CAPACITY BUILDING PROGRAMME ON TOURISM STATISTICS FOR AFRICA 2006 - 2009
WORKSHOP, PRETORIA, SOUTH AFRICA, 9 - 13 JUNE 2008

MEASURING OUTBOUND TOURISM
GHANA’S EXPERIENCE

PRESENTED BY MARTIN TWUM
GHANA TOURIST BOARD
MEASURING OUTBOUND TOURISM

DATA SOURCES

• EMBARKATION AND DISEMBARKATION (ED) CARDS
• DATA IS COLLECTED AT ALL BORDER CONTROLS, ALL YEAR ROUND

INTER-INSTITUTIONAL CO-OPERATION

• GHANA TOURIST BOARD
• GHANA IMMIGRATION SERVICE
• GHANA STATISTICAL SERVICE
• BANK OF GHANA
DATA STOCK

1.0 EMBARKATION & DISEMBARKATION CARDS

1.1 Information on Characteristics of visitors

- Sex
- Age
- Occupation/Profession
- Nationality
- Country of residence

1.2 Classification of tourism trips by main purpose of visit

- Business
- Conference
- Study/Training
- VFR
- Medical
- Holiday
- Transit
- Other
1.3 Length of Stay

1.4 Mode of Travel

1.5 Place of Embarkation (in the case of Outbound Tourism)

2.0 INTEREST SHOWN BY GHANA IN GENERATING OUTBOUND DATA

- In the years before 2005 there was no strong commitment on the part of Tourism Administration in Ghana to analyse data on outbound tourism.

- The reason being that, the ED cards in use for residents embarking on outbound tourism at the time, was so oversimplified and did not include some important information on the characteristics of visitors and tourism trips such as occupation, purpose of visit, etc.
• However, today the story is different because of the introduction of a new ED card and the co-operation extended to the sector by relevant organisations.

• Now, outbound tourism data is being generated alongside inbound tourism data.

MOST IMPORTANT DATA GAPS

1.0 Information on Characteristics of Visitors
   • Economic Activity Status
   • Education
   • Annual Income

2.0 Information on Characteristics of Tourism Trips
   • Other (Secondary) purpose of visit
   • Main Activities
INITIATIVES BEING CONSIDERED

Initiatives for improving the estimation of existing data as well as taking steps to estimate the data gaps listed above are captured in Ghana’s “Tourism Sector Medium Term Plan 2006 - 2009

Research and Management Information Systems

Objective: To have an accurate and up to date understanding of the Tourism Industry for effective and efficient Tourism Planning, Marketing and Promotional purposes.

Strategy 1: Establish a Tourism Research and Information Management System (with the following priority activities):

- Study to determine what information is collected; what happens with it, quality of information, what are the information needs of the various stakeholders. Recommendations on how to improve collection, analysis, and dissemination
Based on study, design TMIS; roles, responsibilities, methodology, technological requirements, funding, M&E

Implement/ Establish a working TR/MIS

Establish monitoring and evaluation Tourism System-based Management Information System

In the Short Term, we are:-

• expanding the scope of current Survey Instruments to conform to International Recommendation (UNWTO)
• Revising Data Collection Instruments/Techniques

• Strengthening inter-institutional co-operation to harmonise and strengthen Data Collection and Analysis

• Improving the human resource capacity of existing staff and motivating them to rise up to the task.
RESTRICTIONS/CHALLENGES

• Non co-operation on the part of Respondents leading to decrease in response rate (privacy invasion, time consuming, language barrier, etc.)

• Accessibility to Airport (compromises security and standards, delays in issuing airport passes, etc)
THANK YOU