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2005 Household Survey on Domestic Visitors**
by

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ABSTRACT

The National Statistics Office, in collaboration with the Department of Tourism conducted the Household Survey on Domestic Visitors (HSDV) in October 2005. The primary objective of the survey was to gather data on household information on domestic tourism that are vital to the effective and efficient development and implementation of tourism plans and programs.

Along this line, the NSO and DOT planned the survey to respond to the current gaps in tourism data. This paper discusses the design of questionnaire adopted for this survey. The HSDV used two sets of questionnaires: (1) household questionnaire used to gather information on household members demographic characteristics and other related items referring to households such as visitors received by households and second home (2) individual questionnaire used to gather details of travel made by household members 15 years old and over.

The survey covered a nationwide sample of about 12,500 households that are deemed sufficient to measure the levels and pattern of domestic travel at the national level. This paper includes in part a discussion of the results of the 2005 HSDV.

I. Introduction

The conduct of a household survey on domestic tourism was a necessary move as the Philippine statistical community faces the challenge of addressing the emerging requirements of data users for quality data on domestic tourism. Furthermore, with the Philippine tourism satellite account (PTSA) already in place¹, there is a need to answer data constraints for its compilation.

While the DOT data on regional travelers provide indicators on domestic visitors, it captures only those visitors staying in commercial accommodation establishments, leaving a gap on those staying in other types of accommodations, a big percentage of which are those staying in homes of relatives and friends (households), as well as, those who are not staying overnight (same-day visitors). Domestic tourism data based on household survey will complement the administrative-based DOT data on regional travelers based on accommodation establishments. The need to provide necessary input for the compilation of the PTSA proved to be a springboard to undertake a national household survey for domestic

¹ The DOT and the National Statistical Coordination Board (NSCB) signed in December 1996 a Memorandum of Agreement on the development of the PTSA. In 2001, under the guidance of the Inter-agency Committee on the Development of Satellite Account on Tourism, the NSCB released the results of the initial compilation of the PTSA.

travel. Relatively, a national workshop on domestic tourism held in October 2003² became a welcome start to pursue the travel survey.

Even the United Nations World Tourism Organization (UNWTO) is active in pursuing the country level domestic tourism statistics, showcasing the significance of domestic tourism in the economic and social context of a country which was reflected in the Manila Declaration on World Tourism adopted by the World Tourism Conference, 27 September-10 October 1980³. While the UNWTO does not recommend a single approach to collecting domestic tourism, it has identified three types of sourcing domestic tourism which are: (1) Places of visit or destination; (2) Points of travel between the destination and origin or vice-versa; and (3) The usual place of residence.

Two types of questionnaires were developed for the tourism household survey. The HSDV Form 1 or Household Questionnaire included demographic characteristics of household members, information of visitors received during the past six months and ownership of second home. The HSDV Form 2 or Individual Questionnaire, on the other hand, asked for information such as trips made by the household members during the past six months, details of domestic trips including the most recent package tour and independent trip, places and attractions visited and intention to travel in the next 12 months, among others.

The HSDV was conducted as rider to the October 2005 Labor Force Survey (LFS). During initial meetings between NSO and DOT, concerns raised were the timing for the conduct of survey⁴ and the choice of sample households and sample size⁵. After settling these concerns and the two agencies have come into terms, a relatively critical activity needing action was the design of the survey questionnaire.

² The "Workshop on Tourism Statistics", held on October 7-9, 2003 at Cebu City, was sponsored by DOT in cooperation with the NSCB and the Department of Interior and Local Government. The workshop coincided with the celebration of the 14th National Statistics Month (NSM). Riding with the NSM's theme "Sustaining Tourism's Competitive Edge through Statistics", the tourism workshop aimed to promote the role of participating agencies in providing tourism statistics to support the compilation of a Philippine TSA.

³ WTO Technical Manual No. 3 "Collection of Domestic Tourism Statistics"

⁴ The HSDV was originally planned to be conducted as rider to the July 2005 LFS to cover travel made from January to June of the reference year. The July conduct of the survey was appropriately considered to capture travel made during the summer months, the peak period for tourism. With the preparatory work still to be accomplished including the conduct of pre-test and it was already May at that time, NSO and DOT agreed to move the enumeration period to October 2005. Hence, the reference period was moved to April to September 2005 to cover the six months prior to the date of enumeration.

⁵ The HSDV as rider to the LFS used household samples from the NSO master sample. While the LFS covered about 51,000 sample households, HSDV involved the nationwide collection of data on domestic travel from a sample of about 12,500 households or about one fourth of the sample size of LFS (or one replicate). The number is deemed sufficient to measure the levels and pattern of domestic travel at the national level. The reporting unit was the household, which means that the statistics emanating from the survey refer to the characteristics of the population residing in private households.

Several considerations as to the usefulness and concept of data items were essential to determine the questions to be included in the survey instrument. Operationalization of the various concepts related to domestic tourism was a prime factor in crafting the questionnaire. Constant consultation between NSO and DOT together with a member of the Technical Working Group on Tourism Statistics from the Asian Institute of Tourism, as well as the conduct of a pretest were apparent requisites to further enhance the questionnaire design.

II. Data Items Included

The following were data items included in the HSDV with its specific use:

Table 1. Data Items from the HSDV and Its Specific Use

Data Item	Specific Use
<i>Household Questionnaire (HSDV Form 1)</i>	
Demographic Characteristics of Household members	Basis to determine profile of HH member to be identified as domestic visitor for socio-demographic analysis
Information on visitors received during the past six months	Provide data on visitors staying in homes of relatives/friends to complement DOT data on visitors staying in commercial accommodation establishments. Moreover, for exploratory study as basis to measure capacity of households to accommodate overnight visitors
Ownership of second home	Provide data on the location and use of second homes to complement the measurement of accommodation capacity and its economic contribution
<i>Individual Questionnaire (HSDV Form 2)</i>	
Trips made by HH members	Measure volume of domestic tourism
Details of travel <ul style="list-style-type: none"> • Places visited • Month of travel 	Determine the profile and travel characteristics of domestic visitors for use in planning, marketing and investment

<ul style="list-style-type: none"> • Number of night overstayed • Place where visitor stayed overnight • Person making the decision for the trip • Travel companion • Mode of transportation in going to place visited • Main purpose of visit • Activities done in place visited • Factors influencing the visit • Source of travel information • Availment of Domestic Package tour • Expenses during travel 	<p>purposes</p>
<p>Travel within the next 12 months</p>	<p>For planning and marketing purposes</p>

The DOT provided the list of tourism data items that need to be collected from the household travel survey. The required data items were basically lifted from the Study on Regional Travel in the Philippines, a household survey on travel patterns of Philippine residents previously done in 1993. Questionnaires from two other DOT surveys, namely Annual Visitor Sample Survey, and the Sample Survey on the Profile of Regional Travel in Accommodation Establishments, provided guide questions for the household survey.

Relatively, DOT submitted to NSO basic format of their preferred statistical tables. These were equally valuable inputs to the preparation of the questionnaire.

Since the HSDV was a rider to NSO's LFS, it was an instant decision to adopt the definition used in the LFS for the demographic characteristics. Meanwhile, the concepts and definitions relating to domestic tourism adopted in the HSDV generally conformed to the definitions approved in the Philippine Statistics System (PSS)⁶. These definitions, in turn, were consistent with the recommendations made by the UNWTO regarding tourism statistics.

⁶Standard concepts and definitions of selected terms used in tourism statistics were formulated by the Interagency Committee on Tourism Statistics and were approved by the NSCB Executive Board.

III. Designing the travel questionnaire

After identifying the data items, the next challenge posed was to arrange these data items in a style such that the flow of questions can cover as much data items and at the same time be friendly to the respondent as well as to the enumerator.

The data items were grouped under major headings as indicated below.

Table 2. Major Grouping of Data Items

Questionnaire Type	Household Questionnaire (Form 1)	Individual Questionnaire (Form 2)
Number of pages	Three pages (including cover page)	Seven pages (including cover page)
Major Grouping	<ul style="list-style-type: none"> A. Demographic Characteristics B. Visitors Received C. Second Home 	<ul style="list-style-type: none"> A. Screening question for the traveler B. Details of domestic trip C. Attractions visited D. Details of domestic package tour visitors E. Details of independent visitors F. Travel within the next 12 months

The complexity of the required information placed vital importance in the questionnaire design. Information from individual respondents required tedious task of recording detailed items about the trip made by the person. Moreover, perception questions on travel were also loaded in the questionnaire. With several items that need to be inquired from individual persons, it was necessary that the questionnaire for individual respondent be separated from the household questionnaire.

The first pages for both questionnaires were used as the title page and the identifying cover. As in regular NSO surveys, the first page lay out details of geographic identification and the other identifying marks to locate sample households. Other necessary information about the sample households, and the interview status/result of interview were likewise placed in the front page.

Both household and individual questionnaires contain a combination of columnar type questions and the usual question and answer style. The columnar type of questionnaire had the questions arranged in columns and a series of specified items needing answers written in rows. Responses to each question are entered under each cell of the column corresponding to the row of the specific item asked. The other style was simply a question and answer type where each question was asked in order and the response was entered by encircling the choice answer. Corresponding answer boxes need to be filled up for consistency checking of answers during data processing.

Most of the questions were formatted to be answered by selecting pre-printed answers. Only few items required write-in entries, in particular those referring to places of destination and attractions visited. Relatively, these items have matching boxes to fill in the necessary codes.

The main data items for the household questionnaire were arranged in a two-page spread layout. The style for the demographic characteristics of the household was lifted from the columnar style of the LFS questionnaire, with the codes chosen from a list below the corresponding columns. To simplify enumeration procedures and to facilitate processing, the items on demographic profile were entirely transcribed from the entries of LFS. An indicator column was included to determine whom among the household members were 15 years old and over (who were possible respondents for the travel questionnaire). The item on class of worker was an add-on to the traveler's profile. The initial interest here was to differentiate travelers who worked in private establishments from travelers who worked in government establishments.

The details for the two other major groupings for the household questionnaire were likewise arranged in columnar style. The details for the overnight visitors included questions on the number of overnight visitors, number of nights stayed, if the stay was paid and the items of expenditure paid. Such details were asked for each type of visitors whether foreign or local. The details for the second home on the other hand, asked for the location of the second home, number of times and nights the second home was used, whether the second home was for rent and the expenses incurred for the second home.

Screening questions were appropriately placed at the start of the detailed questions for both the visitors received and second home.

In HSDV Form 2 (Individual Form), lay outing the questions for the details of the domestic trips was a major concern during the questionnaire design. Consideration was the order of questioning and the required pages to be occupied. Since there is a need to capture the details of each trip made by the traveler, the columnar style was utilized. All the required questions were arranged in columns and were made to fit in two page spread of the questionnaire; the setting was needed to maintain the continuity in asking the questions. Each trip was placed as a row while the corresponding details were placed as column headings. Since the questions allowed multiple responses, the decision was to use coded choices for the responses in the cells. These coded answers were carefully arranged at the bottom of the questionnaire.

Two other data items were arranged in tabular forms: (a) attractions visited during the trip; and (b) places wanted to be visited. Required details for these two data items were simpler, hence did not pose difficulty in the design.

The other questions for individual travel were organized either as multiple-choice type or a combination of filling in the responses in corresponding boxes.

IV. Pretest of questionnaire

To determine the appropriateness of the questionnaire, a pre-test was necessary and was therefore scheduled on June 3-4, 2005. The pretest aimed to test the feasibility of the forms as capture instruments and determine the time spent in interviewing. The pretest helped in evaluating the phrasing of questions and its understandability and clarity; and the sequencing and lay outing of the questionnaire.

Table 3. Results of Pretest, Zambales

Indicators	Bgy. Barreto, Olongapo City	Bgy. Batalinga, Iba
Total Number of Households Enumerated	38	42
Number of persons 15 years old and over	135	152
Number of households with second	6	7

home		
Number of persons 15 years old and over interviewed	55	67
Average interview time for household questionnaire (HSDV Form 1)	5 to 10 minutes	5 to 10 minutes
Average interview time for individual questionnaire (HSDV Form 2)	5 to 15 minutes	5 to 15 minutes

Both NSO and DOT personnel participated in the pretest operation conducted in two barangays (one urban and one rural) in the province of Zambales.

V. Results of the HSDV

The result of the 2005 HSDV was released to the public on September 8, 2006. The following were some of the highlights:

- About 43.5 percent (23.7 million) of 54.6 million Filipinos 15 years old and over traveled within the country during the period April 1 to September 30, 2005.
- Female travelers slightly outnumbered male travelers. Three out of four travelers belonged to age group 15 to 44 years old. Six in every ten travelers were employed.
- In general, each individual made two trips and visited two places in the country at anytime in the past six months.
- Domestic travelers usually stayed in the house of relatives or friends.
- Almost all of the domestic travelers had independent domestic trips. These are the travelers who did not avail of travel package tours.
- About 17.5 million of these independent travelers, spent about P400 for local transport either for themselves alone or including those of other family members, relatives or friends.
- Aside from transport fare, a large number of independent travelers spent for food and beverages (P400) and for shopping (P1,100). In addition, independent travelers reported an average spending of P1,200 for accommodation and about P3,200 for other expenses.
- National Capital Region was the most frequently visited place. Aside from NCR, top ten places visited were mostly in Luzon area: Cavite, Batangas, Laguna, Bulacan, Nueva

Ecija, Pampanga, Pangasinan and Albay. Two provinces in the Visayas made it likewise to the top ten list: Iloilo & Cebu.

- The five attractions frequently visited by the domestic travelers were malls, parks, churches/shrines/cathedrals, beaches/resorts, and food chains/ restaurants.
- About 9.0 million households received visitors during the six-month reference period (April to September 2005), representing 51.8 percent of the total 17.4 million households in the country. On the average, about 10 visitors were received during the day; and four were received as overnight visitors.

More detailed results are available at the NSO website (www.census.gov.ph) and the DOT website (www.tourism.gov.ph). A final report containing descriptive analysis on the results of the 2005 HSDV, including statistical tables are also available.

VI. Future Directions

The conduct of the HSDV was a vital move in providing reliable statistics on domestic tourism for the Philippines. It was a step forward to fill in data gaps for baseline data on certain domestic tourism indicators.

Moving further will require the conduct of a regular HSDV, or a similar survey on domestic tourism. The DOT have already raised this concern and have regular coordination with NSO for the conduct of a similar household survey. With the 2005 HSDV having set the bench mark for several tourism indicators, a smaller survey in a more frequent occurrence need to be appropriately done. A household survey with detailed content such as the HSDV can be repeated after a span of three years. Next survey round, coverage of data items have to be expanded to include awareness on tourism and perception on tourism of the respondents. These items were not yet included in the recent HSDV but would be significant input for policy and marketing aspects of tourism.

A shorter version of tourism survey can be conducted in between periods of the detailed HSDV. Data items such as, but not limited to, frequency of travel, expenditure, length of stay, purpose of travel can be accommodated in a simplified version. This smaller survey can possibly be a quarterly rider to the NSO's LFS. However, careful planning as to this kind of endeavor have to be considered. Similarly, a tourism survey among establishments would add to the tourism databank. Data items for the tourism establishment survey may include volume of guests, length of stay, number of rooms, travel arrangement, among others.

Moreover, it would be of considerable help if domestic tourism data were classified as designated statistics. As of now, only the statistics coming from the Arrival/Departure cards are designated statistics. Efforts should be in place to classify related domestic tourism data as designated statistics.

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