

UNWTO Statistics Capacity Building Program

WORKSHOP IV

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Reporting on the observation of collective **ACCOMMODATION** from the supply side

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Main sources for observation of collective accommodation are:

- **TU-11 FORM** (Monthly report on arrivals and overnights of tourists in accommodation facilities)
- **SUPPLY SIDE SURVEY** made by GTZ in cooperation with University of Montenegro, in the frame of the project of Ministry of Tourism - Tourism Sector Economic Impact Analysis

TU-11 FORM

- Monthly reports on arrivals and overnights of tourists in accommodation facilities are submitted (according to the law on statistics) by ALL enterprises, institutions and other types of organizations, which have units for providing accommodation services to guests.
- The reporting unit prepares individual reports for all its accommodation units (business units, i.e. hospitality facilities) in the territory of the Republic where its head office is located, and submits them to the competent statistical authority; the units which are located in another republic submit reports independently to the competent statistical authority on whose territory they are located.

TU-11 FORM

- A separate TU-11 form is filled in for every hospitality accommodation facility (facility where mostly accommodation services are provided)

Types of accommodation included:

- **Hotels**
- **Apartment-hotels**
- **Boarding**
- **Motels**
- **Tourist settlements**
- **Tourist apartment**
- **Apartment settlement**
- inns with accommodation
- spas
- mountain houses/homes
- workers' resorts
- children's youth resorts
- **Camp**
- **Villas**
- **Private rooms**
- **Apartments**
- **Private rooms/houses**
- ship cabins (on regular lines)
- sleeping cabins and sleeping
- other accommodation

TU-11 FORM

Beside general informations, units have to enter:

- Type and category of the facility (according to our law)
- Total number of rooms, apartments and camping places. The number of rooms which were really available for renting to guests in the reporting month is entered.
- Number of beds in rooms and apartments, i.e. number of places in tents. The number of beds in rooms which were really available for renting to guests is entered (terms permanent beds and supporting beds)
- Number of households renting rooms, apartments, holiday houses and camping units in camps

Data collected:

- Statistics on capacity, number of rooms, beds broken down by:
 - type and category of accommodation and municipalities
 - municipalities
 - type and category of accommodation
 - type of destination and different tourism destinations
- Statistics on occupancy by type of tourism destination and type of accommodation
 - Statistics on length of stay, arrivals, average duration
- This survey is very useful, because we can combine data on tourist arrivals and overnights in different municipalities/ destinations with data regarding type and category of accommodation

SUPPLY SIDE SURVEY

- 111 Tourism service providers from all over the country (representative sample from coastal, central and mountain region) including accommodation providers, restaurants, tour operators

Steps undertaken in data structuring and processing

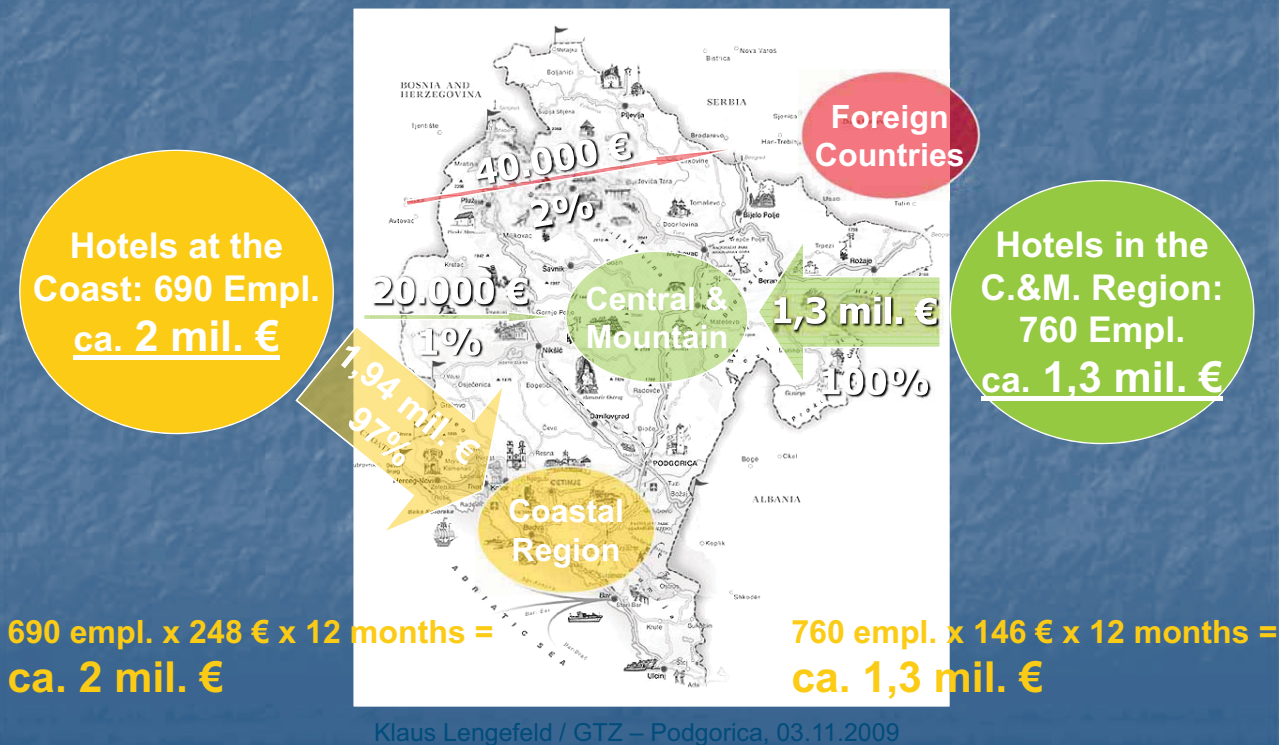
- Development of editors to type in the raw data from the different questionnaires
- Data from editors transferred to an electronic databank which is compatible with both SPSS and Excel to allow different software to be used for data processing and analysis
- Development of a first set of questions and analysis tools to establish key impact figures from raw data of the sample
- For the future use in Montenegro, the whole process of data gathering and processing will be very user-friendly and will not require in-depth statistics or software knowledge.

Preliminary results based on the processed data from the sample regarding:

- **Employment** (origin of employees, permanent/seasonal employees, average net salary per employee, sales volume per employee, employees per room)
- **Sales volume**
- **Occupancy rate**
- **Origin of guests**
- **Operational input costs**

Projection of sample results to overall tourism economic impact in Montenegro

Net Salary Impact Map of Hotels from Coastal Region and Central & Mountain Region (per 1.000 rooms & year)



- First conclusions are drawn
- Next steps
 - Revision of tourism provider survey questionnaires and editors
 - As survey is part of Economic Impact Analysis project, which includes an analysis of guest survey - revision of guest survey questionnaires and editors
 - Investigation in the field of social and ecological impacts of the tourism development in Montenegro
 - Consolidation of the tourism provider and guest survey results
 - Further Development of the tourism forecasting tool
 - Delivery of survey and analysis instruments, including trainings for editors and forecasting tool