STATUS OF THE IMPLEMENTATION OF TOURISM SATELLITE ACCOUNT IN GHANA

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PLAN OF PRESENTATION

- INTER-INSTITUTIONAL PLATFORM
  - TOURISM STATISTICS AND TOURISM SATELLITE ACCOUNT COMMITTEE
    - SUB-TECHNICAL COMMITTEE

- TOURISM STATISTICS AND THE TOURISM SATELLITE ACCOUNT PROJECT (TSA) – DATA SOURCES

- INCLUDING A DOMESTIC AND OUTBOUND TOURISM MODULE IN GHANA’S HOUSEHOLD INCOME AND EXPENDITURE SURVEY (HI/ES) IN 2006

- INBOUND AND OUTBOUND TOURISM SURVEY

- SURVEY OF TOURISM SUPPLY ESTABLISHMENTS

- MONTHLY HOTEL OCCUPANCY SURVEY

- PRESENT SITUATION

- WAY FORWARD

- CHALLENGES
INTER-INSTITUTIONAL PLATFORM

- Tourism Statistics and Tourism Satellite Account Committee (TST SAC)

To enhance the credibility of the Tourism Satellite Account (TSA) to be developed, a Tourism Statistics and Tourism Satellite Account Committee was set up in 2004 as a project implementation committee which included the following government agencies:

- Ghana Statistical Service;
- Ministry of Finance & Economic Planning;
- Ministry of Tourism and Diasporan Relations;
- Ghana Tourist Board;
- Ghana Immigration Service; and
- Bank of Ghana, with membership of twelve.
- **Technical Sub-committee**
  A five-member technical sub-committee was set up.

  The main task of the sub-committee included:
  - Inventorying tourism data sources;
  - Inventorying the existing tourism data in relation with tourism variables;
  - Ensuring the quality of tourism data that would be essential for the analysis of tourism activity as well as for the preparation of the Tourism Satellite Account; and
  - Supervision of censuses and surveys on tourism activities in accordance with the international conventions; questionnaire preparation, sampling design, data collection, processing, analyses and dissemination.
Tourism Statistics and Tourism Satellite Account Project (TST SAP)- Data Sources

For the purpose of getting more information on the variables mentioned for both the demand and supply sides, the committee selected the following sources:

- Household survey of domestic and outbound tourism;
- Survey on international visitor profiles; resident and non-resident visitors;
- Survey of tourism supply establishments (accommodation units, travel agencies & tour operators, food and beverage-serving establishments, cultural heritage establishments, car rental agencies, trade fair and exhibition establishments and tourism connected establishments (kente weaving establishments, handicraft establishments, etc);
- Monthly hotel occupancy survey.
INCLUDING A DOMESTIC AND OUTBOUND TOURISM MODULE IN GHANA’S HOUSEHOLD INCOME AND EXPENDITURE SURVEY (HI/ES) IN 2006

- **Purpose:** to estimate the total number of domestic and outbound visitors and trips made by different purposes of travel, mode of travel, type of tour and sponsorship, type of accommodation stayed in, duration of stay, sex and age group, as well as visitor arrivals to some selected tourist sites in the country.

- However, expenditure questions on domestic and outbound tourism were excluded from the module.

**Geographical coverage:** National

**Frequency:** Every five years (but there will be yearly surveys on smaller samples).
**Type of Enumeration:** would be panel of households.

**Data collection principles:** By personal interview.

**Distribution of the sample:** 8700 households were selected throughout the country.
**Inbound and Outbound Tourism Survey**

**Title:** Ghana International Passenger Survey (residents and non-residents)

**Data source:** Survey applied to the whole population of travelers or visitors.

**Description:** The survey covers non-resident visitors as well as Ghanaians and non-Ghanaians traveling to other countries. This is to obtain a basic profile and to estimate their total expenditure from tourism activities.

**Frequency:** annual

**a) For outbound visitors:**

**Variables of reference:** Sex, age of visitor, nationality at birth, country of residence, purpose of travel, duration of Visit, type of travel, total expenditure in dollars, breakdown of total expenditure (accommodation, food and drinks, local transport, entertainment and recreation, shopping and other expenses), number of visits to the country of destination, accommodation used, places visited, intention to repeat visit, etc.
(b) For resident Ghanaians visiting other countries:

The same variables with the exception of nationality at Birth.

**Data Collection principles:** Personal interview, and would be at the country’s entry and exit points and at airport waiting rooms.

**Note:** Same-day visitors not spending at least one night in private or collective accommodation would be included in the sample.
Survey of Tourism Supply Establishments

Title: Directory of tourism supply establishments
Data source: Survey

Description: To provide economic and physical information on accommodation units, food and beverage-serving establishments, travel agencies & tour operators, cultural heritage establishments (historical sites, eco tourism sites, etc) passenger transport establishments (e.g. car hire companies), trade fair & exhibition establishments and others.

Geographical Coverage: National.

Frequency: annual

Variables of reference: Type of establishment, physical location, postal address, type of ownership, form of organization, date of opening, employment, number of rooms, number of beds, room rate, main & secondary activity, value of services provided, value of intermediate consumption, remuneration, investment, taxes, imports, exports, etc.

Frame: All tourism supply establishments registered by Ghana Tourist Board.

Data collection principles: Personal interview using a questionnaire.

Reporting units: a total of 500 establishments will be surveyed each year.
Monthly Hotel Occupancy Survey

**Title:** Monthly Hotel Occupancy Survey.

**Data Source:** Survey of hotels.

**Description:** Survey on hotels to estimate monthly parameters.

**Coverage:** All hotels in Ghana.

**Variables of reference:** rates of hotels, occupancy by room, bed, region and category, overnight stays by residents and non-residents and employment.

**Frame:** All hotels registered by the Ghana Tourist Board.

**Data collection principles:** Data would be collected on monthly basis from the sampled establishments.

**Reporting units:** a total of 300 hotels will be surveyed monthly.
PRESENT SITUATION

- The inclusion of domestic and outbound tourism module in Household Income and Expenditure Survey (HI/ES) in 2006 has generated both domestic and outbound tourism statistics.

- Ghana Tourist Board is currently collecting data on inbound and outbound tourism.

- Survey of tourism supply establishments is on-going.

- Embarkation and disembarkation cards have been improved to include tourism questions which until 2005 did not have, and this has improved the estimation of travel ‘item’.
WAY FORWARD

- To include domestic and outbound tourism module with expenditure questions in the next HI/ES.
- To improve on outbound tourism data collection in households as well as at the entry/exit points to make it possible to compare estimates via household surveys with others through statistical operation at entry/exit points.
- Also, to improve on inbound tourism data collection.
- To continue yearly surveys of tourism supply establishments to generate more economic and physical data.
- To include same-day questions to all our tourism demand questionnaires.
CHALLENGES

- Inadequate funds and logistics for tourism statistical work.
- Difficulty in collecting tourism data from households and tourism establishments (both public and private).
THANK YOU
MEASURING DOMESTIC TOURISM

EBENEZER KOJO OCRAN

STATISTICAL SERVICE, GHANA
OUTLINE OF PRESENTATION

• Introduction
• Methodology
• The ‘Usual Environment’ in Relation to Domestic Data Collection
• Tourism Questions in Household Income & Expenditure Survey (HI/ES)
• Some Results of 2006 HI/ES
• Feedback Summary on HI/ES from Interviewers
• Concluding Remarks
INTRODUCTION

- In 2006, a "Domestic and Outbound Tourism Module" was included in Ghana’s Household Income and Expenditure Survey (HI/ES) as a way of generating more data on domestic and outbound tourism to develop Ghana’s Tourism Satellite Account (TSA).
- This presentation is to share the experience of Ghana in measuring domestic tourism.
METHODOLOGY

SURVEY PERIOD

The survey was spread over a 12 month period in order to ensure a continuous recording of household consumption and expenditures and changes occurring thereof as well as interviewing domestic and outbound visitors.
METHODOLOGY CONT’D

FIELD WORK (DATA COLLECTION)
Twenty-four teams were involved in the data collection.

20 of which worked during each cycle.

The purpose of the extra teams was to afford each team the opportunity to take one month leave off as annual leave.

The leave arrangements were such that there were always 20 teams at work.

The teams administered the tourism module included in the questionnaire in every household they visited.
METHODOLOGY CONT’D

TEAM COMPOSITION

• For rural and urban areas, the field team consisted of:
  • Supervisor 1
  • Senior Interviewer 1
  • Interviewers 3
  • Data Capture Staff 1
  • Driver 1

• Total 7
METHODOLOGY CONT’D

INTERVIEWER WORKLOAD

- A team of three interviewers worked in three EAs within a cycle of 33 days.

- One interviewer was assigned to work in one EA during a cycle.
- In both rural and urban areas, each interviewer conducted five interviews a day.
- Thus at the end of each 33 days (one cycle) a team interviewed 45 households.
- The data capture staff entered all the 45 questionnaires before the team left for the next set of EAs.
- Since an interviewer visited each household every third day in all clusters, an interviewer’s workload was 15 households.

- It was every fifth visit that each member of the household, of age 15 or above, was asked questions on individual or household trips on domestic tourism.
METHODOLOGY CONT’D

SAMPLE SIZE

- A two-stage stratified random sampling design was adopted.
- At the first stage, a total sample of 550 EAs was selected with probabilities proportional to size.
- The second stage brought the total number of households to 8700.
THE “USUAL ENVIRONMENT” IN RELATION TO DOMESTIC TOURISM DATA COLLECTION

Usual environment:- is the geographical area within which an individual conducts his or her regular life routines.

Ghana used the combination of the following criteria to define the “usual environment” of an individual or a household:

- The surrounding within which the basic routine of life takes place (place of work, study and rest): it included places frequently visited (approximately on a weekly basis) other than vacation homes;

- Distance travelled from departure to return;

- Duration of the trip from departure to return; and

- The crossing of an administrative borders. Ghana used Administrative Territorial Units, i.e., Districts, Municipalities and Metropolitan Areas to decide which trips had been made inside the ‘usual environment’ (so that those trips were excluded from the purview of tourism).
TOURISM QUESTIONS IN THE HI/ES QUESTIONNAIRE

- QUESTION 1: Has (name) visited any place outside his/her “usual environment” (place of residence/ work /trade/ study, etc.) for the past 12 months?
  Yes........1      No............2

- QUESTION 2: How many visits did (name) make? (number)

- QUESTION 3: Were the places visited within Ghana, outside Ghana or both?
  In Ghana...........1      Outside Ghana...........2 (>> 5)      Both............3

- QUESTION 4: How many visits in Ghana?
  Same-day...........1      Overnight............2

- QUESTION 5: How many visits outside Ghana?
  Same-day...........1      Overnight............2

- QUESTION 6: Which places did (name) recently visit within Ghana?
  Same-day (district).....1      Overnight (district).........2

- QUESTION 7: For trips within Ghana, how far is the place (name) last visited from (name’s) usual place of residence? (in kilometers)
  Same-day...........1      Overnight...........2
SOME TOURISM QUESTIONS CONT’D

• QUESTION 10: What was the main mode of travel outside Ghana?
  Same-day  1 : [ Road  1  Sea/Lake  2  Air  3  Rail  4  Foot  5 ]
  Overnight  2 : [ Road  1  Sea/Lake  2  Air  3  Rail  4  Foot  5 ]

• QUESTION 11: What was the length of stay of trips made (in hours) in Ghana and outside Ghana?
  Same-day:  in Ghana  1  Outside Ghana  2

• QUESTION 12: How many nights did (name) spend in this place? (number of nights)
  Overnight:  in Ghana  1  Outside Ghana  2

• QUESTION 13: What was (name’s) main purpose of visit in Ghana?
  Same-day  1  Overnight  2  (Refer to Code Book)
### SOME RESULTS OF 2006 HI/ES (PROVISIONAL)

Distribution of Domestic Visitors in Ghana by Mode of Travel, 2006

<table>
<thead>
<tr>
<th>Mode of Travel</th>
<th>Number of Domestic Same-day Visitors</th>
<th>Number of Domestic Overnight Visitors</th>
<th>Total Domestic Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road</td>
<td>2,439,570</td>
<td>4,664,341</td>
<td>7,103,911</td>
</tr>
<tr>
<td>Sea/lake</td>
<td>31,030</td>
<td>37,715</td>
<td>68,745</td>
</tr>
<tr>
<td>Air</td>
<td>602</td>
<td>955</td>
<td>1,557</td>
</tr>
</tbody>
</table>
### Table 2: Distribution of Domestic Visitors in Ghana by Purpose of Visit, 2006

<table>
<thead>
<tr>
<th>Purpose of Visit</th>
<th>Number of Domestic Same-day Visitors</th>
<th>Number of Domestic Overnight Visitors</th>
<th>Total Domestic Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure, Recreation &amp; Holidays</td>
<td>114,853</td>
<td>139,217</td>
<td>254,070</td>
</tr>
<tr>
<td>Visiting Friends &amp; Relatives</td>
<td>1,810,575</td>
<td>3,770,440</td>
<td>5,571,015</td>
</tr>
<tr>
<td>Business &amp; Professional</td>
<td>373,286</td>
<td>555,810</td>
<td>929,096</td>
</tr>
<tr>
<td>Health Treatment</td>
<td>75,310</td>
<td>73,444</td>
<td>148,754</td>
</tr>
<tr>
<td>Religion &amp; Pilgrimages</td>
<td>45,133</td>
<td>79,100</td>
<td>124,513</td>
</tr>
<tr>
<td>Other</td>
<td>50,133</td>
<td>75,513</td>
<td>125,646</td>
</tr>
</tbody>
</table>
FEEDBACK SUMMARY FROM INTERVIEWERS

- Operationalizing the concept of “usual environment” was not an easy task at all as both supervisors and interviewers found it difficult to understand during training.
- There was a problem of memory effect. For a 12 month period, many interviewees could not remember the number and nature of trips undertaken.
- In many parts of Ghana, there was a problem with illiterate respondents as they did not understand the concepts, definitions and classifications used in the survey.
- Most interviewees considered tourism only as trips made for recreation, vacation or any other form of leisure.
- Interviewers had to probe further before accepting a respondent’s trip as a tourism activity.
- Respondents did not know that visiting their hometown in the hinterland or countryside or city away from their usual environment was a tourism activity.
CONCLUDING REMARKS

- It was noted that generation of domestic tourism data on same-day and overnight visitors was difficult but could be done by using experienced and qualified staff as well as dedicated interviewers.

- To obtain the desired information, households were given clear explanation of the objects of the survey and the information to be sought from them.

- The HI/ES put considerable emphasis on the training of qualified and experienced data collection officers.

- To ensure that trips made for other reasons were also included in the survey, stress was laid on this matter during interviewer training courses as trips for recreation, vacation or any form of leisure were known by Ghanaians.
THANK YOU