

Methodological Improvement of the International Tourists Survey in Korea

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I. Introduction

The purposes of this paper are to examine the status of tourism statistics generation in Korea and to provide the methodological improvement in the creation of tourism statistics, focusing on the International Tourists Survey.

Tourism statistics are essential data, which can be used for tourism demand forecasting and tourism behavioral analysis. Tourism statistics also help tourism policy-making and managerial decision-making in the tourism related industries.

Thus, it is imperative that tourism statistics be scientifically generated and improved by adapting more precise methodology.

II. The Status of the International Tourists Survey in Korea

Statistical data of foreign arrivals can be classified into 3 categories: 1) foreign arrivals statistics counted by the Ministry of Justice (Bureau of Immigration); 2) Inbound Tourists Survey conducted by the Korea National Tourist Organization (KNTO); and 3) tourism balance of payment produced by the Bank of Korea.

Inbound tourists statistics are based on the arrivals and departures counted by the Ministry of Justice. The number of inbound tourists is calculated by subtracting the number of non-tourists from the total foreign arrivals.

Data on behavioral pattern of inbound tourists in Korea are produced by the outcomes of the Inbound Tourists Survey of the KNTO.

1. Arrivals and Departures Statistics

In Korea, the Immigration Bureau of the Ministry of Justice is responsible for generating foreigners entry-related statistics, based on the embarkation/disembarkation (E/D) cards filled out and submitted by visitors.

Foreigners entering Korea must take entry inspection and submit their E/D card at all the international airports and ports in Korea. Then, arrivals statistics are generated at the Computer Information Center by collecting and classifying the E/D cards.

2. Inbound Tourist Survey

- Publishing Organization: Korea National Tourist Organization
- Survey organization: Commissioned to a research specialized firm
- The first survey year: 1975
- Survey purpose: Survey regularly and analyze the changes in travel trends of overseas tourists so that the outcomes can be utilized for pursuing the increase of inbound tourists and improving the capacity in tourism-related facilities.
- Survey period: Every year
- Survey sites: CIQ in the international airports of Busan, Jeju and Incheon.
- Survey method: Convenience sampling
- Survey object: Foreign visitors and overseas Koreans
- Survey items

- Status of foreign tourists in Korea: Visiting frequency, purpose, type, motivation, route, length of stay, used accommodation, places visited, regional distribution visited by foreign tourists
- Pattern of foreign tourists expenditure in Korea: Amount, purchase items
- Foreign tourists' evaluation of trip to Korea: Opinion on Korean price level, satisfaction level of trip to Korea, impressive points in travelling Korea, items for complaints, opinion of revisit, items for improvement etc.

Table 1. The status of overseas tourists statistics in Korea

Object	Title of the Statistics	Organization in Charge	Data Collection
Overseas Visitors	Departures and Arrivals Statistics	Immigration Bureau, the Ministry of Justice	Processing E/D cards
	Inbound Tourist Survey	KNTO	Questionnaire survey
	Tourism Balance of Payment	Bank of Korea	Processing foreign exchange reports submitted by each bank in Korea

. Research Framework

To produce tourism statistical information effectively, there are 3 criteria on statistical item: efficiency(benefit>cost), understandability by users, materiality on decision-making. Whether we produce the statistical information or not depends on satisfying 3 criteria mentioned above. Generally, the 3 criteria should be covered to produce statistical information. If the criteria are fulfilled, then statistical information will be utilized and feedbacked by users(see Fig. 1).

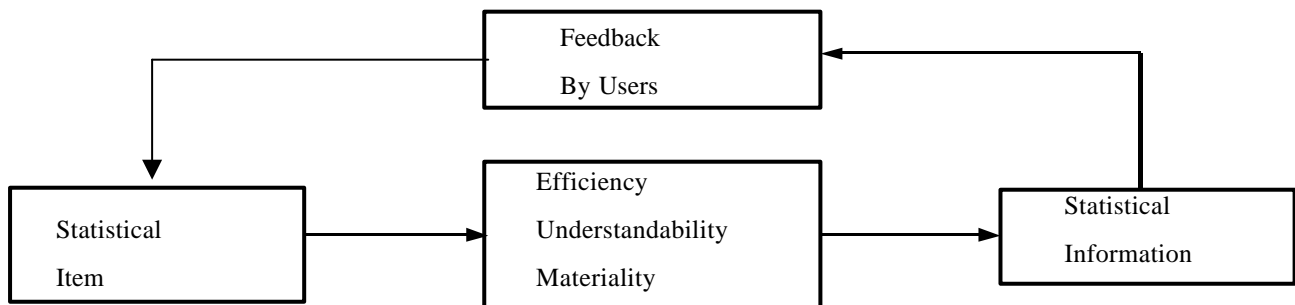


Figure 1. Process & criteria in generation of tourism statistical information

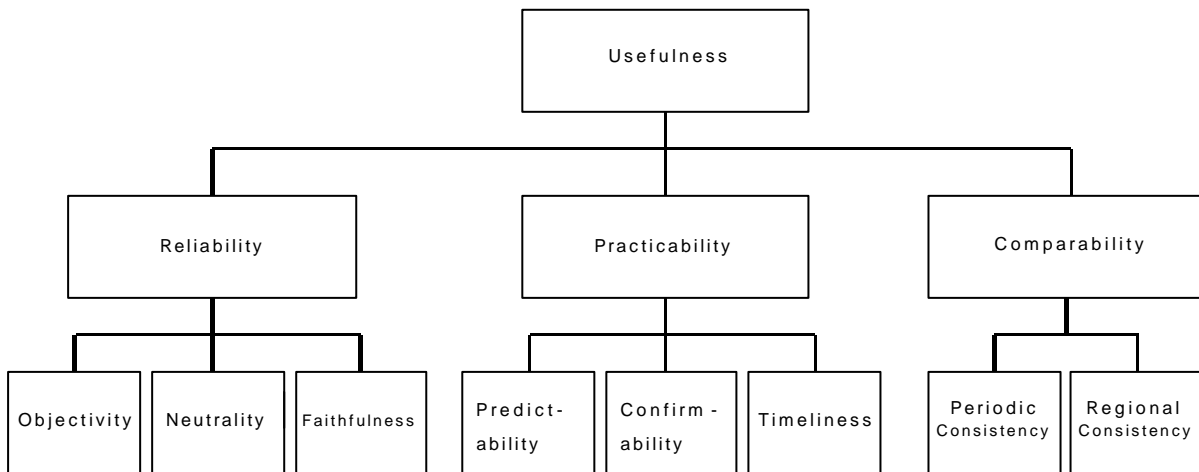


Figure 2. Evaluation criteria of tourism statistical information

The value of tourism statistical information has usefulness. Usefulness of tourism information consists of 3 parts: reliability, practicability and comparability. To improve the usefulness of tourism statistics, we should increase the level of each of 3 parts(see Fig. 2). Fig. 2 provides research framework for the methodological improvement on the Inbound Tourists Survey.

IV. Improvement Measures

Measures to increase reliability, practicability and comparability for the improvement of statistical information value can be suggested as follows:

1. Ways of Improving Reliability of Statistical Data

1) Adding Survey Sites

The current survey sites of the Inbound Tourists Survey are confined to the International Airports of Jeju, Busan and Incheon. Ports, however, need to be added into the survey sites in order to include passengers entering by ships.

2) The Improvement of Sampling Method

Convenience sampling has been employed for the Inbound Tourists Survey. However, stratified random sampling needs to be utilized, taking into accounts the destination of flights and the number of tourists by generating countries.

2. Ways of Improving Practicability of Statistical Data

1) Adding Survey Item on Regional Places Visited by Tourists

The outcomes of the Inbound Tourists Survey do not present regional places visited by the tourists. Thus, it is necessary to examine tourist behavior in 16 cities and provinces in Korea through adding survey item on tourist visitation by cities and provinces.

2) Regional Statistics Generation

The outcomes of present Inbound Tourists Survey do not provide information on inbound tourists behavior by each region. Thus, the sample needs to be allocated by region so that it results in generating statistical data of inbound tourists behavior by region.

3) Subdividing Survey Item on Tourists Expenditures

It needs to examine the spending structure of inbound tourists by subdividing into more detailed spending items. This data can also be used for the Korea Tourism Satellite Account(K-TSA).

4) Selecting Various Media for Release of the Outcomes of the Survey

Through selecting various media for release, people should access to the data easily and implement for their purposes. In addition, the data need to be transmitted in the form of computer file through network systems including internet and printed media.

5) The Opening of Raw Data

The raw data of Inbound Tourist Survey are not opened to the public. Study on tourist behavior of inbound tourists can be encouraged by opening raw data of the Inbound Tourists Survey to the public.

3. Ways of Improving Comparability of Statistical Data

1) Regular Distribution

Data of tourism statistics should be regularly distributed so that users can anticipate the distribution time. Regular distribution system can provide effectiveness of tourism policy-making since it obtains time series of statistical data.

2) Generation of Seasonal Statistics

The present Inbound Tourists Survey is seasonally conducted, whereas statistical data are produced in annual period only by aggregating four seasons' data. In order to identify seasonal tourist trends, seasonal survey data need to be produced and distributed.

3) Operation of Tourism Statistics Center

- Maintain and coordinate the consistency of tourism statistics by time period and regional basis.
- Investigate new items on tourism statistics.
- Analyze tourism trends
- Analyze impact of tourism industry
- Produce and distribute regular forecasting data of tourism demand

V. Conclusions

People in today value their leisure time by increase of disposable income and leisure opportunities. Since the demand for making good use of leisure has been continuously increasing, tourism will play an important role of satisfying leisure desire of people. It is also expected that tourism statistics will support government's various policy simulations, industry's managerial decision-making and academics' industry analysis modeling.

Therefore there needs to be continuous concerns and investment on tourism statistics generation in order to scientifically support tourism industry and tourism policy establishment.

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