

**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	
Questionnaire No. _____	
Name of border crossing	_____
Interviewer (Name, Surname)	_____
Date of interview	_____
Do you live in Albania (more than 12 months)?	
1. Yes	_____
2. No	_____
Migrant	_____
1. Yes	_____
2. No	_____
A. Actual residency	
B. Duration of staying in Albania (number of overnights)	
C. Purpose of journey	
1. Holidays	_____
2. Medical treatment	_____
3. Study	_____
4. Visits with friends or relatives	_____
5. For religious purpose	_____
6. Sport and cultural activities	_____
7. Transit	_____
8. Seasonal or border employment	_____
9. Official meetings, commercial negotiations, exhibitions	_____
10. Seminars or technical assistance	_____
11. Other, explain _____	_____
D. Place of staying	
1. Hotel	_____
2. Motel or Pension	_____
3. Relatives or friends	_____
4. Rent a flat or house	_____
5. Other, explain _____	_____
E. Journey expenses	
1. Specify the currency of your journey expenses	_____
2. Total of expenses (per person):	_____
3. Your average expenses on:	_____
(excluding the ticket)	_____
a. Accommodation	_____
b. Food and beverages	_____
c. Other (shopping)	_____

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## Purpose of Visit

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

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## 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

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## Tourism Expenditure

- Scope
- Timing
- Coverage

2.Total of expenses (*per person*):

3.Your average expenses on:  
(*excluding the ticket*)

- a. Accommodation
- b. Food and beverages
- c. Other (*shopping*)

**If you had a package journey:**

Specify the price *per person*

Other expenses not included in the package

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.

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## 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

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.

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**Inter Agency Working Group**  
**Ministry of Tourism**  
**National Bank of Albania**  
**National Institute of Statistic**  
**Ministry of Interior**  
**Civil Society Orgnizations**

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## **Implementation of Accommodation KIT**

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## **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

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## **Compiling Statistics**

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

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## **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

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## **The format**

- 4 interrelated worksheets
  - Operations data
  - Analysis
  - Results
  - Data Stream

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## **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

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## Results

- **Accommodation ratios**
  - Room occupancy rate
  - Bed occupancy rate
  - Bed/room ratio
- **Average Length of Stay**
  - Domestic/foreign Guests
- 

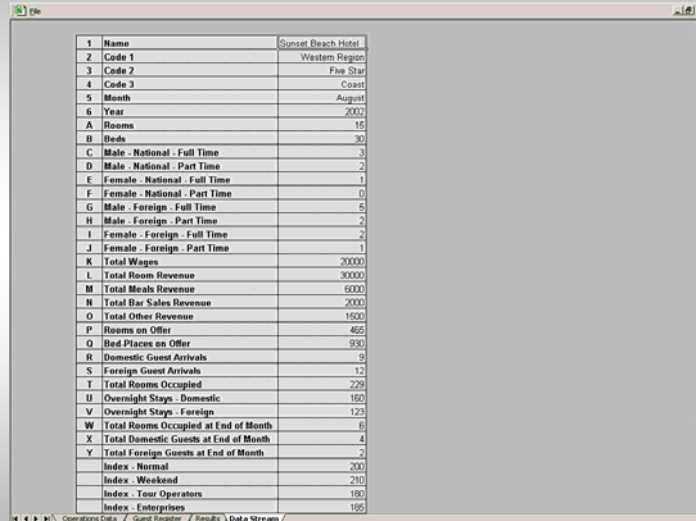
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## Results (Cont.)

- **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

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## Outcome variables



1	Name	Sunset Beach Hotel
2	Code 1	Western Region
3	Code 2	Five Star
4	Code 3	Coast
5	Month	August
6	Year	2002
A	Rooms	15
B	Beds	30
C	Male - National - Full Time	3
D	Male - National - Part Time	2
E	Female - National - Full Time	1
F	Female - National - Part Time	0
G	Male - Foreign - Full Time	6
H	Male - Foreign - Part Time	2
I	Female - Foreign - Full Time	2
J	Female - Foreign - Part Time	1
K	Total Wages	2000
L	Total Room Revenue	3000
M	Total Meals Revenue	6000
N	Total Bar Sales Revenue	2000
O	Total Other Revenue	1500
P	Rooms on Offer	465
Q	Bed Places on Offer	930
R	Domestic Guest Arrivals	9
S	Foreign Guest Arrivals	12
T	Total Rooms Occupied	229
U	Overnight Stays - Domestic	160
V	Overnight Stays - Foreign	123
W	Total Rooms Occupied at End of Month	6
X	Total Domestic Guests at End of Month	4
Y	Total Foreign Guests at End of Month	2
	Index - Normal	200
	Index - Weekend	210
	Index - Tour Operators	180
	Index - Enterprises	165

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## 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

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## 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

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## Future Challenges

- **Monitor**
- **Evaluate,**
- **Expand**
- **Analysis**
- **Feed back**

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