Tourism Surveys in Belarus

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Abstract

Tourism is a growing and complex phenomenon which is becoming one of the world's largest economic activities. International tourist arrivals have increased from 25 million globally in 1950 to 674 million in 2000, and 1,235 million in 2016. International tourism receipts earned by destinations worldwide have surged from US $ 2 billion in 1950 to US 1,220 billion in 2016. Tourism represents 7 % of the world's export of goods and services, has grown faster than world trade for the last five years. In Belarus the number of foreign visitors has increased from 120 thousand in 2010 to 217 thousand in 2016; the value of tourism export has increased, too (more than twice).

However this belief frequently faces a careless, partial and discordant set of information. The multiplicity of stakeholders involved in the tourism system (international organizations, national, regional, local administrations) implies different needs in terms of typologies of information: from tourism demand to the economic role and impacts of tourism; from statistical data to quantitative analyses. The final result is an enormous and growing request for information which requires different methodologies. This is why increasing efforts to harmonize methodologies, develop tourism satellite account.

Nowadays the National Statistical Committee of the Republic of Belarus does preparatory work on development of tourism satellite account. In 2017 Methodological Recommendations for construction of Tourism satellite account were adopted. Since 2017-2018, the first tables of this account are calculated.

The main sources and instruments of development of Tourism satellite account include tourism industry enterprises censuses and the system of different surveys: establishment samples, households samples. The first results of their use indicated the appearance of significant problems: non-responses, enough high level of errors, sample and non-sample errors, discrepancies between data from these surveys, the need for localization of the sample.

This lecture has the next parts:

1) tourism in Belarus: main indicators and trends;

2) tourism satellite account and possible information sources;

3) tourism households surveys;

4) tourism establishment surveys;

5) accommodation surveys;

6) Border surveys.

The use of combination of univariate and multivariate samples, quasicausal samples, expert estimates, tertiary sources, increase of sample size of Border surveys, updating existing questionnaires will provide more reliable information over larger number of tourism demand and tourism supply indicators.

Keywords: satellite account, tourism, establishment survey, household survey, sample, questionnaire.

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