

Outbound Tourism Survey

	Concept Name	Representation
1	Contact	
1.1	Contact organisation	National Statistics Office of Georgia (Geostat)
1.2	Contact organisation unit	Business Statistics Department Tourism Statistics Division
1.3	Contact name	David Kupatadze Badri Kvatchadze
1.4	Contact person function	Head of Business Statistics Department Head of Tourism Statistics Division
1.5	Contact mail address	30, Tsothe Dadiani Str., 0180, Tbilisi, Georgia
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1.8	Contact fax number	-
2	Metadata update	
2.1	Metadata last certified	March 06, 2020
2.2	Metadata last posted	March 06, 2020
2.3	Metadata last update	March 06, 2020
3	Statistical presentation	
3.1	Data description	The purpose of the Outbound Tourism Survey is to obtain reliable and scientifically substantiated data about outbound visitors of age 15 years and older, the number of visits they made and structure and amount of expenses incurred during visits.
3.2	Classification system	Not used.
3.3	Sector coverage	Outbound tourism survey covers resident visitors from Georgia to abroad. Visitors are surveyed at 10 borderpoints (7 land borderpoints and 3 airports) when they return to Georgia – in the baggage reclaim area at the airports and in the neutral zone on the land border points. Visitors are interviewed randomly (every fifth one after the first selected respondent) and 1000 respondents are interviewed monthly.
3.4	Statistical concepts and definitions	Traveler is a person of any age who moves between different geographic locations, for any purpose and any duration; Visitor is a traveler aged 15 or above, resident of Georgia, took a trip outside Georgia to his/her usual environment for less than a year (except following categories: employment, diplomatic or consular officers accredited abroad, Armed Forces servants and their dependents and persons who frequently cross borders); Tourist is a visitor whose trip includes an overnight stay abroad;

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		Excursionist (same-day visitor) is a visitor whose trip does not include an overnight stay abroad; Visit is a movement of visitors.
3.5	Statistical unit	Visitor, visit.
3.6	Statistical population	The selection is made from the general population, recorded by MIA and includes border crossing data by border points.
3.7	Reference area	Outbound Tourism Survey covers 10 border points of Georgia, which were identified based on the border crossing data from MIA (excluding border points on occupied territories).
3.8	Time coverage	Data is available from 2019 year.
3.9	Base period	-
4	Unit of measure	Thousand persons, thousand visits, thousand visitors, nights, GEL, million GEL.
5	Reference period	Quarter, year.
6	Institutional mandate	
6.1	Legal acts and other agreements	The Law of Georgia on Official Statistics; https://www.geostat.ge/media/20817/latest-Law-of-Georgia_2018.pdf Statistical Work Programme (annual); https://www.geostat.ge/en/modules/categories/307/statistical-work-programme Charter of the National Statistics Office of Georgia. https://www.geostat.ge/media/20845/10%2Csaqstatis-konsolidirebuli-debuleba.pdf
6.2	Data sharing	-
7	Confidentiality	
7.1	Confidentiality – policy	<ol style="list-style-type: none"> The Law of Georgia on Official Statistics: <ul style="list-style-type: none"> According to the article 4 of the law individual data collected by statistical agencies for statistical compilation, whether they refer to natural or legal persons, are to be strictly confidential and used exclusively for statistical purposes. According to the article 28 (Observing Confidentiality of Statistical Data) of the law 1. The data collected for the purpose of producing official statistics shall be confidential if it allows for identification of observation unit or r it is possible to identify such data through it. 2. The confidential statistical data shall not be issued or disseminated or used for a non-statistical purpose but for the exceptions envisaged by the Georgian legislation. 3. When producing the official statistics, it is obligatory to destroy or store separately the identity data including the questionnaires containing such data and used for statistical surveys according to the rules defined in the Georgian legislation. According to the article 29 (The Obligations and Responsibilities of the Employees of the Geostat) of the law the confidential statistical data collected and processed for the purpose of statistical survey shall not be used or disseminated by the employees of the units of the Geostat. <p>https://www.geostat.ge/media/20817/latest-Law-of-Georgia_2018.pdf</p> <ol style="list-style-type: none"> Data Confidentiality Policy at Geostat https://www.geostat.ge/media/20860/Data-Confidentiality-Policy-at-Geostat_En.pdf

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		<p>3. Public Use Microdata Dissemination Policy at Geostat https://www.geostat.ge/media/20862/Microdata-Dissemination-Policy_Eng.pdf</p> <p>4. The Law of Georgia on Personal Data Protection https://matsne.gov.ge/en/document/view/1561437?publication=9</p>
7.2	Confidentiality – data treatment	<ul style="list-style-type: none"> • Confidentiality guidelines. • Written undertakings by an employee of Geostat on ensuring confidentiality of gained/collected data as a result of official duties.
8	Release policy	
8.1	Release calendar	Data dissemination dates are defined according to the Advance release calendar, which is available on the website of Geostat and publicly accessible.
8.2	Release calendar access	https://www.geostat.ge/en/calendar
8.3	User access	All users have the equal access to the statistical data simultaneously.
9	Frequency of dissemination	Quarterly, annual.
10	Accessibility and clarity	
10.1	News release	Press release is provided as annex on the survey results: https://www.geostat.ge/en/relationsOfCategory/100/post
10.2	Publications	-
10.3	On-line database	-
10.4	Micro-data access	-
10.5	Other	According to the Law of Georgia on Official Statistics statistical data is public and upon an electronic form or written request, Geostat ensures delivery of the statistical data for all users.
10.6	Documentation on methodology	Documentation on methodology of Outbound Tourism Survey is available on the website of Geostat: https://www.geostat.ge/media/13394/SeriesM_83rev1e.pdf https://www.geostat.ge/media/13395/KS-GQ-14-013-EN-N.pdf
10.7	Quality documentation	-
11	Quality management	
11.1	Quality assurance	To ensure the quality of the statistical processes and products Geostat follows Article 4 - Basic principles of official statistics - of the Law of Georgia on Official Statistics, as well as the European Statistics Code of Practice, the UN Fundamental Principles of Official Statistics and Quality Assurance Framework of the European Statistical System (QAF).
11.2	Quality assessment	Methodology and Quality Management Division of Geostat, along with the sectoral departments, is responsible for the quality of the produced statistical products and processes. The Division carries out quality audit of statistical processes and assesses the risks associated with production of statistical data. Geostat has developed policy documents, guidelines and standard routine descriptions. These documents ensure the standardization of statistical processes and products and the establishment of a unified quality assurance system.
12	Relevance	

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12.1	User needs	The main stakeholders are: business sector representatives, researchers and students, international organizations, governmental institutions, media, etc. They need these data to carry out different types of statistical analysis, to plan a marketing strategy or to evaluate and study the economic situation.																																																		
12.2	User satisfaction	In October 2019, user satisfaction survey was conducted, the target of the survey was to analyze the assessment of quality of statistical data by users and explore ways to improve user services. The survey report is available on the website of Geostat (in Georgian): https://www.geostat.ge/ka/single-news/1746/statistikuri-informatsiis-momkhmarebelta-kmaqofilebis-gamokvleva-2019-tseli																																																		
12.3	Completeness	The data is relevant to an international standard.																																																		
13	Accuracy and reliability																																																			
13.1	Overall accuracy	Outbound Tourism Survey is based on a random sampling method. Generally, this process is attended by existence of statistical deviation (error). Therefore, during the calculation of survey results standard deviation is taken into consideration.																																																		
13.2	Sampling error	<p>In 2019, sample size in Outbound Tourism Survey comprised 12 000 respondents. 1 000 questionnaires were filled up in each month.</p> <p>The table below represents standard errors, confidence intervals, coefficients of variation and design effects of indicators:</p> <table border="1"> <thead> <tr> <th rowspan="2"></th> <th rowspan="2">Standard Error</th> <th colspan="2">95% Confidence Interval</th> <th rowspan="2">The Coefficient of Variation, %</th> <th rowspan="2">Design Effect</th> </tr> <tr> <th>Lower Bound</th> <th>Upper Bound</th> </tr> </thead> <tbody> <tr> <td>Average expenditure during visits, GEL</td> <td>57</td> <td>747</td> <td>969</td> <td>6.6</td> <td>0.93</td> </tr> <tr> <td>Number of visits in Turkey</td> <td>0.9%</td> <td>48.3%</td> <td>51.9%</td> <td>1.8</td> <td>0.91</td> </tr> <tr> <td>Number of visits in Azerbaijan</td> <td>1.0%</td> <td>15.5%</td> <td>19.5%</td> <td>5.8</td> <td>1.89</td> </tr> <tr> <td>Number of visits in Armenia</td> <td>0.6%</td> <td>9.9%</td> <td>12.1%</td> <td>5.1</td> <td>0.86</td> </tr> <tr> <td>Purpose of the visit – Visiting friends and relatives</td> <td>1.8%</td> <td>31.4%</td> <td>38.3%</td> <td>5.1</td> <td>3.67</td> </tr> <tr> <td>Purpose of the visit – Shopping</td> <td>1.1%</td> <td>27.5%</td> <td>31.8%</td> <td>3.7</td> <td>1.52</td> </tr> <tr> <td>Purpose of the visit – Business or Professional</td> <td>1.2%</td> <td>15.6%</td> <td>20.5%</td> <td>6.8</td> <td>2.72</td> </tr> </tbody> </table>		Standard Error	95% Confidence Interval		The Coefficient of Variation, %	Design Effect	Lower Bound	Upper Bound	Average expenditure during visits, GEL	57	747	969	6.6	0.93	Number of visits in Turkey	0.9%	48.3%	51.9%	1.8	0.91	Number of visits in Azerbaijan	1.0%	15.5%	19.5%	5.8	1.89	Number of visits in Armenia	0.6%	9.9%	12.1%	5.1	0.86	Purpose of the visit – Visiting friends and relatives	1.8%	31.4%	38.3%	5.1	3.67	Purpose of the visit – Shopping	1.1%	27.5%	31.8%	3.7	1.52	Purpose of the visit – Business or Professional	1.2%	15.6%	20.5%	6.8	2.72
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13.3	Non-sampling error	Non-sampling error can be caused by non-response - respondent's refusal to provide information at all, providing incomplete information or another reason.																																																		
14	Timeliness and punctuality																																																			
14.1	Timeliness	The quarterly data of outbound tourism survey are published on the 55-th day from the end of the reporting period (quarter).																																																		
14.2	Punctuality	The data is published according to the date specified in the statistical work program. There has not been any violation of publication dates.																																																		
15	Coherence and comparability																																																			

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15.1	Comparability – geographical	The same methodology and approaches for all regions of Georgia are used, that are consistent with international methodology.
15.2	Comparability – over time	The data is comparable over time.
15.3	Coherence – cross domain	The data is coherent.
	Coherence – internal	The data is coherent.
16	Cost and burden	<ul style="list-style-type: none"> • Number of interviewers – 30 persons in 10 border points; • Database is cleaned by 7 permanent staff members of division; • The monthly sample size is 1000 respondents (3000 respondents per quarter); • The survey is conducted using CAPI method (android tablets).
17	Data revision	
17.1	Data revision – policy	Statistical data revision policy is available on the website of Geostat: https://www.geostat.ge/media/20863/Revision-policy_Geostat_Eng.pdf
17.2	Data revision – practice	There is no data planned revision. Unplanned revision (in order to specify the data) has not taken place in practice.
18	Statistical processing	
18.1	Source data	The main source of information about outbound visitors is Outbound Tourism Survey, which is conducted since 2019. Sample frame of the Outbound Tourism Survey is border crossing data by border points recorded by MIA. Based on the analyses of the data from MIA, it was determined that the survey would be conducted at 10 border crossing points of Georgia, 7 of which is land border points and 3 airports (rail and sea border crossing points completely removed due to lack of respondents). During sampling for land border points, once the sampling specialist determines the number of questionnaires to be filled at each border point, the number of working days and the number of interviews per working day are selected randomly. As for airports, the percentage of the questionnaires to be filled is calculated by the flight directions and then the number of interviews for each flight is selected randomly (The number of questionnaires to be filled each day for each interviewer should not exceed eight and no more than four interviews should be conducted on each flight).
18.2	Frequency of data collection	Monthly.
18.3	Data collection	Visitors are surveyed by interviewers at the border points when they arrive in Georgia – in the baggage reclaim area at the airports and in the neutral zone on the land border points. Interviewers fill out an electronic survey questionnaire of Outbound Tourism Survey. See the printed version of this questionnaire at the link: https://www.geostat.ge/media/23199/Outbound-Tourism.pdf
18.4	Data validation	During the fieldwork, after each working day specified in the Schedule, the interviewer synchronizes a special program to send the completed questionnaires, after which the completed questionnaires are displayed on the CAPI website. The registration of the received electronic questionnaires and the primary quality control is carried out by the staff of the Tourism Statistics Division. If there is an error in the questionnaire, the questionnaire is returned to the interviewer for correction. After the survey is completed, the database is edited using MS Access by staff of Tourism Statistics Division. Tourism Statistics Division staff edit and correct the database from the remaining mistakes and inconsistencies. Inconsistencies are identified in the following ways: <ul style="list-style-type: none"> • By Software – specifically created queries identify those questionnaires, which include any type of logical/arithmetic

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		<p>mistake. After identifying inconsistent, wrong and/or suspicious data, Tourism Statistics Division staff corrects mistakes logically, by contacting interviewer to get the additional information from them to correct the mistake or by imputation method.</p> <ul style="list-style-type: none"> • Manually – after correcting the database by software, none of the questionnaires include any inconsistencies. Next step is manually identifying outliers, atypical and suspicious data manually and to check and correct them.
18.5	Data compilation	After finalizing the editing and correction of the database of reporting quarter, an aggregated database is formed and data is weighted. The final figures are calculated in MS Access, MS Excel and SPSS.
18.6	Adjustment	Not applied.
19	Comment	-