

Comparison of SA Tourism and Stats SA Domestic Tourism Surveys

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Provincial Tourism Statistics Workshop

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



Background

- There are currently two Domestic Tourism Surveys (DTS) conducted by South African Tourism (SAT) and Statistics South Africa (Stats SA). SA Tourism conducted the Domestic Tourism Surveys in 2001 and the call period was 12 months. In 2003 the recall period was then improved to 6 months.
- The survey was further improved in 2005 and conducted monthly to allow for more accurate recall by respondents.
- Stats SA's questions on domestic tourism first appeared in the 2003 General Household Survey (GHS).
- This survey did not allow the collection of detailed information with regards to domestic tourism activities and more information was needed for the development of the Tourism Satellite Account.
- Noting that the SAT's survey was for marketing purposes and not significant for the TSA, Stats SA introduced the Domestic Tourism Survey in 2008.
- Users have been experiencing confusion since the two surveys produce different findings based on some differences in methodology as well as target population



Background...

- The Department then initiated the process of aligning the two surveys and this project was taken over by the Technical Tourism Statistics Committee as there was previously a task team in place.
- The two surveys are in the process of being integrated towards one survey which will be conducted by Stats SA.
- Methodology, Questionnaires and data collection process for the two survey were reviewed by the Tourism Statistical Technical Committee as process of alignment.
- The pilot of the integrated survey was delayed by the impact of COVID-19 as methodology had to change in 2020.
- The Technical Tourism Statistics Committee is in the process of developing a proposal for the ideal survey for the Steering Committee consideration and approval. Once approved and the pilot is completed, SA Tourism will discontinue with their survey.
- It is envisaged that UNWTO will also be consulted to ensure that the align survey is in line with international standards.



METHODOLOGY

CHARACTERISTIC	SA Tourism	STATS SA	Comments
Type of Survey	Household	Household	Both household surveys.
Sample	15 594 persons/Adults (about 1300 per month)	Continuous data collection (CDC) method; approximately 28 000 households and divided into four quarters	The sample sizes of the two surveys are different.
Scope	Person 18 years and above (need to confirm with SA Tourism)	All person in the household (all ages)	Both are household surveys, but do not cover the same age groups, therefore cannot compare the two.
	Respondent answers for their own trips undertaken.	<p>Previously respondent can answer for members of the household if absent during interviews, but should be very minimal.</p> <p>In 2019, the main respondent and other household members were interviewed. Each household was required to be present during interviews to provide information about their own trips.</p> <p>In 2020 and 202, only household heads were interviewed due to COVID regulations.</p>	Comparison of the results with the previous years should be done with consideration of these changes

METHODOLOGY

CHARACTERISTIC	SA Tourism	STATS SA	Comments
Type of Survey	Household	Household this was changed to telephone during COVID	Both household surveys.
Measure	Analysis is based on all trips	Measures all trips and most recent trips on some variables.	
Recall Period	Continuous collection and each respondent reports on travel of preceding month	Three month recall period.	This should be changed to up to 3 months recall previously discussed with Stats SA.
Reporting	Annual Report Quarterly reports	Annual report Bi-annual report	In future, reporting will be done from one integrated DTS. Stats SA to look at improving the reporting to quarterly if possible as SA Tourism will discontinue with the survey.

Definitions

UNWTO, Glossary of Terms February 2014.

Stats SA, Concepts and Definitions, 2010.

Traveller

- Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations, for any purpose and any duration (IRTS 2008, 2.4). The visitor is a particular type of traveller and consequently tourism is a subset of travel.

Any person on a trip between two or more countries or between two or more localities within his/her country of residence

Visitor

- 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 (IRTS 2008, 2.9).

Someone who does not stay permanently with and is not a member of the household

Tourist

- A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise (IRTS 2008, 2.13).

A visitor who stays at least one night in the place visited

Domestic Trip

A domestic tourism trip is one with a main destination within the country of residence of the visitor

- a trip within the boundaries of South Africa but outside of the respondent's usual environment. Note: The following categories are excluded from the definition of domestic visitor: Persons travelling to another place within the country with the intention of setting up their usual residence in that place, Persons who travel to another place within the country and are remunerated from within the place visited. Persons who travel regularly or frequently between neighbouring localities as defined by the 'usual environment' rule.

Domestic Tourist

Referred to as a Domestic visitor who within his/her country of residence, he/she is a domestic visitor and his/her activities are part of domestic tourism

A resident visitor who visits within the economic territory of the country of reference

THANK YOU