State of Palestine
Palestinian Central Bureau of Statistics

Rehabilitation Domestic and Outbound Tourism Survey, 2014

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Introduction

Tourism statistics traditionally represent an important field of official statistics, since they contribute significantly to the economic and market analysis of the tourism sector in Palestine.

Palestine attracts many tourists who come to tour its highly valued religious and historical sites. The household sample survey conducted from 24 March 2015 to 31 May 2015. Tourism is a key to many countries economy thanks to its significant contribution to GDP. For this reason, PCBS established a statistical program to monitor and produce reliable and timely statistics on the main indicators of tourism activity. This program began in 1996 with the implementation of the Hotel Survey, which provides periodic data on accommodation statistics.

PCBS is pleased to introduce this report on the Domestic and Outbound Tourism Survey 2014 as an additional component of statistics on internal tourism. The main objective of the survey is to provide basic information about the demand on tourism for use in the Tourism Satellite Accounts system in Palestine.

The data produced by this survey cover expenditure during trips to touristic resorts, households' trips, countries of destination, and the facilities and services available in the resorts visited by households resident in Palestine.

This report comprises three chapters: the First Chapter presents the main findings. The Second Chapter explains the methodology of data collection and tabulation, in addition to details regarding data quality and estimates of data sources. The Third Chapter lists the concepts and definitions used in this report.

Concepts and Definitions

The following concepts and their definitions are based on international recommendations in the fields of tourism and economic statistics, while taking into account the particular aspects of Palestine:

Household:
One person or a group of persons with or without a household relationship, who live in the same housing unit, share meals and make joint provision of food and other essentials of living.

Tourism Trip:
Activity carried out by the traveler to the main destination outside the usual environment, for less than a year, for any main purpose (business, entertainment or personal for another purpose) except as used by a resident of a country or place that is visited by a person. Classified as a visiting tourist or visitor overnight.

Usual Environment:
Usual environment is the place or places a person occupies within their regular routine of life (excepting places visited for leisure or recreational activities only). Usual environment of a person consists of the direct vicinity of his/her home and place of work or study and other places frequently visited.

Domestic Tourism:
Is a tourism trip, which is the main destination inside the country visiting the establishment.

Outbound Tourism:
Is a tourist trip, which is the main destination outside the country visiting the establishment

Purpose of Visit:
The purpose to which it out of the tourists or visiting a place of habitual residence, where this might be the purpose of the goals of entertainment, religious or visit relatives and friends, medical, educational or official business or other purposes.

The number of days
It is the number of days spent by tourists during his trip in the principal place of visit and other places outside the country, just days residence in the country Shrine.

Tourism Expenditure:
Tourism expenditure refers to the amount paid for the purchase of consumer goods and services, as well as valuables, for private use or gifting, for the purposes of tours and during. These include Visitors expenses themselves, as well as expenses paid or reimbursed by a third party.

Tourism Agency:
Establishment engaged in doing business for tourist travel services and related activities and sell them through travel agencies or directly to final consumers.

Tourism Guide:
A person who guides the tourists to the tourism sites and regions, and has an ability to speak many languages.

Work and Official Missions:
The work carried out by any traveler, so it does not generate income, such as official business that may be assigned to the person from his or his government, with the exception of the work of a commercial nature or profit (activities of business).

Region:
According to current administrative divisions, the Palestinian Territory were divided into two geographic regions (areas): The West Bank and Gaza Strip. The West Bank was divided into 11 Governorates while Gaza Strip was divided into 5 Governorates.

Questionnaire

This section presents a documentation of the methodology used in preparing this survey.

The tourism questionnaire was design of the accordance with similar international experiences and with international standards and recommendations for the most important indicators, taking into account the special situation of Palestine.

Target Population:
It consists of all Palestinian households who are staying normally in Palestine during 2015.

Sample Frame
The sampling frame was based on master sample which was update in 2013-2014 for (Expenditure and Consumption Survey (PECS) and Multiple Indicator Cluster Survey (MICS) surveys, and the frame consists from enumeration areas. These enumeration areas are used as primary sampling units (PSUs) in the first stage of the sampling selection.

Sample size:
The sample size is 7,690 households for Palestine level, 6,609 households responded.

Sampling Design:
The sample is two stage stratified cluster sample as following:

First stage: selection of a PPS random sample of 370 enumeration areas.

Second stage: A random area sample of 20 households from each enumeration area selected in the first stage.

Sample strata:
The population was divided by:
1- Governorate
2- locality type (Urban, rural, camps)

Weight calculation
The weight of statistical units (sampling units) in the sample is defined as the mathematical inverse of the selection probability where the sample of the survey is two-stage stratified cluster sample. Thus, in the first stage we calculate the weight of enumeration areas depending on the probability of each enumeration area. second stage we calculate the weight of households in each enumeration area. Initial household weights resulted from the product of the weight of the first stage and the weight of the second stage. Final household weights were obtained after adjustment of initial weights with the household estimates of the beginning of 2015 with regard to design strata (governorate, locality type).

Reference Period
This file shows the main finding of household Domestic and Outbound Tourism Survey, which executed on 2014.

Data Collection

Field work activities started on 24/03/2015 and lasted until 31/05/2015. This survey covered of 2014. Field workers were distributed to all governorates according to the sample size of each governorate. The field work team consisted of 55 members, including 10 supervisors, 7 editors and 38 fieldworkers.

Response Rate

7,690 households had been reached as a representative sample to Palestine, where the number of completed questionnaires amounted to 6,609 questionnaires of which 4,536 questionnaires were in the West Bank and 2,073 questionnaires in Gaza Strip. Weights were amended at the level of design strata to modify effects of refusals rates and lack of responses.

Data Quality

The concept of data quality covers many aspects, starting from the initial planning of the survey to the dissemination of the results and how well users understand and use the data. There are seven dimensions of statistical quality: relevance, accuracy, timeliness, accessibility, comparability, coherence and completeness.

Accuracy

This includes many aspects of the survey, mainly sampling errors due to the use of a sample, and also non sampling errors from workers and survey tools. It also includes the response rates in this survey and their effect on the assumptions. This section includes:

1. Sampling Errors:

Data of this survey may be affected by sampling errors due to use of a sample and not a complete enumeration. Therefore, certain differences are expected in comparison with the real values obtained through censuses. Variances were calculated for the most important indicators and the variance table is attached with the final report. There is no problem with the dissemination of results on national.

Summary for Variance Calculation for Main Indictors

Indicator	Estimate	Standard Error	C.V%	95% Confidence Interval		Number of Observations
				Lower	Upper	
Percentage of Households travelled for domestic trips in Palestine during 2014	36.9	0.8	2.2	35.3	38.6	2,425
Average of household expenditure (us dollar) on shopping for whom travelling in outbound trips in Palestine in 2014	314.1	14.7	4.7	285.1	343.2	1,060
Average of household expenditure (us dollar) on food and drink for whom travelling in domestic trips in the west bank in 2014	31.8	1.1	3.6	29.6	34.1	1,513
Percentage of Households whom the main purpose of conducting outbound trips in Gaza strip during 2014 is visiting friends	14.3	3.4	*23.6	8.8	22.2	17

*Coefficient of Variation is high

2. Non Sampling Errors:

The non-sampling errors are possible to occur at all phases of implementing the project, through data collection and entry which could be summarized as non-response errors, and responding errors (respondents), and interview errors (fieldworkers) and data-entry errors. To avoid errors and reduce the impact, it had been made great efforts through extensive training of fieldworkers on how to conduct interviews, things that ought to be followed during an interview, things that should be avoided, making some practical and theoretical exercises during training session, in addition to providing them with a manual booklet for fieldworkers which contained a private key questions of questionnaire, mechanism to fill questionnaire and methods of dealing with respondents to reduce refusal rates and providing correct and non-based data, Also data entry staff were trained on the data entry program, which was tested before starting the data entry process.

As for office work, they had been trained for a special auditing of questionnaires and error detection, which greatly reduced rates of errors during field work. In order to reduce the percentage of errors during data entry, the program was designed to enter data so as not to allow any mistakes during the process and contained many of logical terms. This process led to disclosure of most of errors that had not been found in earlier phases of the work, where they were correcting all the errors that had been discovered.

After the completion of the aforesaid audits, data consistency was examined by computer using frequency and cross tables as turned out to be quite consistent, errors impact was not detectable on data quality. This in turn gave a good impression of those in charge of the survey that we could rely on this data and extract reliable statistical and high significant indicators on the reality of corruption in Palestine.

Items of interview results

Results of interviews	Number of cases
Completed	6,602
Partially completed	7
Household was abroad	94
No one at the house	383
Refused to cooperate	243
No available Information	20
The housing unit is uninhabited	211
Not existed housing unit	93
Others	37
Total	**7,690**

Equations of responsiveness and failures to response:

Percentage of over coverage = $\dfrac{\text{Total over coverage cases}}{\text{Original sample}}$ x 100%

= 4.0%

The percentage of non-response = $\dfrac{\text{Total non-response cases}}{\text{Net sample}}$ x 100%

= 10.5%

Net sample = original sample - (over coverage cases) = 7,386
Response rate = 100% - the percentage of non-response.
= 89.5%

over coverage Cases include: (unit does not exist, the housing unit is uninhabited). Non-response cases include: (household was abroad, no one at the house, refused to cooperate, no available Information and others).

Comparability
As illustrated below, the survey data is comparable geographically and over time by comparing data from different geographical areas to data of previous surveys. The main indicators regarding domestic and outbound trips have only slight variance.
Data of the Domestic and Outbound Tourism Survey are comparable geographically and across time. When comparing data of this survey between different geographical areas and with previous surveys.

Data Quality Control
Several measures were implemented to ensure quality control in the survey, such as the training of field workers in basic skills before the start of data collection, conducting field visits to field researchers to ensure the integrity of data collection, in addition to conducting the audit questionnaire was conducted before data entry using a program that does not allow any mistakes to occur during the process of data entry. The data were then examined to ensure that they were free from errors not discovered earlier. After receipt of the raw data file, cleaning and inspection of outliers was carried out and the consistency of the different questions on the questionnaire was checked

Technical Notes
This part presents important technical notes on the indicators presented in the results of the survey:
- Domestic and Outbound Tourism Survey, 2015 implemented as an annex to the Area Households survey, which covered different subjects.
- Some of the questionnaire data remained incomplete in reason of non-response when the household was not at home or the household refused to participate.
- Answers to questions on consumption are approximate.
- In this survey, data were collected about the consumption of olive cake and coal in households, but due to lack of relevant data and fairly high variance, the data were grouped with others in the statistical tables.
- The increase in consumption of electricity and the decrease in the consumption of the other types of fuel in the Gaza Strip reflected the Israeli siege imposed on the territory.

Computerize data

Data Processing

The data processing stage consisted of the following operations:

1. Editing and coding prior to data entry: all questionnaires were edited and coded in the office using the same instructions adopted for editing in the field.

2. Data entry:

The Domestic and Outbound Tourism Survey questionnaire was programmed and the data were entered into the computer in the offices in Nablus, Hebron, Ramallah and Gaza. At this stage, data were entered into the computer using a data entry template developed in Access. The data entry program was prepared to satisfy a number of requirements:

- To prevent the duplication of questionnaires during data entry.
- To apply checks on the integrity and consistency of entered data.
- To handle errors in a user friendly manner.
- The ability to transfer captured data to another format for data analysis using statistical analysis software such as SPSS.