

**Information provided by Albania about the following topic discussed in the  
Capacity-building Programme on Tourism Statistics,  
I Workshop - Vienna, 1-4 April 2008**

**INTERNAL TOURISM (DOMESTIC/INBOUND): Accommodation statistics /  
Household survey / Guest inquiry**

**1) Which are the most important gaps regarding the measurement of inbound  
and domestic tourism flows of visitors?**

*Resident and Non Resident* - Upon entry of visitors into the airport and other border crossings One of the main points that is missing and it is also the one that the Ministry of Tourism Culture Youth and Sports along with both the Bank of Albania and The National Institute of Statistics are really pushing for and hope to achieve in the following months is the addition of key questions to the border survey which will allow us to easily differentiate residents and non residents whether they be of Albanian nationality or foreign, thus giving more credibility to the numbers extracted by the border survey. In the Survey on border control which is carried out by the Ministry of Internal Affairs on all visitors upon their entry into the airport and other border crossings.

INSTAT national surveys are based on hotels with 5 rooms or more which are registered Most hotels still direct business in a very informal way, thus leading to difficulties for the institutions to gather information which would be useful in the measurement of flows of visitors.

Detailed tourist/visitation information/Valuation assessment (analysis of willingness to pay, likelihood of willingness to pay, desire to recommended)

*The lack of a standard report format for key tourism indicators* - Through inter-institutional cooperation we are hoping to achieve a standard report format for key tourism indicators thus being able to unify all the data and make it easier for both the Administrative and private sector to be able to use it.

*No Household survey* - The lack of a Household survey also creates a big gap in the measurement of domestic tourism.

**2) About the design and implementation of national surveys: do you take into  
account the seasonality profile of each form of tourism?**

As of now the present design and implementation of our national surveys do not take into account the seasonality profile of each form of tourism. Although we do have quarterly surveys from both the Bank of Albania and INSTAT (national institute of statistics), the variables of which provide us with a small window in identifying the seasonality profile of each form of tourism.

**3) Could you evaluate the user's perspective regarding these statistics measuring physical flows of visitors. Please differentiate the case of National Tourism Administrations and private sector as main users.**

The Ministry of Tourism Culture Youth and Sports as the principal user of these statistics as far as the national tourism administration goes has given a high priority to the tourism industry. The statistics division is a new force that is helping political makers in the development of tourism and its future strategy. Even though this is a new division in the ministry it has gathered data from the national borders, Bank of Albania and INSTAT and it is in the process of analyzing.

On the private sector the interest we've seen is high among travel agencies as single units. Accommodation units on the other hand have not yet established themselves as users in the private sector.

**4) What are the main challenges of present surveys?**

*Definitions of important tourism terms* - There are three key institutions that deal primarily with tourism statistics, the Ministry of Tourism Culture Youth and Sports, Bank of Albania and INSTAT (the national institute of statistics) and there seems to be a different set of definitions used from different institutions. Through an inter-institutional platform between these partners we are hoping to bring together a set of standardized definitions which should be used from all partners in the field of tourism.

*Resident and Non Resident* - In the Survey on border control which is carried out by the Ministry of Internal Affairs on all visitors upon their entry into the airport and other border crossings. One of the main points that is missing and it is also the one that the Ministry of Tourism Culture Youth and Sports along with both the Bank of Albania and The National Statistics Agency are really pushing for and hope to achieve in the following months is the addition of key questions which will allow us to easily differentiate residents and non residents whether they be of Albanian nationality or foreign.

*Detailed spending data (BoP, Theth survey,)* - As an example I am taking the BoP which is a quarterly national survey which is carried out by the Bank of Albania, it is a continuing survey which has been going on since 1999. It collects information about the average overnight stay and average expense of resident and nonresident tourists during their travel in and out of Albania. On Journey expenses there is a lack of detailed information as the variables are: total expenses per person, accommodation, food, shopping. If we compare this to the THETH survey which was a one time survey done on the local level at a popular tourist place and we take a look at the variables we will see there is a better breakdown of total expenditure: accommodation, food, local transport, entertainment and/or leisure activities, gifts and souvenirs, other expenses.