



**UNWTO CAPACITY BUILDING WORKSHOP IV FOR TOURISM STATISTICS FOR AFRICA
25-27 AUGUST 2010
BIRCHWOOD HOTEL, JOHANNESBURG, SOUTH AFRICA**

AGENDA

DAY 1, Wednesday 25 August 2010		
08:30 – 09:30	Registration	All
09:30 – 09:45	Opening and Welcome	South Africa National Department of Tourism (NDT) - Anemé Malan UNWTO
1. REVIEW OF WHAT HAS BEEN DONE SINCE WSIII Chaired by Anemé Malan (NDT) and UNWTO		
09:45 – 10:45	Purposes: Countries short presentations on what has been done since WS III in all the different fields of tourism statistics Method: Each country presents the advances during the period on any of the topics including: inbound tourism, outbound tourism, domestic tourism, supply statistics or TSA using a short Power point presentation.	All Participating Countries
10:45 – 11:15	TEA BREAK	
11:15 – 12:15	Countries short presentations on what has been done since WS III (continues from previous session).	All Participating Countries For South Africa : Kevin Geddes (Stats SA) Miriam Cassim (NDT) Bashni Muthaya (SAT)
12:15 – 13:00	Questions and Discussion	All
13:00 – 14:00	LUNCH	

DAY 1, Wednesday 25 August 2010

**2. MEASUREMENT OF INBOUND TOURISM
Chaired by Joe de Beer (Stats SA) and UNWTO**

14:00 – 14:15	Brief introduction on the conceptual aspects related with inbound tourism	UNWTO
14:15 – 14:45	Presentation on South Africa's New Immigration System	Anna Bodimo (DHA)
14:45 – 15:45	<p>Purpose: Most if not all countries in the area measure or try to measure flows of inbound visitors, their characteristics and expenditure, first of all corresponding to those arriving by air; the objective of the session is to compare in detail procedures and results and get to a general recommendation based on these experiences.</p> <p>Method: Discussing questionnaires, procedures, results and review their adequacy and their results on the basis of concrete comparisons of the different national experiences</p>	<p>UNWTO summary presentation of the information collected from countries and All Participating Countries</p> <p>For South Africa: Bashni Muthaya (SAT)</p>
15.45 – 16.15	TEA BREAK	
16:15 – 17:30	Setting up similarities and differences and comparing with the UNWTO recommendations: work and discussion in two groups	Group discussion
17:30 -17:45	Summary of findings general evaluation and possible recommendations for the region	Chair and UNWTO
18:00	Welcome cocktail	All

DAY 2, Thursday 26 August 2010

**3. MIRROR STATISTICS
Chaired by Bashni Muthaya(SAT) and UNWTO**

09:00 – 09:15	Welcome and Introduction on Mirror Statistics	Chair and UNWTO
09:15 – 09:45	Using Mirror Statistics in South Africa	Susannah Ubomba-Jaswa (Stats SA) and Anna Bodimo (DHA)
09:30 – 09:45	Presenting the work done by UNWTO on comparing flows of visitors according to different countries of the European Union	UNWTO
09:45 – 11:00	Purpose: Countries to look and know how their neighbours are measuring their common flows, as introduction to possible future collaboration. Method: By pairing countries that should compare concrete data and measurement procedures at some common land border crossing	Pairs of countries commenting their experiences
11:00 – 11:30	TEA BREAK	
11:30 – 12:30	Questions and Discussions: proposing procedures for international collaboration?	All
12:30 – 13:30	LUNCH	

**4. ACCOMMODATION: CLASSIFICATIONS AND MEASURING OCCUPANCY
Chaired by Anemé Malan (NDT) and UNWTO**

13:30 – 13:45	Introduction to the topic	UNWTO
13:45 – 14:15	Classification of forms of Accommodation used in South Africa: process by which this classification was defined	Michael Manamela (Stats SA)
14:15 – 15:15	Purpose: Review concrete classifications used for forms of accommodation used by visitors: going beyond hotels used mainly by international visitors in big cities or tourism area, and formal classifications based on names and including accommodation used for domestic tourism and all forms different from collective accommodation	Countries presentation
15:15 – 15:30	Similarities and differences: conclusions	All
15:30 – 15:45	TEA BREAK	
15:45 – 16:00	Basic concepts of occupancy rates	UNWTO
16:00 – 16:30	Using the UNWTO Accommodation kit: description of its content and its use; results	Thato Makhwaje (Botswana delegation)
16:30 – 17:30	Discussion and comparisons with other experiences	Countries presentation and general discussion
17:30 – 17:45	Conclusions and future initiatives	Chair

DAY 3, Friday 27 August 2010

5. USING AND UPDATING BUSINESS REGISTERS

Chaired by Bernhard Meyer (DTI)and UNWTO

09:00 – 09:15	Welcome and introducing the topic	Chair and UNWTO
09:15 – 10:00	The experience of South Africa in setting up, up dating and using business registers for tourism supply side measurements	Marietha Gouws (Stats SA) Mandla Masemula (Stats SA)
10:00 – 10:30	Experience of other countries; recommendations	Other participating countries
10:30 – 11:00	TEA BREAK	
6. CONCLUSIONS - MOVING FORWARD		
Chaired by Anemé Malan (NDT) and UNWTO		
11:00 – 11:45	Presentation from RETOSA on its future commitment in moving forward tourism statistics in the region	RETOSA
11:45 – 12:30	Questions and Discussions	All
12.30 – 13.00	Conclusions and future commitments	Chair and UNWTO
13:00 – 13:15	Vote of Thanks	Anemé Malan (NDT)
13:15	LUNCH	

Comments on the objectives and methods

1. REVIEW OF WHAT HAS BEEN DONE SINCE WS III

The object of these country presentations is for the whole group to have a follow up of the progresses made on the production of tourism statistics, and have a sense of the progress being made collectively; the main purpose of these series of WS.

In the short presentations, the countries should indicate:

- The purposes of any new or updated statistical operation; why the decision has been taken to initiate a new procedure, or to update or modify an existing one; the expected benefits;
- The instrument used or to be used: survey (questionnaire (content), size of the sample, sampling fraction, periodicity, and expected results), use of existing administrative source, census, etc...;
- The institutions involved in the process; technically and financially;
- The relationship of such procedure with previously existing ones, etc.;

2. MEASUREMENT OF INBOUND TOURISM (mainly by air)

Countries will be asked (homework) to provide the latest information on the general procedure used in airports to measure flows of inbound visitors and in establishing their characteristics and expenditure (questionnaire, procedure (paper questionnaire, self filling or F to F interview , periodicity, place of observation, moment (entry or departure or both), processing of the information and results.

The importance of inbound tourism by air for their country in terms of:

- Number of arrivals of visitors;
- The distribution by main regions of origin (isolating neighbouring countries or countries participating in the WS);
- The distribution of the year: concentration in some periods?;
- Other important characteristics;
- Average length of stay;
- Forms of accommodation used;
- Total expenditure;
- Breakdown of expenditure;
- The issue of packages: how is it solved?;
- The issue of international carriage (by resident or non resident carriers);
- Costs of the procedure;

These data should be provided ahead of time so that they can be tabulated and presented in comparative way. Any additional useful information should also be brought along in a form that can be presented on screen for everybody to see

Then a comparison of the different ways of observing inbound tourism by air could be made, evaluating the different procedure:

- Total enumeration vs. survey
- Existence and type of administrative data: format, how to convert immigration data to tourism concept, access to the data (how to negotiate with Immigration authority the access to detailed data...) (the questionnaires...)
- Existence and content of E/D cards
- Use of other sources of data (airport or, airlines on flights, etc...) to crosscheck the data
- Tables that are produced, revising and editing the data
- For characteristics and expenditure:
- Survey design
- Questionnaires
- Results: statistical significance
- Tabulation of results
- Seasonality

A discussion could then be open either globally, or setting up two groups of countries to facilitate for everybody to express himself, leading to identifying the major issues associated with the observation of inbound tourism flows in the countries of the region, in order to define a set of feasible recommendations that would take into consideration the particularities of tourism flows by air in the countries of the region.

3. MIRROR STATISTICS

General introduction of what are mirror statistics

Countries would be asked to pair themselves with some neighbouring country (before hand: = Homework) and examine how each of them measures the common flow: (if such measurement exists...) in terms of instrument used, periodicity, types of flows that are observed, treatment of movements within the usual environment. If no such circumstance exists, (no measurement at land border): imagine how such measurement could be done: type of collaboration that it is possible to foresee...

4. ACCOMMODATION STATISTICS

Different issues:

- a) Classifications of the different types of accommodation available for visitors in the country and their relative importance, for inbound tourism and for domestic tourism.
 - Paying/for free
 - Collective/Individual
 - Western style/traditional
 - Licensed/unlicensed.
 - Etc...

- b) The accommodation kit (Botswana that uses the UNWTO proposed “kit” could make a presentation of the system of observation: organization of the procedure, questionnaire, collecting the data, tabulating, interpreting the results, etc., costs, participation of hoteliers, satisfaction with the procedure, etc.
- c) Other countries could be asked to present rapidly their system of observation if it is different from that used in Botswana
Discussion of the comparisons of the benefits and shortfalls

5. UPDATING BUSINESS REGISTERS AND GROSSING

This is an important issue; most countries do not worry too much about it:

Could South Africa explain both procedures that are used:

Updating business registers, in the case of tourism industries, in particular hotels and restaurants?

And the issue of grossing up the data that are derived from surveys, with specific care on addressing the issue of the degree of confidence of the data related with the size of the samples?

SA would make a presentation on both topics. It could be somewhat technical from the statistical point of view, so that to bring awareness on the importance of the topic...