Albania

Tourism Statistics Standards

Vienna, 2-5 December 2008

“Usual Environment”

No domestic data collected
Not used at all
How to start ????
### The questionnaire

#### Questionnaire for the nonresidents who is leaving Albania

<table>
<thead>
<tr>
<th>Questionnaire No.</th>
<th>Name of border crossing</th>
<th>Interviewer (Name, Surname)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Do you live in Albania (more than 12 months)?</th>
<th>1.Yes</th>
<th>2.No</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Migrant</th>
<th>1.Yes</th>
<th>2.No</th>
</tr>
</thead>
</table>

#### A. Actual residency
- a. reason or staying or reasons (must or temporary)

<table>
<thead>
<tr>
<th>B. Purpose of journey</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.Holidays</td>
</tr>
<tr>
<td>2.Medical treatment</td>
</tr>
<tr>
<td>3.Religious purpose</td>
</tr>
<tr>
<td>4.Visits with friends or relatives</td>
</tr>
<tr>
<td>5.Leisure and cultural activities</td>
</tr>
<tr>
<td>6.Sport</td>
</tr>
<tr>
<td>8.Individual or border employment</td>
</tr>
<tr>
<td>9.Local or international negotiations, investments</td>
</tr>
<tr>
<td>10.Seminars or technical assistance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D. Place of staying</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.Hotel</td>
</tr>
<tr>
<td>2.Motel or Pension</td>
</tr>
<tr>
<td>3.Relatives or friends</td>
</tr>
<tr>
<td>4.Rent a flat or house</td>
</tr>
<tr>
<td>5.Other, explain</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E. Journey expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.Specify the currency of your journey expenses</td>
</tr>
<tr>
<td>a. total of expenses (per person):</td>
</tr>
<tr>
<td>5.Your average expenses:</td>
</tr>
<tr>
<td>(excluding the ticket)</td>
</tr>
<tr>
<td>a. Accommodation</td>
</tr>
<tr>
<td>b. Food and beverages</td>
</tr>
<tr>
<td>c. Other expenses</td>
</tr>
</tbody>
</table>

### Purpose of Visit

1.1 Holiday, leisure and recreation - **V**  
1.2 Visiting friends and relatives - **V**  
1.3 Education and training – **collected under two option**  
   - Study (3)  
   - Seminars or technical assistance (10)  
1.4 Health and medical care - **V**  
1.5 Religion/pilgrimages - **V**  
1.6 Shopping – not identified separately  
1.7 Transit - **V**  
1.8 Other - **V**
What to improve

1. An official agreement between institution (BoA and MTKRS) for better use of survey data

2. Refine of the actual classification to conform to the recommended of IRTS 2008.
   i.e Collect “shopping” as separate classification

Tourism Expenditure

- **Scope**
- **Timing**
- **Coverage**

This includes the typical services acquired by visitors like transportation, accommodation, food and beverage, etc. but also other items such as, valuables (paintings, works of art, jewelry, etc.) irrespective of their unit value and acquired on trips because of their role as stores of value over time (see para. 5.16.), durable consumer goods (computers, cars, etc) irrespective of their unit value purchased on trips, all food prepared and without preparation, all manufactured items whether locally produced or imported, all personal services, and so on.
Tourism Expenditure – suggestion to improve

• **Coverage**

1. **Transportation**
   1. *(for Outbound)*: to be collected from Passenger Transportation BoP
   2. *(for Inbound)*: not all data reflected

   Or

   Include the cost of transportation into BoP questionnaire

2. **Durable Consumer goods** – low response rate

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Implementation of Accommodation KIT

New intervention (Domestic Tourism)

• As in most of the countries, it is the most probably important sector within the tourism industries
• As Albania is lacking some basic statistics these data relates to both Inbound and Domestic tourism
Compiling Statistics

• Monthly, quarterly and annually
• Regionally and nationally
• Access, Excel or other software

Objectives

• Geographical distribution of tourists (travelers) (domestic and international)
• Use of accommodation by type, category, location and size
• Seasonal variation
• Duration of stay
• Employment
• Income
The format

• 4 interrelated worksheets
  – Operations data
  – Analysis
  – Results
  – Data Stream

Operations data

– Accommodation capacity
– Employment: all staff on payroll
– Wages and salaries
– Turn-over total revenue for the month
– Statistics on rooms: occupied, vacated, and arrivals/departures
Results

- **Accommodation ratios**
  - Room occupancy rate
  - Bed occupancy rate
  - Bed/room ratio

- **Average Length of Stay**
  - Domestic/foreign Guests

Results (Cont.)

- **Room and beds**
  - Total room nights
  - Total bed nights
    - (domestic/foreign)
  - Arrivals (domestic/foreign)

- **Economic indicator**
  - Average room rate
  - Average total spend
    - (room/night, guest/night)
  - Employee/room
  - Average wage/employee
  - Average revenue/employee
Outcome variables

Progress up to date

1. Introduce the Accommodation KIT to the accommodation representative
2. Discuss and get the commitment of them to participate in implementing this system
3. Select a sample (those ready to participate and with infrastructure)
4. Train the respective staff
5. Start to make the communication work
**Difficulties**

- Get the regular participation of the industry
  - Insist on the benefits for them
  - Provide feedback
  - Discuss the results with them
- Update regularly the directory of establishments in
- Systematic process of revision of the estimations when late
- Information arrives: pedagogical exercise (importance of

**Future Challenges**

- Monitor
- Evaluate,
- Expand
- Analysis
- Feedback