LOST INFORMATION

Case Study

“Multiple Visits in One Trip”
Kingdom of Saudi Arabia

To be Presented at
The UNWTO 14th meeting of the statistical committee,
14-15 Jan 2014 Madrid .Spain

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Saudi Commission for Tourism & Antiquities (SCTA’s)

Tourism Information and Research Centre MAS

Vision:

Leading in providing accurate updated information, with excellence in research to support tourism decision-making.

Institutional Platform

- Establishing a dedicated Tourism Information and Research Centre (MAS) for the first time in the region (2002) by SCTA.
- Using MOU’s with other government agencies to insure coordination and support.
- Set up MAS consultancy group, to insure coordination and alliance with key stakeholders (2006).
Institutional Platform

- Publishing
- Library
- Databases
- INFO. & Statistics
- Research
- Tourism
- GIS

MAS Consultancy Group

MAS Consultancy Group

- Ministry of the Interior
- National Program for Exhibitions and Conferences
- Council of Saudi Chambers of Commerce
- Saudi Arabian Monetary Agency
- Saudi Universities
- Ministry of Higher Education
- Ministry of Economy and Planning
Organizational Structure - MAS

1st Level
- Administration Assistant
- Tourism Information & Research Center - MAS
- Project & Planning

2nd Level
- Knowledge department
- Information Department
- Research Department

3rd Level
- Business Development Section
- Analysis Section
- Demand Research Section

4th Level
- Information Sources Section
- Reporting Section
- Supply Research Section
- Interactive Systems Section
- Forecasting Section
- Special Research Section

Historical Background

1st on Comprehensiveness of T&T data
WEF,UNWTO

2008
Capacity Building UNWTO

2011

2007
First TSA in the Region

2002
Establishment of MAS
Survey & Projections for DOTS

Background

• SCTA, constituted to develop tourism in the Kingdom of Saudi Arabia from 2002 till now. This also involves continuous collection & compilation of detailed, comprehensive information on the tourism sector.

• In most countries, domestic tourists are the main contributors to the tourism revenue. It therefore becomes important for the SCTA to collect relevant data on Domestic travelers viz. numbers, characteristics & expenditure so that the impact on the Saudi economy can be assessed.

• Because of Randomness of the Demand Survey also with IRTS 2008 recommendation, we ignore some facts data around us like (other destinations rather the main destination in the same trip).

• In this presentation we will go forward to thought of these answer as a case study.
Survey Methodology - DOTS

Below is an explanation of the methodology adopted in the Domestic Tourism Survey:
• The A stratified population proportionate sample is applied to execute the survey across urban and rural centers
• Interviews are conducted via door-to-door exercise randomly
• The sample is not quota controlled in terms of traveler /non-traveler
• Quota controls currently applied are pertaining to population structure parameters such as city coverage, nationality etc.

Participants with the following characteristics shall be interviewed:
• Adult males
• Head of the family
• Age group 18+ and residents of Saudi Arabia for the last (12) months
• Saudis & Non-Saudis
• Urban & rural residents

Trips Table from Questionnaire

Main table used for any Tourism Trips

<table>
<thead>
<tr>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q5</th>
<th>Q6</th>
<th>Q7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Destinations</td>
<td>POV</td>
<td>Activities</td>
<td>MOT</td>
<td>No. of nights</td>
<td>Accommodation</td>
<td>Expenditure</td>
</tr>
<tr>
<td>Trip 1</td>
<td></td>
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<tr>
<td>Trip 2</td>
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<td>Trip 3</td>
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<tr>
<td>Trip 4</td>
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<tr>
<td>Trip 5</td>
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<tr>
<td>More than 5 trips</td>
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</tbody>
</table>

POV: Purpose of Visit
MOT: Mode of Transport
Two situations may arise that need to be treated differently in tourism statistics

Para 3.98. Outbound trip involves a number of destination countries, only the main destination country (however defined) may be recorded by the source country. This will result in underestimation of inbound visitors from those source countries in those countries which are only secondary destinations.

In Saudi Arabia
Same issues happening for Domestic destinations

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Domestic Trips Scenario

Useful for development

This reported in National report

Reading above trip scenario

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<table>
<thead>
<tr>
<th>National Domestic Report</th>
<th>Destinations Domestic Report</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Des. 1</td>
</tr>
<tr>
<td>Number of Person in this trip</td>
<td>2</td>
</tr>
<tr>
<td>Total Night for the couple</td>
<td>2*2=4</td>
</tr>
<tr>
<td>Total Expenditure for the couple</td>
<td>$200</td>
</tr>
</tbody>
</table>

Des. 1: Night: 2, Spent: $200
Des. 2: Night: 1, Spent: $150
Des. 3: Night: 1, Spent: $100
Des. 4: Night: 7, Spent: $1,500

HOME
From the previous tables, we can analyze the data to compare the share of each result for a better understanding of the data.
Conclusion

To avoid underestimation of other destination, we can have two options for that issues:

1. For **National** report to use by government body and other organization like (UNWTO, WTTC…etc.), we use:
   - The national reporting which shows the main destination – even with missing other destination inside the trip - with main purpose of visit as per IRTS 2008 recommended.

2. For **Destinations** report to use by Provinces body in Saudi Arabia and other stakeholders (Accommodations, travel agencies..etc...) for developing purpose, we use:
   - The destinations reporting which shows each destination detail included the visitors.
   - Also, we should utilize the secondary recourses to such (Transportation data..etc) for comparison and confidence of the results.

Thank You

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