

Regional Workshop on Travel and International Tourism Consumption in Dominica



GROUP DISCUSSION 1

GROUP 4

Represented Countries



- Suriname
- Belize
- Cayman Islands
- Dominica
- Guyana
- Saint Lucia
- Trinidad

Statistical Procedures to Observe Tourism



Mode of Transportation	Source of Information	Country
By Air	ED Cards	All countries
By Water (Ferry)	Ed Cards	All countries
By Cruise	Manifest from Cruise Agents	All except Guyana and Suriname
By Land	ED Cards	Belize, Suriname, Guyana

Measurements of Expenditure



- The Bureau of Statistics in Guyana conducts the Exit Survey, whereby the data is collected daily using a 21 question questionnaire, which targets mainly non-residents. A report is published quarterly and annually.
- The Saint Lucia Tourist Board conducts quarterly Exit Surveys as well as after specific events such as Jazz and Carnival. The VEMS is divided into a Motivation questionnaire (33 questions) and an Expenditure questionnaire (8 questions). An annual figure of expenditure is derived from the quarterly reports.

Measurements of Expenditure Cont'd



- The Cayman Islands rely on a short questionnaire and the Ministry of Tourism publishes an Annual Compendium of Statistics, inclusive of expenditure.
- The Statistical Institute of Belize conducts Exit Surveys, once a month for one week, using two different questionnaires simultaneously. One set of data is sent to the Belize Tourism Board (21 questions) and the other to the Central Bank (15 questions) to inform the Balance of Payments.

Measurements of Expenditure Cont'd



- Trinidad also conducts Exit Surveys once a month for one week, using a 34 – question questionnaire.
- The last Visitor Expenditure and Motivation Survey conducted in Dominica was for the 2009/2010 period. Event surveys are however conducted annually at specific events such as Jazz and the Creole Music Festival. The Central Stats Office also conducts surveys twice a year.

Measurements of Expenditure Cont'd



- Suriname does not conduct Exit Surveys, but the Central Bank estimates visitor expenditure.

Other Measurements of Expenditure



- The Belize Hotel Accommodation Act stipulates that each hotel must submit monthly information to the CSO. An establishment cannot begin operation without the proper authorization.
- Visitors to Belize are required to fill out a Hotel Entry Survey Form on arrival, which the hotels later submit to the Board of Tourism.

Who Measures Travel and Tourism



- **Definition of Travel:**

The activities of travelers for any purpose and for any length of stay.

- **Definition of Tourism:**

The activities of travelers on specific trips for specific purposes for a limited time period.

Who Measures Travel and Tourism



- Based on these definitions, organizations measuring Travel are:
 - ❑ Central Statistics Offices
 - ❑ Central Banks
- Organizations measuring Tourism are:
 - ❑ Tourist Boards
 - ❑ Tourism Authorities

Awareness of Practices



- The different entities which collect Travel, Tourism and expenditure statistics, may not be fully aware of the details of the methodologies used in collecting the data, but do collaborate to provide the information.
- The main entities responsible for publishing the data should however have some input into the procedures and practices of those bodies compiling the data.

Awareness of Practices Cont'd



- The need to collaborate shows the importance of outlining the metadata, as all entities need to agree on the definitions, methodologies and questions used in collecting the information.
- Without awareness of the practices used and usefulness of the information required, the various entities will always have difficulties collaborating with each other.



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Obstacles to the proper measurement of Travel Expenditure



Obstacles	Recommendation to improve quality
<p>Getting data from various entities in a timely manner</p>	<ul style="list-style-type: none">• Work in collaboration with hotel associations and other existing bodies, ministries or umbrella agencies to source the relevant data.• Instill or enforce the policies set up by the Ministries which require hotels to supply relevant information.• Use field staff to collect the data from the various entities, rather than waiting on them to send the information.• Give statutory authority to the Official Statistical Offices and agencies.

Obstacles to the proper measurement of Travel Expenditure



Obstacles	Recommendation to improve quality
Non-collaboration between entities from fear of revealing confidential information	<ul style="list-style-type: none">• Enforce compliance (such as in Belize, where hotels cannot operate if they do not meet the regulations of Government.)
Lack of awareness (by entities) of what information should be collated, and why	<ul style="list-style-type: none">• Issue a standard form to all hotels.• Create awareness of the role and importance of the TSA through workshops, training and seminars.
Insufficient Human and Financial Resources to conduct relevant exercises.	<ul style="list-style-type: none">• Approach donor agencies for funding.

Obstacles to the proper measurement of Tourism Expenditure



Obstacles	Recommendation to improve quality
<p>Difficulties in acquiring completed questionnaires</p> <ul style="list-style-type: none">- unwillingness to respond- Difficulty in understanding questionnaire	<ul style="list-style-type: none">• Erect signage informing visitors that an exit survey will be conducted upon departure.• Hire more field staff to conduct face to face interviews, rather than leaving it up to the visitor to fill out.

Role of International Organisations



- Provide funding assistance
- Provide technical support
- Provide standard guidelines

Steps Towards Implementing TSA



1. Create a metadata outlining the processes and information required to complete a TSA.
2. Assess the country's position by listing the items available and those not available.
3. Identify the sources of unavailable information.
4. Approach the sources to establish a relationship to supply the required information in a timely manner.

Steps Towards Implementing TSA



5. Follow the guidelines and practices set out in the metadata to complete the TSA.

We do however believe that the Central Statistical Offices should have the main responsibility of completing the TSA, as the Tourism Supply side cannot be estimated without first producing the Supply and Use Tables which can only be done by the CSO.