Croatian Bureau of Statistics**

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## **Expert contact information**

***Else Marie Rasmussen***

*Statistics Denmark*

*Copenhagen, Denmark*

*Tel: +45 39173362*

*Email: [emr@dst.dk](mailto:emr@dst.dk)*

***Ivana Brozović***

*Croatian Bureau of Statistics*

*Zagreb, Croatia*

*Tel: +358 014806272*

*Email: [brozovici@dzs.hr](mailto:brozovici@dzs.hr)*

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## List of Abbreviations

BHAS	Agency for Statistics of Bosnia and Herzegovina
BiH	Bosnia and Herzegovina
CBBH	Central Bank of Bosnia and Herzegovina
EC	European Commission
EU	European Union
FBiH	Federation of Bosnia and Herzegovina
FIS	Institute for Statistics of Federation of Bosnia and Herzegovina
MS	EU Member State
RSIS	Institute for Statistics of Republika Srpska
RTA	Resident Twinning Adviser
ToR	Terms of Reference

## Executive Summary

The purpose of this mission was primarily to finalize the questionnaire and interview guide regarding the demand side of tourism statistics in order to get the methodological aspects in place before the data collection.

The focus on methodology also included an agreement on the data collection method, and in particular establishing a consensus concerning the concepts of sampling unit, reporting unit and statistical unit. The reporting unit shifted from the individual in the previous mission to the household in this mission due to the recommendations made by Eurostat combined with aspects such as low telephone penetration, small sample size and a lack of population register.

The data collection method will be CAPI and PAPI, which refers to *Computer-Assisted-Personal-Interviewing* and *Paper-And-Pencil-Interviewing*. At a later stage, CATI (*Computer-Assisted-Telephone-Interviewing*) may be relevant but this data collection method requires a different questionnaire, interview guide and sample. The finalized questionnaire is in other words only relevant when conducting face-to-face interviews. The final questionnaire is attached in Annex 2, and the interview guide is attached in Annex 3.

Furthermore, the purpose of this mission was to define sampling criteria as well as make and adopt an updated activity plan for a regular survey with a timetable of activities. The sampling criteria were discussed in more detail together with the Sample Department, and it was agreed to adhere to the same sampling criteria used for other household surveys such as LFS.

Finally, some practical aspects such as needs for Blaise programming were identified. The MS experts focused primarily on revising and completing the questionnaire and interview guide as these two components form the basis for the remaining parts of the process.

The MS experts recommend that BHAS, FIS and RSIS update the interview guide made during this mission with more local examples and revise it whenever new challenges occur or they receive feedback from the interviewers in the field.

Secondly, the MS experts recommend that BHAS, FIS and RSIS prepare a quick guide, which outlines all stages of the production of the survey. This has proven an effective tool in our respective agencies.

### 1. General comments

This mission report was prepared within the EU Twinning Project *Support to the reform of the statistics system in Bosnia and Herzegovina*. It was the second mission to be devoted to sub-component 2.5: *Tourism Statistics* within Component 2: *Business Statistics* of the project. The overall purpose of the mission was to prepare a regular survey on the demand side of tourism statistics.

The specific objectives of the second mission were:

- Adoption of general plan for regular survey with timetable of activities
- EU Member States presentations on survey design and phases of implementation
- Agreement on data collection method
- Defining the criteria for a regular survey (sample frame and sample selection)
- Finalizing the questionnaire, interview guide and methodology
- Identifying needs for Blaise for tourism statistics

The consultants would like to express their thanks to all officials and individuals met for the kind support and valuable information which they received during the stay in Bosnia-Herzegovina and which highly facilitated the work of the consultants.

The views and observations stated in this report are those of the consultants and do not necessarily correspond to the views of EU, BHAS, FIS, RSIS, CBBH, Statistics Denmark, INSEE, Statistics Finland and Croatian Bureau of Statistics.

## **2. Assessment and results**

The main focus of this mission was to prepare a regular survey on the demand side of tourism statistics.

The following things were achieved during the first mission:

- Final Plan with timetable of activities adopted
- EU experiences presented on survey design
- Data collection method agreed
- Criteria for sample defined
- Questionnaire and supporting document for regular surveys prepared
- Needs for an IT application defined
- Input provided to the ToR of next activity

### **2.1. Survey on the demand side of tourism statistics**

During the mission, a number of issues were discussed and further clarified and suggestions were given by the experts.

#### **2.1.1. Follow-up on the first mission and the current status**

The mission began with a follow-up on the first mission and the work done so far. The current status is as follows:

- The questionnaire drafted in the first mission was not suitable for face-to-face interviews and for households as reporting units. Consequently, a new and more suitable questionnaire was made and finalized during this mission.
- A new interview guide was made during this mission. The interview guide needs to be updated with local examples and revised on a continuous basis.
- Filters were defined in the questionnaire for the interviewer.
- Budget will be agreed upon during this second mission.
- The sample size is dependent on the funds allocated. The budget needs to be clarified first. The Sample Department can have a sample ready by mid-October 2018.
- Print planning for CAPI and PAPI will be made by end of September, beginning of October.
- Last two weeks of November have been suggested for the data collection. Training of interviewers will probably take place after the study visit in Croatia.
- Notification letter to be made and sent. BHAS, FIS and RSIS will use the existing system for notification letters.

- Interviewers to be hired and instructed. This will be done after the budget is in place. Approx. two days is needed to hiring and instructions.

The current situation is that there is no regular survey for the demand side of the tourism statistics. BHAS, FIS and RSIS plan to do a regular survey that covers the months January-October for the reference year 2018 followed by a second data collection wave in the beginning of 2019, that covers the remaining months of 2018 and the participation questions for the whole of 2018. In the following reference years the survey will cover all 12 months of a calendar year.

For the reference year 2018, a notification letter will be made and sent to the households in the sample. For the reference year 2019 and onwards, it is planned to send a notification letter together with an informative leaflet similar to the Croatian containing data on tourism from the previous year. This may help the respondents to see the value of participating in the survey and subsequently, it may increase the response rate.

There was a discussion regarding the sample design, where the Sample Department participated. It was agreed that residents aged 15+ years are the target population. The Master Frame 2009 is to be used as the sample population. Households are the reporting unit, and the statistical unit to be disseminated to Eurostat is the individual. The budget will determine the sample size, and this still has to be agreed upon. The tentative plan for a sample size is approx.. 5550 households. The Sample Department can make the sample by mid-October. The data collection will be in the second half of November after the study visit in Croatia.

### **2.1.2. Sample population**

At present, the Master Frame 2009 constitutes the sample population in BiH from which a sample will be derived. The Master Frame 2009 is going to be used for the regular survey until the updated results of the Census are going to be available. It is recommended and agreed that the Master Frame 2009 is used as the sample population for the reference year 2018 despite the probable lack of representativeness. This is due to the lack of any alternative population sources.

### **2.1.3. Sample**

The demand side survey will be a separate stand-alone survey which is also what the majority of the EU member states use when conducting the demand side survey. The sample for the demand side survey will be derived from the sample population, which is the Master Frame 2009.

The budget and thus the allocated funds will determine the sample size. The final number of households will therefore not be known until the budget is agreed upon. A tentative sample size of 5550 households has been suggested; approx. 3300 for FIS, 1700 for RSIS and 550 for Brcko. If they are not allowed to use the same households in later samples there may be an issue with the Master Frame.

The quality and reliability of the survey very much depends on the sample size and it is therefore recommended by the MS experts to prioritize this.

The sample will be made by using random stratified sampling similar to LFS and other household surveys. The strata will be entity and urban/rural. The Sample Department will produce the sample for BHAS, FIS and RSIS. The Sample Department may on a later stage revise the stratification when the results for the first reference year are available.

#### **2.1.4. Reporting unit**

It was initially recommended by the MS experts to use the individual as the reporting unit. However, due to financial constraints, low telephone penetration, choice of data collection method and lack of register it is not feasible to use the individual as the reporting unit. The MS experts consulted Eurostat on this issue after the first mission, and the recommendations by Eurostat were discussed in detail during this mission. It was agreed that a more practical and feasible approach would be using the whole household as the reporting unit. The statistical unit disseminated to Eurostat is the individual participation in tourism and the trips made by the individual, but it is allowed to collect the data on household level. According to Eurostat, each member state should design its sample selection according to what is the most efficient to that country.

It was therefore agreed that the sample unit in BiH is the household/address, and the reporting unit is the whole household. A person can be chosen as the one speaking on behalf of the other members of the household, or more persons can participate. The important thing is to get ALL trips and ALL participation made by the whole household. As a consequence, only ONE questionnaire is to be used per household. The adult person in the household that knows most of the trips made, is to be selected as the reference person. See questionnaire and interview guide in Annex 2 and 3 for further elaborations.

#### **2.1.5. Reference period**

For the first reference year of 2018, the first data collection wave will gather information about tourism trips made in January-October 2018 and will be in mid-November 2018. The remaining months of 2018 and the participation for the whole of 2018 will be covered in the second data collection wave due to take place in January or February 2019.

#### **2.1.6. Data collection method**

It was agreed to use only CAPI and PAPI as the data collection methods for the reference year of 2018. Face-to-face interviews are recommended, especially where telephone penetration is low as is the case in BiH, and where the household is the reporting unit.

It is possible at a later stage to use different data collection methods in combination as is the case for several of the EU member states. A multiple data collection approach has the advantage of ensuring a larger coverage where you may reach for instance an older generation using face-to-face interviews and a younger generation using telephone or web surveys. On the other hand, multiple data collection methods can be more costly and time-consuming for the statistical agencies. It is recommended to use postal notifications letting the household know that an interviewer will come by.

#### **2.1.7. Final questionnaire**

A draft questionnaire was made during this first mission based on the existing questionnaire from the pilot survey in 2013 combined with the recommendations from the methodological manual from Eurostat. The draft questionnaire from the first mission was however better suited for a survey using CATI as data collection method and the individual as the reporting unit. After discussing the recommendations made by Eurostat on reporting units, it was agreed, that the reporting unit is instead the household and the data collection method is PAPI and CAPI. This change required a different questionnaire, and a new questionnaire was therefore made and finalized during this mission. The questionnaire can be found in Annex 2.

The new and final questionnaire consists of the following modules and is in accordance with the requirements in the EU regulation:

1. *Household information*
2. *Number of trips with overnight stays*
3. *Number of same-day visits*
4. *Characteristics on the last five finished overnight trips*
5. *Characteristics on the last five same-day visits*
6. *Participation in tourism*

### 2.1.8. Interview guide

The interview guide is supposed to help the interviewer guide the respondents in case of any doubt. The interview guide is based on the structure of the new questionnaire and there is an explanation below each question. Furthermore, some general definitions regarding the concepts of usual environments, trips and same-day visits are mentioned. The interview guide needs to be updated with local examples and revised after the first data collection wave. The guide is to be seen as a tool for the interviewers as well as the statisticians. It is recommended by the MS experts to continuously revise the interview guide and furthermore to make a quick guide for the regular survey process.

### 2.1.9. Final plan with timetable of activities

Activity/Month	S 18	O18	N18	D18	J19	F19	M19	A19	M19	J19	J19	A19	S19	O19	N19	D19
Finalizing questionnaire	X															
Finalizing interview guide	X															
Interviewer instructions			X													
Printing		X														
Produce sample		X														
Send notification letter			X													
Survey fieldwork			X		X	X										
Study visit about methodology			X													
Data entry				X (1st wave)		X (2nd wave)										
Validation and imputation					X (1st wave)		X (2nd wave)									
Grossing-up								X	X							
Aggregating data								X	X							
Macro-validation								X	X							
Analysis								X	X							
Dissemination										X						
Quality report													X			



Documentation													X			
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A final plan with timetable of activities was adopted during this mission. The plan entails the different measures to be taken into account in order to get a survey done.

### 3. Conclusions and recommendations

A new and final questionnaire was made during the mission as well as an interview guide and a production plan with a timetable. Furthermore, the data collection method of face-to-face interviews was agreed upon, as it is the most feasible method when dealing with a small sample size combined with low telephone penetration and a lack of register.

The criteria for the sample was discussed with the Sample Department and it was agreed to use a simple stratified sampling design similar to already existing sampling designs for LFS. The sample size depends on the funds allocated, and the sample will be made on the basis of the Master Frame 2009 as discussed in the previous mission. The final questionnaire has some filters that can be used by the interviewer in order to reduce response burden as well as by the IT Department when defining the Blaise application.

Regarding the demand side tourism statistics, it is recommended that BHAS, FIS and RSIS update the interview guide with more local examples and revise it whenever new challenges occur or they receive feedback from the interviewers in the field.

Secondly, it is recommended by the experts that BHAS, FIS and RSIS prepare a quick guide, which outlines all stages of the production. This has proven an effective tool for many statistical agencies.

#### What to do before the next mission for the MS experts

Action	Deadline	Responsible person
Presentation on sample design and methodology for study visit	November 2018	MS experts
Experiences on validation, imputation and example of quick guide	January 2019	MS experts

**What to do before the next mission for the BC Counterpart**

<b>Action</b>	<b>Deadline</b>	<b>Responsible person</b>
Sample Department makes a sample	October 2018	BHAS, FIS and RSIS
Prepare and print paper questionnaire and interview guide for the interviewers	November 2018	BHAS, FIS and RSIS
Hire interviewers for CAPI and PAPI	November 2018	BHAS, FIS and RSIS
Instruction of interviewers	November 2018	BHAS, FIS and RSIS

**Topics for the next mission, action 2.5.2**

The overall subject is a study visit to Croatia.

- The main focus will be on the methodological aspects regarding the demand side survey
- There will be a presentation on the data collection method CATI
- Learning more about the Croatian experiences on sample designs
- Discussion on imputation methods, estimation, grossing-up procedures and similar

**Annex 1. Terms of Reference****Terms of Reference****EU Twinning Project BA 15 IPA ST 01 17****Component 2: Business Statistics****Sub-component 2.5: Tourism Statistics****17-21 September 2018****Hosting institution: FIS, Zelenih beretki 26, Sarajevo****Activity 2.5.3: Preparation of regular survey on tourism statistics****1. Mandatory result and benchmarks for the component**

Mandatory result:

- New indicators on demand-side tourism statistics, in accordance with EU Regulation 692/2011 (Annex II – National tourism) produced and made available to users by 8th project quarter

Benchmarks:

- Plan for development of demand-side tourism statistics produced by 2nd project quarter
- Questionnaire for a regular survey prepared by 2nd project quarter
- Criteria for an IT application defined by 5th project quarter
- First results of survey analyzed by 6th project quarter
- Indicators on demand-side tourism statistics compiled by 7th project quarter
- Indicators on demand-side tourism statistics made available to users by 8th project quarter
- Methodological document on demand-side tourism statistics developed by 8th project quarter
- Quality report for tourism statistics developed by 8th project quarter

**2. Purpose of the activity**

- Adoption of general plan for regular survey with timetable of activities
- EU Member States presentations on survey design and phases of implementation
- Agreement on data collection method

- Defining the criteria for a regular survey (sample frame and sample selection)
- Finalizing the questionnaire, interview guide and methodology
- Identifying needs for Blaise for tourism statistics

### 3. Expected output of the activity

- Final Plan with timetable of activities adopted
- EU experiences presented on survey design
- Data collection method agreed
- Criteria for sample defined
- Questionnaire and supporting document for regular surveys prepared
- Needs for an IT application defined
- Input provided to the ToR of next activity

### 4. Participants

#### **Agency for Statistics of BiH (BHAS)**

Alen Bajramović, BHAS

Azra Bander Demirović, BHAS

#### **Institute for Statistics of Federation of BiH (FIS)**

Sanja Ambrožić, FIS

Dženana Vreto, FIS

Fatima Demirović, FIS

#### **Institute for Statistics of Republika Srpska (RSIS)**

Jelena Glamočika, RSIS

Sladana Nikić, RSIS

#### **MS Experts**

Else Marie Rasmussen, Statistics Denmark

Ivana Brozović, Croatian Bureau of Statistics

#### **Twinning Project Administration**

Katja Møller Hjeltvang, RTA

Đemka Šahinpašić, RTA Assistant

Haris Imamović, Interpreter

## Agenda

**Location: FIS, Zelenih beretki 26, Sarajevo**

Time	Day	Place	Event	Purpose / Details
<b>9:00-11:00</b>	17 September Monday	Hotel	MS experts briefing with the RTA	Discuss the programme  Preparation of activity
	17 September Monday	FIS	Meeting with BC Experts	Welcome and introduction  Follow up from the 1 <sup>st</sup> mission (work agreed to be prepared by BC and MS experts before this mission)
<b>9:00-12:00</b>	18 September Tuesday	FIS	Meeting with BC Experts	Adoption of general plan for regular survey with timetable of activities
<b>13:00-15:30</b>	18 September Tuesday	FIS	Meeting with BC Experts	EU Member States presentations on survey design and phases of implementation
<b>9:00-12:00</b>	19 September Wednesday	FIS	Meeting with BC Experts	Agreement on data collection method
<b>13:00-15:30</b>	19 September Wednesday	FIS	Meeting with BC Experts	Defining the criteria for a regular survey (sample frame and sample selection)
<b>9:00-12:00</b>	20 September Thursday	FIS	Meeting with BC Experts	Finalizing the questionnaire, interview guide and methodology
<b>13:00-15:30</b>	20 September Thursday	FIS	Meeting with BC Experts	Discussion on the further plan
<b>9:00-11:00</b>	21 September Friday	FIS	Meeting with BC Experts	Presentation of MS experts' findings and agreement on the reached conclusions  Agreement on summary mission report  Identification of work to be done until next activity. Input to ToR of next activity  Conclusions and next steps

**Annex 2. Questionnaire****QUESTIONNAIRE****“Survey on private and business trips in 2018”**

This questionnaire is for the whole household. That means only one questionnaire per household. You can select a reference person to answer on behalf of the whole household, or you can let several members participate in answering the questionnaire if they want to. The reference person is usually an adult (i.e. mother/wife/partner/father/husband) with the most knowledge of the trips made by the household.

**Household information (only persons aged 15+ years are mandatory, but you should get information on children aged 0-14 years as well)**

Person code	Did you continuously live in BiH during the last 12 months? 1) Yes 2) No  If NO by all persons in the household, the interview is over	First name	Degree of relation to the reference person 1) Reference person 2) Husband/Wife/Partner 3) Son/Daughter 4) Other	Gender 1) Male 2) Female	Age (years)	Level of highest finished education 1) Primary education and lower 2) Secondary education and lower 3) Higher education 4) High education 5) Master/Ph.d. 6) Does not want to answer 7) Not applicable (person aged 0-14 years)	Employment status 1) Employed or self-employed 2) Unemployed 3) Student (or pupil) 4) Retired (other not in the labour force) 5) Does not want to answer 6) Not applicable (person aged 0-14 years)
1							
2							
3							
4							
5							
6							
7							
8							
9							

## NUMBER OF TRIPS WITH OVERNIGHT STAYS MADE BY THE HOUSEHOLD DURING January-October 2018

**Definition:** All tourist trips have to be captured in the questionnaire, and a visitor is defined as follows:

*„A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors“*, Source: UNWTO, IRTS 2008, para. 2.9.

The usual environment of a person includes the place of living, and place of work or education and other frequently visited locations (even if these places are at a considerable distance from the place of living). See IG for more detailed explanation.

No.	Question	Answer
Q1	Have any of the household members participated in a personal or professional trip in BiH or abroad with at least one overnight stay in the period of January-October 2018?	1) YES 2) NO
Q2	How many trips in this period were for personal reasons?	Value
Q3	How many of those trips for personal reasons were abroad?	Value
Q4	How many trips in this period were for professional reasons?	Value
Q5	How many of those trips for professional reasons were abroad?	Value

## NUMBER OF SAME-DAY VISITS MADE BY THE HOUSEHOLD DURING January-October 2018

**Definition:** The concept ‘Same-day visit’ means a visit without overnight stay made by residents outside their usual environment and which originated from the place of usual residence. See IG for more detailed explanation.

No.	Question	Answer
Q1	Have any of the household members participated in a personal or professional same-day visit in BiH or abroad in the period of January-October 2018?	1) YES 2) NO
Q2	How many same-day visits in this period were for personal reasons?	Value
Q3	How many of those same-day visits for personal reasons were abroad?	Value
Q4	How many same-day visits in this period were for professional reasons?	Value
Q5	How many of those same-day visits for professional reasons were abroad?	Value

## CHARACTERISTICS ON THE LAST FIVE FINISHED OVERNIGHT TRIPS MADE BY THE HOUSEHOLD DURING January-October 2018

Now you will ask for the last five finished trips in the period of January-October 2018 for the household.

### Trips in detail made by the household

No.	Question	Filter	Trip 1	Trip 2	Trip 3	Trip 4	Trip 5
Q1	Who participated from the household?  (see 'Household information' for person code and fill in the relevant person codes)		Person code____ Person code____ Person code____ Person code____ Person code____ Person code____ Person code____ Person code____				
Q2	What was the main country of destination? (In which country did you spend most of your time during the trip?)		City or area (optional) Country (mandatory)				
Q3	If the trip was in BiH, which city or area was your main destination?		City or area in BiH				
Q4	When did the trip begin? (Month and year of departure for finished trips)		MM/YY				
Q5	How many nights did you spend away from home on this trip?		Number of nights				
Q6	If the trip was abroad, how many nights (if any) did you spend away from home in BiH before leaving the country?		Number of nights				
Q7	What was the main purpose of the trip? (Choose only <u>one</u> answer)	If Q7=12, then go to Q9	1) Vacation at the sea 2) Mountain vacation 3) Skiing 4) Sport and recreative activities 5) Wellness and healthcare 6) Sightseeing and culture 7) Events, festivals, sport events 8) Gastronomical 9) Visiting family and friends 10) Shopping 11) Religious, pilgrimage etc. 12) <u>Business</u> : i.e. conferences, education etc. 13) Other reasons, list what: _____				
Q8	What attracted you to go to the selected destination? (Multiple answers possible)		1) City 2) Seaside 3) Countryside 4) Cruise 5) Mountains 6) Other, list what: _____				
Q9	Main means of transport?		1) Car 2) Bus 3) Train 4) Airplane				



No.	Question	Filter	Trip 1	Trip 2	Trip 3	Trip 4	Trip 5
			5) Ship 6) Other, list what:				
Q10	Did you book the transport via a tour operator or travel agency?		1) YES 2) NO 3) Don't know				
Q11	Did you book the transport online? (Booking via websites like CentroTrans, web portals or apps like Uber. Booking via e-mail and telephone is not considered online booking)		1) YES 2) NO 3) Don't know				
Q12	Main means of accommodation? (In which accommodation did you spend most nights?)	If Q12=6,7,8, then go to Q15	<i>Rented accommodation (paid):</i> 1) Hotels, motels, pensions, spas or similar (with daily cleaning and bed-making) 2) Camp sites and similar (non-residential) 3) Hostels, health establishments, bungalows, holiday homes 4) Rooms for rent, apartments, rural houses or countryside houses 5) Other, list what _____ <i>Non-rented accommodation (free of charge):</i> 6) Own holiday home, second home 7) Accommodation provided free of charge by family or friends 8) Other, list what:				
Q13	Did you book the accommodation via a tour operator or travel agency? (Like TUI, Kompas, Booking.com, Expedia.com and similar)		1) YES 2) NO 3) Don't know				
Q14	Did you book the accommodation online? (Booking via i.e. hotel websites or web portals like Expedia.com, Booking.com, AirBnB or apps is considered online booking. Booking via e-mail and telephone is not considered online booking)		1) YES 2) NO 3) Don't know				
Q15	Was the trip arranged independently because?	If Q10=2 and/or Q13=2, then go to Q15	1) Booked directly with the service provider (Ticket office, upon arrival at reception) 2) No booking was needed 3) Don't know				
<b>Now we will ask you some questions regarding expenditure. This includes ALL expenses related to the trip</b>							
Q16	Do you prefer to answer for your		1) Individual expenditure				

No.	Question	Filter	Trip 1	Trip 2	Trip 3	Trip 4	Trip 5
	<b>individual expenditure or for the entire travel party?</b>		2) Expenditure for the entire travel party				
Q17	<b>Was the trip a package trip?</b> Package trip is defined as a trip where an overall price was paid for at least two components such as transport, accommodation, food and drinks, excursions etc.	If Q17=1, then go to Q18 If Q17=2, then go to Q20	1) YES 2) NO				
Q18	<b>If YES to package trip, how much did you pay for the package?</b>		1) _____ KM 2) Don't know 3) Refuses to answer				
Q19	<b>What components did the package fully or partially cover?</b> (Choose at least two components)		1) Transport 2) Accommodation 3) Food and drinks (all-inclusive, half-board etc.) 4) Other goods or services (tickets, excursions etc.)				
Q20	<b>How much did you spend on transport?</b> (If it was a package trip, what did you spend IN ADDITION to the package trip?)		_____ KM				
Q21	<b>How much did you spend on accommodation?</b> (If it was a package trip, what did you spend IN ADDITION to the package trip?)		_____ KM				
Q22	<b>How much did you spend on food and drinks?</b> (If it was a package trip, what did you spend IN ADDITION to the package trip?)		_____ KM				
Q23	<b>How much did you spend on other goods and services?</b> (If it was a package trip, what did you spend IN ADDITION to the package trip?)	If Q23=0, then go to Q25	_____ KM				
Q24	<b>If you bought any durable and valuable goods under OTHER, how much did you spend on those?</b> Durable and valuable goods are typically jewellery, paintings, computers, cameras, cars etc.	ONLY ANSWER if Q23>0	_____ KM				
Q25	<b>How much did you spend in total?</b>	Q25=Q20+Q21+Q22+Q23 If Q17=1, then Q25=Q18+Q20+Q21+Q22+Q23	_____ KM				

### CHARACTERISTICS ON THE LAST FIVE SAME-DAY VISITS MADE BY THE HOUSEHOLD DURING January-October 2018

No.	Question	Filter	Visit 1	Visit 2	Visit 3	Visit 4	Visit 5
Q1	Who participated from the household?  (see 'Household information' for person code and fill in the relevant person codes)		Person code____ Person code____ Person code____ Person code____ Person code____ Person code____ Person code____ Person code____ Person code____				
Q2	What was the main country of destination? (In which country did you spend most of your time during the visit?)		City or area (optional) Country (mandatory)				
Q3	If the visit was in BiH, which city or area was your main destination?		City or area in BiH				
Q4	What month was the visit?		MM				
Q5	What was the main purpose of the visit? (Choose only <u>one</u> answer)		1) Visit to the sea 2) Mountain visit 3) Sport and recreative activities 4) Wellness and healthcare 5) Sightseeing and culture 6) Events, festivals, sport events 7) Gastronomical 8) Visiting family and friends 9) Shopping 10) Religious, pilgrimage etc. 11) <u>Business</u> : i.e. conferences, education etc. 12) Other reasons, list what:_____				
Q6	Main means of transport?		1) Car 2) Bus 3) Train 4) Airplane 5) Ship 6) Other, list what:_____				
Q7	How was the trip organized?		1) Via travel agency 2) Independently 3) Group (via non-profit organizations, church etc.)				
Q8	Do you prefer to answer for your individual expenditure or for the entire travel party?		1) Individual expenditure 2) Expenditure of the entire travel party				
Q9	What was the total expenditure of the same-day visit? (Total expenditure includes transport, food and drinks, sightseeing, shopping etc.)		_____KM				

**PARTICIPATION IN TOURISM BY THE HOUSEHOLD in 2018**

No.	Question	Filter	Household member 1 (person code)	Household member 2 (person code)	Household member 3 (person code)	Household member 4 (person code)	Household member 5 (person code)
Q1	Did you make any trip with at least one overnight stay in BiH or abroad for personal purposes in 2018?	If Q1=2, then go to Q7	1) YES 2) NO				
Q2	Did you make any trip in BiH with at least one overnight stay?		1) YES 2) NO				
Q3	Did you make any trip in BiH with 4 or more overnight stays?		1) YES 2) NO				
Q4	Did you make any outbound trip with at least one overnight stay?		1) YES 2) NO				
Q5	Did you make any outbound trip with 4 or more overnight stays?		1) YES 2) NO				
Q6	Did you make any short trips in BiH and/or abroad with 1-3 overnight stays?		1) YES 2) NO				
Q7	Reasons for not making any trip in 2018? (Multiple answers possible)		1) Financial reasons 2) Lack of free time due to family commitments 3) Lack of free time due to work or study commitments 4) Health reasons or reduced mobility 5) Prefer to stay at home, no motivation to travel 6) Safety 7) Other reasons, list what: _____				
Q8	Did you make any trip with at least one overnight stay in BiH or abroad for professional purposes in 2018?	If Q8=2, then end of interview	1) YES 2) NO				
Q9	Where did you go?		1) Only in BiH 2) Only abroad 3) BiH AND abroad				

### Annex 3. Interview guide

## INTERVIEW GUIDE for ‘Survey on private and business trips in 2018’

The following is a guide to the questionnaire regarding ‘Survey on private and business trips in 2018’. The survey covers the travel habits of the residents in BiH. It is used for monitoring the number of trips and same-day visits in BiH and abroad as well as the overall participation in tourism.

The questionnaire is divided into the following sections:

- 7. Household information*
- 8. Number of trips with overnight stays*
- 9. Number of same-day visits*
- 10. Characteristics on the last five finished overnight trips*
- 11. Characteristics on the last five same-day visits*
- 12. Participation in tourism*

Below you can find an elaboration on the different sections.

### 1. Household information

**Household** is every family or community of individuals who live together and spend their income together for meeting basic existential needs (accommodation, food and so on). Household is also considered every person who lives alone (one-person household).

The questionnaire covers the whole household in order to get as many responses as possible in the face-to-face interview. A reference person is usually appointed to speak on behalf of the whole household. This usually means selecting an adult with the most knowledge of the trips made, i.e. the father/husband/partner/mother/wife. Other members of the household can participate in answering the questionnaire for their individual trips if they want to. Either way, you can use only one questionnaire per household. It is very important to get the information on all the household members as this information is used for the breakdowns into age and gender.

This questionnaire is only relevant for the data collection methods of PAPI and CAPI. The data collection methods CATI and CAWI require another type of questionnaire.

The interviewer is recommended to focus on getting responses for the mandatory variables as a minimum.

The first section contains the following questions:

#### 1) Person code

Unique identification number used to identify the member of the household when asking for trips and same-day visits. It is important because we want to break the data

down by gender, age, education level and employment status. Furthermore, we need it for estimation purposes.

**2) Did you continuously live in BiH during the last 12 months?**

Only persons that have resided in BiH for the last 12 months or more are relevant for this survey.

**3) First name**

Not mandatory, but a good helping variable for the respondent/respondents when deciding gender.

**4) Degree of relation to the reference person**

It is good to know the role in the household for validation purposes, but it is not a mandatory variable.

**5) Gender**

It can be a sensitive issue for some. First name can be used as determinator of gender instead. Mandatory to send to Eurostat.

**6) Age**

This is important, as we need to be able to filter out children aged 0-14 years in the data at a later stage in the data processing. Mandatory to send to Eurostat.

**7) Level of highest education**

Not relevant for children aged 0-14. Optional to send to Eurostat.

**8) Employment status**

Not relevant for children aged 0-14. Optional to send to Eurostat.

## **2. Number of trips with overnight stays**

All tourist trips with at least one overnight stay outside the usual environment, which ended in the reference period, have to be captured in the questionnaire. A visitor is defined as follows:

*‘A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors’, (UNWTO, IRTS 2008, para. 2.9).*

The usual environment of a person includes the place of living and place of work or education and other frequently visited locations - even if these places are at a considerable distance from the place of living. Traveling within the ‘usual environment’ is not subject of the survey. Since the term ‘usual environment’ can be defined in many ways, it is necessary to consider the situation of the respondents and to involve their subjective assessment (‘everyday’ versus ‘special’). The interviewer can help the respondent with certain guidelines and examples, but in the end it is up to the respondent to determine, whether a trip is a tourist trip or not. The interviewer may use helping criteria such as the purpose of the trip, the frequency of trips made to the same destination and what is considered part of the daily-life routine. If for

example the respondent has made more than two trips with overnight stays to the same destination within the same week, this is considered his or her usual environment.

The definition for ‘usual environment’ by Eurostat is:

*‘Usual environment means the geographical area, though not necessarily a contiguous one, within which an individual conducts his or her regular life routines and shall be determined on the basis on the following criteria: the crossing of administrative borders or the distance from the place of usual residence, the duration of the visit, the frequency of the visit, the purpose of the visit’* (Regulation (EU) No. 692/2011, Article 2).

The second section contains the following questions:

- 1) Have any of the household members participated in a personal or professional trip in BiH or abroad with at least one overnight stay in the period of January-October 2018?**
- 2) How many trips in this period were for personal reasons?**  
Personal trips are trips made for the purpose of leisure, visiting family and friends, going on vacation, making trips in your spare time and similar.
- 3) How many of those trips for personal reasons were abroad?**  
Abroad is all other countries than BiH.
- 4) How many trips in this period were for professional reasons?**  
Professional trips are trips made for the purpose of meetings, study visits, conferences, sales, exhibitions, and similar.
- 5) How many of those trips for professional reasons were abroad?**  
Abroad is all other countries than BiH.

### 3. Number of same-day visits

Eurostat defines same-day visits as follows:

*‘Same-day visits means visits without overnight stay made by residents outside their usual environment and which originated from the place of usual residence’* (Regulation (EU) No. 692/2011, Article 2).

Same-day visits are broken down by purpose and domestic/outbound:

- Personal same-day visits include visits to family and friends, shopping, sightseeing, going to events and similar outside your usual environment.
- Professional same-day visits include going to meetings, conferences, study visits and similar outside your usual environment.
- Domestic same-day visits are visits within BiH.
- Outbound same-day visits are visits outside BiH without having spent any nights abroad.

As a main rule, the subjective feeling of the respondent is used, when determining whether something is labelled tourism or not. If the respondent however has any doubt concerning this, then some helping criteria can be used. Those helping criteria include:

- The crossing of administrative borders: If you cross an administrative border during your same-day visit, the visit can be seen as tourism if it is not a part of your usual environment (i.e. if you work and reside in two different municipalities, both municipalities are considered your usual environment).
- A duration of the visit at the destination of at least three hours.
- Frequency: If you make more than two same-day visits to the same destination in one week, then it is a usual environment and therefore not to be considered tourism. This is especially the case with people going to their second homes.

The third section contains the following questions:

- 1) Have any of the household members participated in a personal or professional same-day visit in BiH or abroad in the period of January-October 2018?**
- 2) How many same-day visits in this period were for personal reasons?**  
Personal same-day visits are visits made for the purpose of leisure, visiting family and friends, sightseeing, going to see different attractions, making excursions in your spare time and similar.
- 3) How many of those same-day visits for personal reasons were abroad?**  
Abroad is all other countries than BiH. An outbound same-day visit could be a visit to Croatia with return to BiH the same day.
- 4) How many same-day visits in this period were for professional reasons?**  
Professional same-day visits are visits made for the purpose of meetings, study visits, conferences, sales, exhibitions, and similar.
- 5) How many of those same-day visits for professional reasons were abroad?**  
Abroad is all other countries than BiH. An outbound same-day visit could be a visit to Croatia with return to BiH the same day.

#### **4. Characteristics on the last five finished overnight trips**

The next part of the questionnaire is related to getting details about some of the trips made. The most important thing for the interviewer is to get the number of trips and same-day visits (part 2 and 3 of the questionnaire), and then afterwards to get detailed information on some of these trips and same-day visits.

The fourth sections contains the following questions:

- 1) Who participated from the household?**  
The interviewer must enter the relevant person codes for the members of the household who participated in the trip. The person codes are in the first section of the questionnaire called 'Household information'.



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

If the respondent is in doubt, then ask for the country that was the main reason for going on the trip. If the respondent is still in doubt, then ask for the country, where he/she/they spent most nights? Thirdly, the interviewer can ask for the country farthest away from home, if the respondent still isn't sure. It is allowed for the respondent to give a name of a city or area instead of a country. The category is open (only relevant for PAPI and CAPI). The country will be coded in the data processing.

**3) If the trip was in BiH, which city or area was your main destination?**

The category is open (only relevant for PAPI and CAPI). The variable is not mandatory and therefore for national purposes only.

**4) When did the trip begin?**

Month and year of departure for finished trips in the reference period. If the trip began in December 2017 and ended in January 2018, then it is a trip that ended in the reference period of January-October 2018 and therefore to be included in the survey. The correct answer will then be 'December 2017'.

**5) How many nights did you spend away from home on this trip?**

The total number of nights spent on the trip should be recorded, even if some nights were outside the reference period. If the reference period is January-October 2018, and the trip began on December 21<sup>st</sup> 2017 and ended on January 5<sup>th</sup> 2018, then the correct number of nights is 16 nights.

**6) If the trip was abroad, how many nights (if any) did you spend away from home in BiH, before leaving the country?**

This question is only relevant for outbound trips. If you travel to Austria and need to spend a night in Sarajevo before going to the airport, then one night is to be recorded under this question.

**7) What was the main purpose of the trip?**

Choose only one answer. If there were several purposes for the trip, choose the purpose that was essential when deciding to make the trip.

**8) What attracted you to go to the selected destination?**

Multiple answers possible. What made you go to the destination?

**9) Main means of transport?**

The way of transport that covered the longest distance in kilometres. However, if the respondent goes on a road trip in United States and covers the longest distance in kilometres by car, but has to go by airplane to get to the United States, then the correct answer is 'airplane'.

**10) Did you book the transport via a tour operator or travel agency?**

If you go and buy a bus ticket in the bus or at the bus station directly from the bus company, then that is not considered booking via a tour operator or travel agency.

**11) Did you book the transport online?**

Booking via websites like Eurolines, web portals like Expedia or apps like Uber. Booking via e-mail and telephone is not considered online booking.

**12) Main means of accommodation?**

In which accommodation did you spend most nights?

**13) Did you book the accommodation via a tour operator or travel agency?**

If you book directly on a hotel's own website or go to the reception, this is not considered booking via a tour operator or travel agency. If you book via enterprises such as TUI, Kompas, Booking.com, Expedia.com and similar, then it is considered booking via a tour operator or travel agent.

**14) Did you book the accommodation online?**

Booking via i.e. hotel websites or web portals like Expedia.com, Booking.com, AirBnB or apps is considered online booking. Booking via e-mail and telephone is not considered online booking.

**15) Was the trip arranged independently?**

The respondent should only answer this question, if he/she/they answered, that they did not book via a tour operator or travel agent. Maybe they stayed at family or friends or took their own car.

## **EXPENDITURE**

The next part of the questionnaire is regarding expenditure. This includes ALL expenses related to the trip. Tickets for transport or accommodation bought prior the trip are to be included as expenditure. It can be difficult for respondents to recall the precise expenditure for the trip and it is therefore recommended, that the interviewer asks for a best estimate. The expenditure is broken down by the following items:

- Transport
- Accommodation
- Food and drinks (optional)
- Other, of which expenditure on durables and valuables has to be reported separately

If the respondent went on a package trip, he/she will have to report the cost of the package as well as what was spent in addition to this package on transport, accommodation, food and drinks and other. Expenditure is to be reported in the local currency.

**16) Do you prefer to answer for your individual expenditure or for the entire travel party?**

It is important to know the number of persons, that the expenditure covers.

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

Package trip is defined as a trip where an overall price was paid for at least two components such as transport, accommodation, food and drinks, excursions etc. Common package trips are for instance all-inclusive stays. Package trips are sold by travel agencies. The package components have to make up a significant proportion of the total expenditure.

**18) If YES to package trip, how much did you pay for the package?**

Expenditure paid for the package. The respondent will have to report the additional expenditure below.

**19) What components did the package fully or partially cover? (Choose at least two components)**

**20) How much did you spend on transport?**

Transport expenditure is expenditure on prepaid plane tickets and similar as well as expenditure on local transport at the destination. If you go by own car, then you must report the expenditure on fuel, parking fees and similar. If it was a package trip, what did you spend IN ADDITION to the package trip?

**21) How much did you spend on accommodation?**

Accommodation expenditure is expenditure on prepaid hotels and similar as well as expenditure on accommodation paid upon arrival or when checking out at your destination. If it was a package trip, what did you spend IN ADDITION to the package trip?

**22) How much did you spend on food and drinks?**

This is optional. Expenditure on food and drinks is expenditure spent in restaurants, cafés and similar. If you stay at an all-inclusive hotel with full-board or half-board, this expenditure is usually associated with the accommodation or package trip expenditure. Expenditure on food and drinks is primarily the expenditure for when you go out and eat. If it was a package trip, what did you spend IN ADDITION to the package trip on going out and having food and drinks?

**23) How much did you spend on other goods and services?**

Expenditure on goods for personal use, shopping, tickets, entrance to attractions and museums, souvenirs and similar. Expenditure made prior to the trip and related to the trip such as renewal of passport, insurance etc. is also to be included here. If it was a package trip, what did you spend IN ADDITION to the package trip?

**24) If you bought any durable and valuable goods under OTHER, how much did you spend on those?**

Durable and valuable goods are typically jewellery, paintings, computers, cameras, cars etc. Often it relates to things that you can use after the trip is over.

**25) How much did you spend in total?**

The total is the sum of the expenditure on transport, accommodation, food and drinks and other. If the respondent made a package trip, then the total expenditure is the sum of the expenditure on the package trip and the additional expenditure on transport, accommodation, food and drinks and other. If the respondent is not able to give expenditure by the required breakdowns, then a total expenditure is to be reported.

## **5. Characteristics on the last five same-day visits**

The fifth sections contains the following questions:

**1) Who participated from the household?**

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

In which country did you spend most of your time during the visit?

**3) If the visit was in BiH, which city or area was your main destination?****4) What month was the visit?****5) What was the main purpose of the visit?**

Choose only one answer.

**6) Main means of transport?****7) How was the trip organized?****8) Do you prefer to answer for your individual expenditure or for the entire travel party?****9) What was the total expenditure of the same-day visit?**

Total expenditure includes transport, food and drinks, sightseeing, shopping etc.

**6. Participation in tourism**

The section on participation in tourism is only relevant when the reference period is the last quarter of the reference year. The section will therefore not be used before the second data collection wave in the beginning of 2019. The aim of this section is to collect the number of persons in the population that participate in tourism. It is equally important to know how many persons that are not participating in tourism and the reasons for not doing so.

The sixth sections contains the following questions:

**1) Did you make any trip with at least one overnight stay in BiH or abroad for personal purposes in 2018?****2) Did you make any trip in BiH with at least one overnight stay?****3) Did you make any trip in BiH with 4 or more overnight stays?****4) Did you make any outbound trip with at least one overnight stay?****5) Did you make any outbound trip with 4 or more overnight stays?****6) Did you make any short trips in BiH and/or abroad with 1-3 overnight stays?****7) Reasons for not making any trip in 2018?**

Multiple answers possible.

**8) Did you make any trip with at least one overnight stay in BiH or abroad for professional purposes in 2018?****9) Where did you go?**