Secondary data collection in tourism

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Data is like garbage. You had better know what you are going to do with it before you collect it.

Mark Twain

Tourism, like many other human activities, relies heavily on data of all sorts and the quantitative treatment of data and information collected in a wide variety of ways is a crucial endeavor for both academics and practitioners.
Introduction

**Primary data** are those directly collected from the original or ‘primary’ source by researchers.

It is collected through methods such as

- direct observation
- questionnaire surveys (online, printed or administered by telephone or computer)
- structured or unstructured interviews
- case studies.

**Secondary data** refers to data that is collected by someone other than the user.

Common sources of secondary data for social science include

- censuses
- information collected by government departments, organizational records
- data that was originally collected for other research purposes.
Secondary data types

- Official Statistics
- Search Engine
- (Social) Media
- Foot Traffic
- Policy Data
- Survey & Census
- Transport Data
- Employment Data
- Business Performance
- General data sharing platform
Covid19Tourism index helps the industry gauge the recovery level compared to the “normal time” without Covid19.

**Aviation Index**
Measures the air flight departure volume in the major international airports of the country.

**Hotel Index**
Measures the hotel performance level of major hotels and hotel chains in the country.

**Pandemic Index**
Measures the pandemic situation based on new COVID-19 cases per 1 million inbound tourists.

**Mobility Index**
Measures the level of mobility in tourism-related locations, such as national parks, amusement parks, and transport hubs.

**Interest Index**
Measures the online interests in the search engine from potential tourists.
UNWTO: https://www.unwto.org/data

WDI of World Bank: https://data.worldbank.org/indicator

FRED: https://fred.stlouisfed.org/


Search Engine

Google Trends
https://trends.google.com/

Baidu Index
http://index.baidu.com/v2/index.html

Alternatives:
http://bigdata.sogou.com/prd_index.html
https://trends.so.com/
wechat index
(Social) Media

Lexisnexis: https://bis.lexisnexis.com/COVID-19

Coronavirus News Monitor: https://coronavirus.ravenpack.com/

The GDELT Project: https://www.gdeltproject.org/

Chinese social media data: www.gsdata.cn/; www.newrank.cn/
Foot Traffic and Mobility Data

Google: https://www.google.com/covid19/mobility/

Apple: https://www.apple.com/covid19/mobility

FB: https://dataforgood.fb.com/docs/covid19/

SafeGraph: https://www.safegraph.com/dashboard/covid19-commerce-patterns

Foursquare: https://visitdata.org/index.html


Cuebiq: https://www.cuebiq.com/visitation-insights-covid19/

Tencent location heatmap: https://heat.qq.com/location.php
Oxford COVID-19 Government Response Tracker:  
https://www.bsg.ox.ac.uk/research/research-projects/coronavirus-government-response-tracker

UNWTO:  
https://www.unwto.org/covid-19-measures-to-support-travel-tourism
Industry survey results: https://ttra.com/resources/covid-19-travel-and-tourism-research-resources/

Eurobarometer: https://ec.europa.eu/growth/tools-databases/vto/eurobarometer

National Travel Survey (NTS) of Canada: https://www.statcan.gc.ca/eng/survey/household/5232

ICPSR: https://www.icpsr.umich.edu/web/pages/
Transport Data

OpenSky Network: https://opensky-network.org/community/blog/item/6-opensky-covid-19-flight-dataset

ICAO: https://www.icao.int/safety/Pages/COVID-19-Airport-Status.aspx


Cirium (Company specializing in travel industry data and analytics): https://www.cirium.com/
Employment Data

Homebase: https://joinhomebase.com/data/covid-19/

Glassdoor: https://www.glassdoor.com/index.htm
Business Performance

STR hotel performance data:

AirDNA:
https://www.airdna.co/

MIDT (Market Information Data Tapes, Sabre)
https://www.sabreairlinesolutions.com/home/

Facteus (card transaction data):
https://www.facteus.com/products/data-products/
General Data-sharing Platforms

https://github.com/search?q=covid19

https://www.kaggle.com/covid-19-contributions


Food delivery services in Europe - Statistics and Facts

Published by Nils-Gerrit Wunsch, May 20, 2019

Ever had one of those days when you just don’t feel like cooking? With the rise of digital technology, it is now easier than ever to order food online through the use of apps and websites. Online food and grocery delivery platforms offer customers the chance to order food from home in a quick and convenient manner, including everything from groceries to curated food boxes and prepared meals.

Read more

Discussion – Data format

**Numeric data:** Conventional statistical modeling

**Geo-data:** GIS and spatial modeling....

**Temporal data:** Time-series analysis...

**Text data:** Text mining, topic modeling, sentiment analysis..

**Psychophysiological data:** Eye-tracking

**Visual data:** Photo and Video
Discussion – Data analysis

Econometrics
Multi-variate statistics
Spatial modeling
AI (deep learning)
Meta-analysis
Scientometric analysis
Thanks for the support from colleagues at the University of Surrey

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