



REPUBLIC OF CROATIA



CROATIAN BUREAU OF STATISTICS

**QUALITY REPORT FOR STATISTICAL SURVEY**  
**Tourist Activity of the Population of the Republic of Croatia**  
**For 2016**

Organisational unit: Tourism Statistics Department  
Prepared by: Ivana Brozović

November 2020

## 0. Basic information

- Purpose, goal, and subject of the survey

The purpose of the statistical survey Tourist Activity of the Population of the Republic of Croatia is to collect data on national tourism, that is, the data on the number and characteristics of travels of the Croatian population outside their usual environment. The goal is to assess to what extent does the Croatian population travel, their reasons for going on a trip, where and when they travel, how long do the trips last and what the trip expenditure amount to. For the surveyed persons who did not go on a private trip with overnight stays, the data on the main reasons for not going on a trip were collected.

The survey has been conducted continuously since 2007 and it includes private and business/professional trips, trips with overnight stays, same-day visits, as well as trips within Croatia and trips abroad.

- Reference period

Calendar year

- Legal acts and other agreements

At the European level: Regulation (EU) No 692/2011 of the European Parliament and of the Council concerning European statistics on tourism

At the national level: Official Statistics Act (NN, Nos 103/03, 75/09, 59/12 and 12/13 – consolidated text)

- Classification system

Classification of Spatial Units for Statistics

Code List of Countries

Currencies

- Concepts and definitions

Same-day visitor is every person who travels to a place outside his/her usual environment, who does not spend a night in a hotel or some other tourist accommodation establishment and whose main purpose of travelling differs from performing a particular activity financed by a resident entity in the place visited. The duration of same-day visits is measured in hours. A person who travels in another place for work or education on a daily basis is not considered a visitor.

Tourist is every person who, outside his/her place of usual environment, spends at least one night in a commercial or non-commercial accommodation establishment (but less than 12 months continuously) for reasons of rest, recreation, entertainment, visit to family or friends, preservation and improvement of health, business, religious and other reasons, other than performing a particular activity financed by a resident entity in the place visited. All tourists are travellers, but not every traveller is a tourist. Migrants, cross-border workers, diplomats, military members at regular missions, refugees and nomads are not considered tourists.

Usual environment of a person is immediate vicinity of the person's home and place of work or schooling, as well as other places that the person regularly visits. Each person has only one usual environment. The following criteria define the usual environment: crossing of the administrative border of the place of usual residence, duration of a trip, the frequency of going

on a trip and the reason for going on a trip. For example, in Croatia, the usual environment can be the area of a municipality.

Purpose of the trip is the main reason for going on a trip, that is, without which a given destination would not be visited. Depending on the purpose, tourist trips may be: private (rest, recreation or entertainment, including visits to relatives and friends) and business/professional (trips to congresses, conferences, business meetings, fairs, exhibitions, language learning and other educational trips, cultural, sports and similar trips).

Private trip is a tourist trip with the purpose of rest, recreation, shopping, health, pilgrimage, religious event, visit to relatives and friends, etc. Private trips do not include weekly migrations or departure for work or schooling, seasonal work, staying in hospitals or spas financed by social insurance contributions, staying in refugee camps and asylum.

Business/professional trip is a trip aiming at business or professional reasons excluding daily local trips or business-motivated trips in usual environment. Business/professional trips include trips to congresses, conferences, business meetings, fairs, exhibitions, language learning and other educational trips, cultural, sports and similar trips. Trips financed by a resident entity in the place visited are excluded.

Duration of a tourist trip is the time spent on the trip, which can last a maximum of 365 days continuously.

Duration of a trip with overnight stays is measured by the number of nights spent at destination.

Expenditure on tourism trips includes all travelling expenses that occurred before the beginning of the trip and during the trip. This expenditure may also be made by another person on behalf of the visitor or at the visitor's expense.

- **Statistical units**

Observation units for the number of persons who went on a trip are Croatian citizens aged 15 and over (a reporting unit is equal to a statistical unit). The observation unit for data on the number of trips with overnight stays and same-day visits and their characteristics is a trip of a Croatian citizen aged 15 and over.

The statistical unit for tourist trips is a trip, and the reporting unit is a Croatian citizen aged 15 and over.

- **Statistical population**

The target population for the survey are Croatian citizens aged 15 and over who live in private households, excluding the population living in institutional households (homes for the elderly, prisons and the like), Croatian citizens living abroad and foreign citizens living in Croatia.

## **1. Relevance**

### **1.1. Data users**

National users: Ministry of Tourism, Institute for Tourism, economic analysts, scientists, the media and the public

International users: UNWTO, OECD

Internal users: National Accounts Directorate

### 1.1.1 User needs

The survey is nationally relevant because it is one of the data sources for compiling the tourism satellite account. The survey meets the needs of our users. International users: Eurostat uses the survey data for a systematic and user-oriented presentation of internationally comparable indicators of the survey on national tourism (for all EU Member States).

### 1.1.2 User satisfaction

The first user satisfaction survey was carried out in 2013, and the second one in 2015. The survey results can be found on the website of the Croatian Bureau of Statistics at [www.dzs.hr](http://www.dzs.hr).

## 1.2 Completeness

The survey is carried out in accordance with Regulation (EU) No 692/2011 of the European Parliament and of the Council concerning European statistics on tourism and recommendations in the Methodological Manual for Tourism Statistics and it covers all mandatory variables.

### 1.2.1 Data completeness rate

The indicator for this survey is not computed.

## 2. Accuracy and reliability

### 2.1. Sampling error

The sampling error shows the accuracy of estimating population parameters based on the sample. As it is a random sample, the assessment of the accuracy of estimate is given in the form of coefficients of variation, standard errors and confidence intervals for the most important variables.

The basis for the sampling frame is a directory of fixed and mobile telephone lines in the Republic of Croatia. A random sample stratified according to the county and type of telephone line (fixed or mobile) was used in the survey. The target population for the survey are Croatian citizens aged 15 and over who live in private households, excluding the population living in institutional households (homes for the elderly, prisons and the like), Croatian citizens living abroad and foreign citizens living in Croatia.

In case of a fixed telephone line, a respondent was selected from the randomly chosen household according to the birthday key method.

Since the population frame consists of fixed and mobile telephones, there is an error of non-coverage of the population for persons whose telephone numbers are not in the telephone directory. It is estimated that 86% of households in the Republic of Croatia have a fixed telephone. It is assumed that the absence of a fixed telephone is correlated with the sociodemographic variables collected by the survey. This under-coverage was offset by the post-stratification process (according to the demographic structure of the entire population).

## 2.1.1 Sampling error indicators

Estimates and accuracy measurements of the most important indicators of tourist activity of the population of the Republic of Croatia in 2016

	Estimated value	Coefficient of variation, %	95% confidence interval	
			Lower limit	Upper limit
<b>Number of persons on trips with overnight stays</b>				
Number of persons on trips with overnight stays	1 597 525	2.3	1 527 096	1 667 954
Only in Croatia	1 057 604	2.7	1 000 946	1 114 261
Only abroad	221 562	5.6	197 224	245 899
In Croatia and abroad	318 360	5.4	284 465	352 254
On trips with 1 – 3 nights	767 760	3.1	721 184	814 337
On trips with 4 and more nights	1 119 576	2.8	1 058 538	1 180 613
Number of persons on business/professional trips	318 140	4.3	291 307	344 973
<b>Number of trips with overnight stays</b>				
Private trips	3 757 676	1.7	3 635 190	3 880 162
In Croatia	2 546 276	2.0	2 449 105	2 643 446
Abroad	1 211 400	3.1	1 136 717	1 286 083
Business/professional trips	783 594	7.4	670 348	896 840
In Croatia	380 134	6.6	330 805	429 464
Abroad	403 460	12.7	302 149	504 770
<b>Number of nights on trips with overnight stays</b>				
Nights on private trips	23 077 958	3.7	21 385 860	24 770 056
In Croatia	16 792 304	4.7	15 244 341	18 340 268
Abroad	6 285 654	5.5	5 612 760	6 958 547
Nights on business/professional trips	3 703 320	19.4	2 294 803	5 111 837
In Croatia	1 344 667	12.3	1 019 341	1 669 993
Abroad	2 358 653	29.2	1 000 789	3 716 518
<b>Expenditure on trips with overnight stays, kuna</b>				
Expenditure on private trips	6 451 426 120	3.7	5 981 206 413	6 921 645 826
In Croatia	3 146 705 762	3.6	2 923 279 608	3 370 131 916
Abroad	3 304 720 358	6.2	2 901 738 231	3 707 702 484
Expenditure on business/professional trips	2 821 506 912	9.7	2 284 694 142	3 358 319 683
In Croatia	807 432 091	9.3	658 739 272	956 124 910
Abroad	2 014 074 821	12.6	1 511 789 386	2 516 360 256

### 2.1.2. Bias in sample selection process

The indicator for this survey is not computed.

## 2.2. Non-sampling error

Non-sampling errors include all other errors not related to the sample selection, such as the coverage error, the measurement error, the data processing error and the non-response error.

### 2.2.1 Coverage error

Coverage errors occur due to deviation from the sample selection frame. The sample selection frame is a publicly available telephone directory for 2016. The rate of valid units for the survey Tourist Activity of the Population of the Republic of Croatia, 2016, amounted to 81.3%.

Deviation from the sample selection frame causes coverage errors to occur, namely the under-coverage error and the over-coverage error.

Under-coverage: the sample frame is a publicly available telephone directory for 2016 and the sample frame does not include the population (households) that do not have a publicly available telephone number.

Over-coverage: households with more than one telephone line were included in the sample, as well as households that do not meet the conditions for conducting the survey (e.g. citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia).

### 2.2.2 Over-coverage rate

The over-coverage rate is the share of units that do not belong to the target population. The over-coverage of the sample of fixed telephone lines amounted to 13% (over-coverage: foreign citizens living in the Republic of Croatia, crafts, enterprises and institutions, such as homes for the elderly, prisons, etc. and numbers that are not in use). The over-coverage of the sample of mobile telephone lines amounted to 29% (over-coverage: foreign citizens living in the Republic of Croatia, crafts, enterprises and institutions, such as homes for the elderly, prisons, etc. and numbers that are not in use, the selected unit is under 15 years of age). Households with more than one telephone line were included in the sample, as well as households that do not meet the conditions for conducting the survey (e.g. citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia).

Over-coverage rate amounted to 18.7%.

### 2.2.3 Measurement errors

Measurement errors include all errors that may occur during a telephone interview and when entering data into the software application of the questionnaire.

Measurement errors made by the interviewer: misunderstanding or misinterpretation of respondents' answers and errors in entering answers

Measurement errors made by the respondent: misunderstanding of the question, giving an incomplete answer and lack of interest in the survey

Such errors are minimised as much as possible by properly defining the survey questionnaire, implementing controls into the data entry programme during interviewing (e.g. setting logical connections between certain questions, etc.), regular training of interviewers and applying appropriate data collection methods.

The control of the collected survey data includes detailed data editing, control of values according to defined ranges, control of possible answers, logical connections between individual answers, etc.

#### 2.2.4 Non-response errors

Non-response errors show the number of statistical units that did not respond to the questionnaire, that is, data on the number of persons who did not accept participation in the survey.

#### 2.2.5 Unit non-response rate

In 2016, the unweighted non-response rate amounted to 31.6%.

#### 2.2.6 Item non-response rate

The highest non-response rate was recorded for questions regarding trip expenditure. The non-response issue was mitigated by the sequential hot-deck imputation method.

#### 2.2.7 Processing errors

During data processing, detailed data editing is conducted, e.g. control of the values entered according to ranges and control of possible answers. These controls are carried out on the survey questionnaire.

#### 2.2.8 Imputation rate

Unweighted imputation rate for certain variables:

- transportation expenditure: 17.6%
- accommodation expenditure: 17.9%
- expenditure on food and drinks in hotel and restaurant establishments: 18.7%
- other expenditure: 12.7%

#### 2.2.9 Editing rate

The indicator for this survey is not computed.

#### 2.2.10 Hit rate

The indicator for this survey is not computed.

#### 2.2.11 Model assumption error

The indicator for this survey is not applicable.

### **2.3. Data revision**

#### 2.3.1 Data revision – policy

The users of statistical data are informed about revisions (provisional data, final data) on the website of the Croatian Bureau of Statistics [www.dzs.hr](http://www.dzs.hr).

#### 2.3.2. Data revision – practice

Provisional and final data are published in First Releases.

#### 2.3.3 Data revision – average size

The indicator for this survey is not applicable.

## **2.4. Seasonal adjustment**

Not applicable.

## **3. Timeliness and punctuality**

### **3.1. Timeliness**

#### **3.1.1 Time lag – first results**

Time lag – first results is six months after the reference period (T + 6).

#### **3.1.2 Time lag – final results**

Time lag – first results is ten months after the reference period (T + 10).

### **3.2. Punctuality**

#### **3.2.1 Punctuality – delivery and publication**

Data are published on the date specified in the Calendar of Statistical Data Issues. There is no time lag between the date of sending the data to Eurostat and the time they should have been submitted, that is, the data were sent within the set deadlines.

## **4. Accessibility and clarity**

Data and notes on methodology are available in statistical publications in electronic and printed form, on the website of the Croatian Bureau of Statistics [www.dzs.hr](http://www.dzs.hr) and by providing information/data by telephone and e-mail. Users can find these data and publications on the website of the Croatian Bureau of Statistics [www.dzs.hr](http://www.dzs.hr) or request certain data and methodological explanations in writing. Publishing forms 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 Tourist Activity of Population of Republic of Croatia, 2016 – Provisional Data  
First Release Tourist Activity of Population of Republic of Croatia, 2016 – Final Data

### **4.2. Other publications**

The survey results are regularly presented in the Statistical Yearbook.

### **4.3. Online database**

Online databases for the survey Tourist Activity of the Population of the Republic of Croatia are published on the website of the Croatian Bureau of Statistics [www.dzs.hr](http://www.dzs.hr) in the section Databases, Tourism.

Online databases are available on the website of Eurostat  
<https://ec.europa.eu/eurostat/web/tourism/data/database>.



#### **4.4. Micro-data access**

The conditions under which certain users can access microdata are regulated by the Ordinance on the Conditions and Manner of Using Confidential Statistical Data for Scientific Purposes (NN, No. 137/13). Microdata are not published, but delivered to Eurostat.

#### **4.5. Documentation on methodology**

The survey methodology is defined in Eurostat's Methodological Manual for Tourism Statistics. Notes on methodology, which include the purpose of the survey, legal and methodological basis, observation units, coverage, sources and methods of data collection, response rates and definitions, are published in First Releases and on the website of the Croatian Bureau of Statistics [www.dzs.hr](http://www.dzs.hr). The basic notes on methodology are a part every First Release. Eurostat's methodological documentation is available at <http://ec.europa.eu/eurostat/web/products-manuals-and-guidelines/-/KS-GQ-14-013>.

### **5. Comparability**

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

Not applicable.

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

##### 5.2.1 Length of comparable time series

The indicator for this survey is not applicable.

##### 5.2.2 Reasons for break in time series

The indicator for this survey is not applicable.

### **6. Coherence**

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

The indicator for this survey is not applicable.

#### **6.2. Coherence – national accounts**

The indicator for this survey is not applicable.

#### **6.3. Coherence – administrative sources**

The indicator for this survey is not applicable.

## **7. Cost and burden**

### **7.1. Cost**

The costs of interviewers in the CATI centre of the Croatian Bureau of Statistics amounted to about 199 000 kuna. This amount did not include the costs of methodological and technical preparation of the survey, training of interviewers, data processing and publication of results.

### **7.2. Burden**

Data were collected by computer-assisted telephone interviewing (CATI method). An interview lasted an average of five minutes in total, and eight minutes for persons who travelled. In order to reduce the burden on respondents who travel a lot, they were asked for a maximum of three trips with overnights stays and three same-day visits.