

# **QUALITY REPORT FOR STATISTICAL SURVEY**

## **Travel Agencies for 2016**

Organisational unit: Tourism Statistics Department

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## 0. Basic information

- Purpose, goal, and subject of the survey

The purpose of the statistical survey is to monitor the travels of domestic and foreign tourists organised by Croatian travel agencies. These data provide insight into the activity of travel agencies providing the services of organising, selling and conducting package travels, enabling the purchase of travels in a related travel arrangement, organising, selling and conducting excursions, intermediating in the sale of package travels and excursions, selling, intermediating and reserving hotel and restaurant services (accommodation services).

- Reference period

Calendar year

- Legal acts and other agreements

At the national level:

- Official Statistics Act (NN, Nos 103/03, 75/09 and 59/12 – consolidated text)
- Act on the Provision of Tourism Services – unofficial consolidated text (NN, Nos 68/07, 88/10, 30/14, 89/14 and 152/14)
- Decision on the National Classification of Activities – NKD 2007 (NN, Nos 58/07 and 72/07)
- Ordinance on the Register of Tourist Agencies (NN, No. 30/08)
- Ordinance on the Identification Codes of Travel Agencies (NN, Nos 78/96, 47/97, 80/98 and 68/07)

- Classification system

The following classifications/code lists are applied in the survey:

- Codebook of Countries
- Territorial constitution in compliance with the Act on the Territories of Counties, Towns and Municipalities in the Republic of Croatia (NN, Nos 86/06, 125/06, 16/07 and 145/10)

- Concepts and definitions

A travel agency is a trade company or an individual trader, a tradesman or their organisational unit rendering services of arrangement or intermediation of services related to travel and stays of tourists if it fulfils the conditions of rendering services as regulated in the Act on the Provision of Tourism Services – unofficial consolidated text (NN, Nos 68/07, 88/10, 30/14, 89/14 and 152/14). According to the Ordinance on the Identification Codes of Travel Agencies (NN, Nos 78/96, 47/97 and 80/98), regarding the type of services it provides, a travel agency may be: a tour operator, a travel agency – intermediary, a travel agency – intermediary engaged in rendering passenger assistance service and mediation in private accommodation, a travel agency selling tickets for trips or performances and rendering currency exchange or tourist information services and a tourist agency that is both a tour operator and a travel agency – intermediary.

Tourist is every person who, outside his or her place of usual residence, spends at least one night in an accommodation establishment or in another establishment intended for accommodating tourists for rest or recreation, health, studying, sports, religion, family, business, public missions or gatherings. Migrants, cross-border workers, diplomats, military members at regular missions, refugees and nomads are not considered tourists.

Same-day visitor is every person who goes for a same-day trip outside his place of usual residence and comes back the same day (he does not spend a night in the place he visits).

Same-day visit is a pre-arranged combination of at least two individual services consisting of transportation and other tourist and hospitality services, which last less than 24 hours and do not include an overnight stay.

Trip with overnight stays is trip with at list one but less than 365 overnight stays realised.

Tour or cruise is a tourist journey lasting for several days according to a specific tour (cruise) itinerary (elaborated plan of the journey). It is an inclusive tour that comprises various transportation means and all tourist services during the journey, including a guide and tour conductor.

- **Statistical units**

The survey covers travel agencies that provide the services of organising, selling and conducting package travels, enabling the purchase of travels in a related travel arrangement, organising, selling and conducting excursions, intermediating in the sale of package travels and excursions, selling, intermediating and reserving hotel and restaurant services (accommodation services) with their seat in the Republic of Croatia or in another Contracting State to the Agreement on the European Economic Area and the Swiss Confederation, which have a registered branch office in the Republic of Croatia.

- **Statistical population**

Statistical population in the survey are all business entities (legal entities and tradesmen) and parts thereof that perform the activities of travel agencies and tour operators, which are classified in the groups 79.11 Travel agency activities and 79.12 Tour operator activities.

## **1. Relevance**

### **1.1. Data users**

National users: Ministry of Tourism and Sports, Croatian National Tourist Board, Institute for Tourism, Association of Croatian Travel Agencies, Croatian Economic Chamber, travel agencies, economic analysts, scientists, the media and general public

#### **1.1.1. User needs**

The survey satisfies our users' needs.

#### **1.1.2. User satisfaction**

The first user satisfaction survey was carried out in 2013 and the second one in 2015. The results of the survey are available on the website of the Croatian Bureau of Statistics [User satisfaction surveys](#).

### **1.2. Completeness**

The survey covers all variables determined in the legal basis.

#### **1.2.1. Data completeness rate**

Data completeness rate is 100%.

## **2. Accuracy and reliability**

### **2.1. Sampling error**

The indicator for this survey is not applicable.

#### **2.1.1. Sampling error indicators**

The indicator for this survey is not applicable.

### **2.2. Non-sampling error**

Non-sampling error occurs in the form of measurement error, processing error and non-response error.

#### 2.2.1. Coverage error

The survey is based on full coverage. Data are obtained directly from reporting units engaged in the travel agency activity or tour operator activity according to the records of the Croatian Bureau of Statistics and the National Classification of Activities 2007.

#### 2.2.2. Over-coverage rate

The indicator for this survey is not computed.

#### 2.2.3. Measurement errors

During the statistical analysis of received filled-in forms, data validation is implemented according to the established algorithms for particular types of errors. Potential errors during data entry and calculation are checked and corrected by running data validation according to the established algorithms for particular types of errors.

#### 2.2.4. Non-response errors

Non-response errors refer to information on how many statistical units did not fill in the form, i.e. on the number of agencies that did not accept participation in the survey.

#### 2.2.5. Unit non-response rate

The non-response rate was 6.4%.

#### 2.2.6. Item non-response rate

The indicator for this survey is not applicable.

#### 2.2.7. Processing errors

During the statistical analysis of data received by reporting units, data validation is implemented according to the established algorithms for particular types of errors. Potential processing errors are checked by comparing data to previous periods.

#### 2.2.8. Imputation rate

The indicator for this survey is not applicable.

#### 2.2.9. Model assumption error

The indicator for this survey is not applicable.

### 2.3. Data revision

#### 2.3.1. Data revision – policy

Provisional figures are not published in this survey and therefore regular revisions are not planned. The users of statistical data are informed about revisions on the website of the Croatian Bureau of Statistics.

#### 2.3.2. Data revision – practice

Provisional figures are not published in this survey and therefore regular revisions are not planned. As a rule, unplanned revisions caused by events that could not be foreseen and prevented (later changes in data sources or errors in already submitted data that were detected only later) are disseminated as soon as possible.

#### 2.3.3. Data revision – average size

The indicator is not applicable.

### 2.4. Seasonal adjustment

Not applicable.

## 3. Timeliness and punctuality

### 3.1. Timeliness

#### 3.1.1. Timeliness – first results

The indicator for this survey is not applicable.

#### 3.1.2. Timeliness – final results

Timeliness of final results is four months after the reference period ( $T + 4$ ).

### 3.2. Punctuality

#### 3.2.1. Punctuality – delivery and publication

Data are released on the exact date as announced in the Calendar of Statistical Data Issues.

## 4. Accessibility and clarity

The data and Notes on Methodology are available in statistical publications and in electronic format on the website of [the Croatian Bureau of Statistics](#) as well as by providing information/data by phone or e-mail. Dissemination methods and deadlines are specified in the Calendar of Statistical Data Issues and the Publishing Programme of the Croatian Bureau of Statistics.

### 4.1. News release

First Release: [Travel agencies, 2016](#)

### 4.2. Online database

Online databases available for the survey on travel agencies are issued on the website of the Croatian Bureau of Statistics within Databases, Tourism, link: [PC-Axis databases](#).

### 4.3. Microdata access

Conditions under which certain users can have access to microdata are regulated by the Ordinance on the Conditions and Manner of Use of Statistical Data for Scientific Purposes (NN, No. 137/13). Microdata are not released.

#### **4.4. Documentation on methodology**

The First Releases include Notes on Methodology that contain information on the survey purpose, legal and methodological bases, observation units, coverage, sources and methods of data collection and definitions. Basic Notes on Methodology are included in every First Release.

### **5. Coherence and comparability**

#### **5.1. Asymmetry for mirror flows statistics**

Not applicable for this survey.

#### **5.2. Comparability over time**

The data series released on the website of the Croatian Bureau of Statistics has been available since 2004, so the length of comparable data series is 13 years.

#### **5.3. Coherence – short-term and structural data**

The indicator is not applicable.

#### **5.4. Coherence – national accounts**

The indicator is not applicable.

#### **5.5. Coherence – administrative sources**

The indicator is not applicable.

### **6. Cost and burden**

#### **6.1. Cost**

The indicator for this survey is not computed. Data are collected via e-mail on an Excel form and processed in the Survey Processor application.

Costs of collection and processing are minimal compared to the quantity of processed data.

#### **6.2. Burden**

Data are collected from reporting units via e-mails by filling in the Excel forms. The mean time for collection of necessary data and filling in the forms performed by reporting units was 70 minutes.