

CAPACITY BUILDING PROGRAMME ON TOURISM STATISTICS FOR AFRICA 2006 - 2009
WORKSHOP, PRETORIA, SOUTH AFRICA, 9 - 13 JUNE 2008

INBOUND TOURISM, MEASURING INTERNATIONAL ARRIVALS

GHANA'S EXPERIENCE

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INBOUND TOURISM, MEASURING INTERNATIONAL ARRIVALS

10 DATA SOURCES

- 10 • EMBARKATION AND DISEMBARKATION (ED) CARDS
- 10 • INTERNATIONAL TRAVELLERS SURVEYS (AIR, ROAD, SEA)
- 10 DATA IS COLLECTED AT ALL BORDER CONTROLS ALL YEAR ROUND

10 INTER-INSTITUTIONAL CO-OPERATION

- 10 • GHANA TOURIST BOARD
- 10 • GHANA IMMIGRATION SERVICE
- 10 • GHANA STATISTICAL SERVICE
- 10 • BANK OF GHANA

DATA STOCK

10 1.0 EMBARKATION & DISEMBARKATION CARDS

— 1.1 Information on Characteristics of visitors

- Sex
- Age
- Occupation/Profession
- Nationality
- Country of residence

1.2 Classification of tourism trips by main purpose of visit

- Business
- Conference
- Study/Training
- VFR
- Medical
- Holiday
- Transit
- Other
- Nationality
- Country of residence

1.3 Length of Stay

1.4 Mode of Travel

1.5 Place of Disembarkation (in the case of Inbound Tourism)

2.0 INTERNATIONAL TRAVELLERS SURVEY

2.1 All of the above items(1.1 to 1.4) with the exception of item 1.5 are estimated in this survey. However, “Culture”, “Official/Governmental Affairs” and “Sports” are listed also under Purpose of Visit. “Household Income” is included in the list of information on Characteristics of visitors.

2.2 Departing Airline (upon which visitor is departing from Ghana)

2.3 Characteristics of Tourism Trips

i. Visits per the trip

- City from the trip to Ghana began (city of origin)
- City the visitor is travelling to(when visitor departs from Ghana)
- Other countries visited during the trip to Ghana
- Total number of nights on trip

ii. Type of Accommodation used in Ghana (overnight visitors)

- ⑩ 2.5 Overall, rating of the visitor's experience in Ghana, on a scale of 2 - 5, 5 being Excellent and 2 being Poor.

2.6 Visitor's rating of specific products and services (i.e. visitor's impression) on a scale of 2- 5

2.7 Major cities and attractions visited in Ghana and number of nights spent there.

MOST IMPORTANT DATA GAPS

1.0 Information on Characteristics of Visitors

- Economic Activity Status
- Education

2.0 Information on Characteristics of Tourism Trips

- Other (Secondary) purpose of visit
- Main Activities

INITIATIVES BEING CONSIDERED

Initiatives for improving the estimation of existing data as well as taking steps

to estimate the data gaps listed above are captured in Ghana's "Tourism Sector Medium Term Plan 2006 - 2009"

⑩ **Research and Management Information Systems**

Objective: To have an accurate and up to date understanding of the Tourism Industry for effective and efficient Tourism Planning, Marketing and Promotional purposes.

⑩ Strategy 1: Establish a Tourism Research and Information Management System (with the following priority activities):

■ Study to determine what information is collected; what happens with it, quality of information, what are the information needs of the various stakeholders.

Recommendations on how to improve collection, analysis, and dissemination

⑩ Based on study, design TMIS; roles, responsibilities, methodology, technological requirements, funding, M&E

⑩ Implement/ Establish a working TR/MIS

⑩ Establish monitoring and evaluation Tourism System-based Management Information System

In the Short Term, we are:-

- expanding the scope of current Survey Instruments to conform to International Recommendation (UNWTO)

- Revising Data Collection Instruments/Techniques
- Strengthening inter-institutional co-operation to harmonise and strengthen Data Collection and Analysis
- Improving the human resource capacity of existing staff and motivating them to rise up to the task.

DATA ON INBOUND VISITORS' EXPENDITURE

10 DATA SOURCES

- 10 • INTERNATIONAL TRAVELLERS SURVEYS (AIR, ROAD, SEA)
- 10 DATA IS COLLECTED AT MAJOR BORDER CONTROLS

10 INTER-INSTITUTIONAL CO-OPERATION

- 10 • GHANA TOURIST BOARD
- 10 • GHANA IMMIGRATION SERVICE
- 10 • GHANA STATISTICAL SERVICES
- 10 • BANK OF GHANA

10 1.0 INBOUND VISITORS' EXPENDITURE DATA

— 1.1 Total Visitor Expenditure in Ghana

1.2 Expenditure Breakdown by Categories (in Ghana)

- Accommodation
- Food and Beverage
- Shopping at formal markets (gifts, stores, etc.)
- Shopping at informal markets (markets, wayside areas)
- Entertainment and Recreation
- Local transportation (taxis, local flights, car rentals)
- Other Spending

— 1.3 Expenditure on package tours, package travels and package holidays

— 1.4 Expenditure on International travel fare (air, road, sea)

RESTRICTIONS/CHALLENGES

- Non co-operation on the part of Respondents leading to decrease in response rate (privacy invasion, time consuming, language barrier, etc.)
- Accessibility to Airport (compromises security and standards, delays in issuing airport passes, etc)

10 THANK YOU