

# **REPORT**

## **ON THE WORKSHOP ON TOURISM STATISTICS**

**Damascus, 12-15 October 2009**

### **Introduction**

International Tourism has become one of the most important economic activities for many countries and one of the main sources of their foreign exchange revenues and employment opportunities. Thus, it has gained more great importance in the development strategies of many developing countries. Besides, it has been included in the working agenda of numerous international conferences organized recently on the subject of sustainable development. Yet, the failure to include tourism in these strategies is not more than a negligence of its role as one of the major economic activities and, no doubt, most ever diversified and innovative one.

Because of the Arab States' need to detailed statistics reflecting tourism realities and to enhance the statisticians' competency in this sector, the Institute carried out its communications with the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SERIC). Then, with the cooperation of the Institute and SESRIC, the decision has been made to co-organize the workshop on Tourism Statistics in Damascus during October 12-15, 2009. The Institute and SESRIC held their communications with the World Tourism Organization, who designated one of its experts to cover some themes included in the workshop program.

### **Preparations and Methodology**

- The method and program of the workshop (Annex No. 1) have been defined through the coordination made between the Institute, SESRIC and lecturers. The organizers have agreed on the Terms of Reference, the themes of the workshop and the contents of the lectures. Then invitations have been sent to the Statistical Offices of the Arab States to designate their nominees according to the Terms of Reference of the workshop. Accordingly, 26 participants have attended the workshop from 12 Arab states; namely Jordan, Iraq, United Arab Emirates, Tunisia, Kingdom of Saudi Arabia, Syria, Sultanate of Oman, Palestine, Morocco, Arab Republic of Egypt, Sudan and Libya (Annex No. 2, list of Participants).

- The workshop was opened on October 12, 2009, by Dr. Shefiq Abesh, Director General of Statistical Office, and Prof. Dr. Hilal Albiyati, Director General of the Arab Institute for Training and Research in Statistics

- Mrs. Arzu Semati, expert from the Turkish Institute for Statistics, and Dr. Juan Falconi, expert from World Tourism Organization, and Mr. Khalid Muzaffer, Sultanate of Oman, delivered the lectures to the participants in the workshop.

- The workshop activities proceeded as follow according to its program:

#### ***First Day:***

1. Tourism Statistics in Arab States: Prospects and Challenges
2. International recommendations on Tourism Statistics
3. Border Statistics
4. Country experiences
5. Assessment and Recommendations

## **- Tourism Statistics in Arab States: Prospects and Challenges**

Mr. Khalid Muzaffer, from Ministry of Economy of the Sultanate of Oman, presented the lecture, which included the following four main items:

1. Definitions and Basic Concepts
2. Current Situation of Tourism Statistics in Arab States
3. Challenges and Obstacles
4. Country Experiences
5. Assessment and Recommendations

The basic concepts of Tourism, such as tourism and its types, environment and tourism expenditure, have been introduced to the participants. The current situation of tourism statistics in Arab States has been tackled, where the lecturer has denoted that very few Arab States have prepared the tourism statistics. In addition, the lecturer indicated that many Arab States have various, scattered and loose statistics that give unclear picture about tourism situation. Moreover, contradiction and inconsistency are prevailing in the concepts and definitions used by the Arab States.

With respect to the challenges and obstacles, the lecturer Mr. Khalid Muzaffer has pointed out that the great challenges facing the statistics of the Arab States are represented in the absence of coordination between the country's institutions and the exclusion of tourism statistics from the statistical priorities; besides the limited number of competent staff and limited resources. However, it is important to indicate that most of the Arab States have started building their capacities and carrying some surveys relevant to tourism demand. It is necessary, in order to enhance this work, to coordinate between the different institutions working in tourism statistics and follow-up the developments in the area of tourism and draw up clear statistical strategies in order to develop this vital sector.

## **- International Recommendations on Tourism Statistics 2008**

In the second lecture International Recommendations on Tourism 2008, the most recent publication of World Tourism Organization, have been introduced to the participants. The publication consist of nine different chapters containing the development of and the need for tourism statistics, the concepts, definitions, characters of the international arrivals, Tourism expenditure, classification and other issues.

## **- Border Statistics**

Mrs. Arzu Semati, from the Turkish Institute for Statistics, has presented this lecture with reference to the Turkish experience in this area. She briefed the attendees that the necessary data has been defined and indicated that many countries depend in this regard on administrative data to specify the number of arrivals and departures on nationality bases, however it is important to some extant to know the data relevant to receiving countries of those arrivals, a fact which needs to carry out surveys in different exits.

## **- Country Experiences**

A brief and quick presentation of the experiences of some countries in this area of border statistics has been delivered to the participants with reference to the difficulties facing the different countries and the advantages and disadvantages accompanied their experiences.

## **- Recommendations**

The participants recommended the followings:

1. It is important to know the Arab States' experience in this area and define the best one in order to generalize it in the other countries
2. Exert some efforts to train the staff working in tourism statistics
3. Coordination between the different statistical institutions
4. Documentation of the interventions made by the participants during the workshop
5. Allocation of budgets for awareness raising with statistical work
6. Use of administrative records in statistical work
7. Drafting of recommendations should be done by working groups

## ***Second Day***

### **- Inbound and Outbound Tourism Expenditures and Domestic Tourism**

Mrs. Arzu Semati, from the Turkish Institute for Statistics, gave a lecture on tourism expenditures, wherein she defined the exceptions of tourist expenditures, such as capital expenditure.

### **- WTO Questionnaire on Tourism Arrivals and Departures**

Mr. Khalid Al Muzaffer discussed the proposed WTO Questionnaire on Tourism Arrivals and Departures and the results that could be extracted from it, besides the discussion of the similarities between it and the questionnaires being used in the other Arab States.

### **- Surveys on Expenditures of Inbound and Outbound Tourism and International Tourism**

Mrs. Arzu Semati, from the Turkish Institute for Statistics, gave a lecture on the survey of Inbound and Outbound Tourism and Domestic Tourism. The lecture defined the purposes behind carrying such surveys and the relevant concepts and the important data to be collected in this respect.

### **- Country Experiences**

PowerPoint presentations have been made on (1) Syria; (2) Palestine; (3) Kingdom of Saudi Arabia and (4) Jordan during the session.

## ***Third Day***

Mr. Juan Falconi, expert of the WTO presented a number of lectures on the following themes:

### **WTO Data on Hotels**

The expert has denoted the importance of this data as many countries depend on it as a main source for international arrivals. He dwelled on the most important data collected in this regard.

### **WTO Questionnaire on Tourism Statistics Methodology**

Mr. Juan Falconi, the expert of WTO, informed the participants on the Questionnaire of the World Tourism Organization prepared especially for the methodology and applications of Satellite Statistics. The questionnaire helps the countries and the WTO to know to what extent a country

apply the concepts and definitions related to tourism sector and to assess situation of tourism statistics in that country.

### **Tourism Satellite Accounts**

The participants of the workshop have been introduced to the tourism statistics and its connection with national accounts. The lecturer has also shown the relevant accounting tables and the basic concepts relevant to satellite statistics with the framework of national accounts and the importance of using the data of national accounts to match between tourism supply and demand.

### ***Fourth Day***

Mr. Khalid Muzaffer has presented the national experience of the Sultanate of Oman with respect to the preparation of tourism accounts. He also displayed the source of the relevant data and methodologies of the different surveys carried out on the tourism arrivals, departures and domestic tourism in addition to the annual economic survey and percentage indicator. The lecture included also a practical model on how to reach a number of accounting tables related to tourism sector within national accounts.

In the last session of the workshop discussion was opened on the subjects assessed during the workshop and the situation of the different countries in the area of tourism accounts applications.

The participants of the workshop have been conferred with participation certificates.

### **Analysis of Workshop Assessment Form**

The Workshop Assessment Form has been distributed to the participants, whose answers have come as shown in the table of the analysis given in Annex No. 4. The analysis has shown that 95% of the participants acknowledged that the target of the workshop has been realized with a very good level, while 86% agreed that the workshop has empowered them new expertise and skills and 99% indicated that the workshop themes have been clear and straightforward. In addition to that, more than half of the participants have informed that the practical side of the workshop was good, while 79% of them informed that the supportive means and explanation instruments were available and good.

With consideration of the workshop period 90% of the participants have indicated that the period was quite enough for the coverage of its themes, while 91% have laud the organizational and administrative levels. Moreover, the participants (100%) have shown full satisfaction with level of interaction and view exchange practiced between the trainers and trainees and between the trainee themselves.

**Annex No. 1**  
**TERMS OF REFERENCES**  
**WORKSHOP OF TOURISM STATISTICS**  
**Damascus, 12-15 October 2009**

Items	Details
Title	Tourism Statistics
Number	2.4.5 / 2009
Area	Economic Statistics
Type	For all Arab Statistical Offices
Organizers	Arab Institute for Training and Research in Statistics(AITRS); Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) and World Tourism Organization (WTO)
Duration	4 days
Date	12-15 October 2009
Venue	Damascus, Syria
Language	Arabic, English with simultaneous translation
Necessities	<p>International Tourism has become one of the most important economic activities for many countries and one of the main sources of their foreign exchange revenues and employment opportunities. Thus, it has gained more great importance in the development strategies of many developing countries. Besides, it has been included in the working agenda of numerous international conferences organized recently on the subject of sustainable development. Yet, the failure to include tourism in these strategies is not more than a negligence of its role as one of the major economic activities and, no doubt, most ever diversified and innovative one.</p> <p>The Arab States are in need to detailed statistics reflecting tourism realities and enhance the statisticians' competency in this sector</p>
Aims	<ul style="list-style-type: none"> <li>- Training of Arab Statisticians to use WTO methodologies and literature to a degree that they be able to collect data on tourism statistics.</li> <li>- Preparation and publication of realistic reports to evaluate the national tourism performance and its role building the national economies of the Arab States.</li> <li>- Analysis of these reports and formation of indicators used in the analysis of the measurement of international tourism.</li> <li>- Making international comparisons (Number of International arrivals and International Tourism revenues).</li> </ul>
Targeted Category	Staff working in the area of tourism statistics
Features required in the targeted staff	Equipped with experience in carrying out tourism surveys, data collection, report analysis, ability to establish indicators and English
Outcomes	Statisticians able to use modern methodologies used in data collection and their proper scientific analysis reflecting tourism reality according to the effective international standards and recommendations issued by UN agencies.
Main Subjects	<ul style="list-style-type: none"> <li>- Tourism Statistics in Arab States: Prospects and Challenges</li> <li>- International Recommendations on Tourism Statistics</li> </ul>

Items	Details
	<ul style="list-style-type: none"> <li>- Border Statistics (aim, concepts and definitions, framework, data collection, data consistency)</li> <li>- Surveys on Tourism Expenditures</li> <li>- Satellite Tourism Accounts</li> <li>- WTO Questionnaire on Tourism Statistical Methods and Satellite Tourism Accounts</li> <li>- Country Experiences in tourism Statistics</li> </ul>
Means of Application	Presentation, discussion, and practical application
Necessary Preparations	Write a paper on the situation of Tourism statistics in your country with respect to the obstacles and difficulties and a brief 15 - minute presentation on tourism indicators.
Lecturers	<p>Mr. Juan Falconi, expert from WTO  Ms.Arzu Semati, expert from Turkish Statistical Institute  Mr. Khalid Muzaffer, Ministry of Economy, Sultanate of Oman</p>
Expenses	<p>Arab Institute for Training and Research in Statistics(AITRS) covers expenses of one participant from each state:</p> <ul style="list-style-type: none"> <li>- Hotel</li> <li>- Accommodation for 6 nights according to the AITRS's regulations</li> <li>- Economic flight ticket via the shortest route</li> </ul> <p>The AITRS will not cover the expenses of the following participants:</p> <ul style="list-style-type: none"> <li>- Participants of or residents in the country where the workshop will be organized</li> <li>- Participants from countries which have not yet paid their mandatory financial contributions to the budget of AITRS</li> <li>- Participants from Arab and international organizations</li> </ul> <p>A country may participate by more than one participant provide that it covers their expenses</p>
Certificate	<ol style="list-style-type: none"> <li>1. AITRS confers participation certificate to the participants in the training courses and workshops</li> <li>2. The participant will not be conferred with the certificate in case he/she does not attend 25% of the workshop hours without excuse, besides he/she will be prohibited from the expenses of the days he/she fail to attend and report that to his/her country. The validity of the participant's excuse will only be evaluated by the AITRS.</li> </ol>

**Annex No. 2**  
**List of participants**

<b>Address</b>	<b>Position</b>	<b>Name</b>	<b>State</b>	
Tel: 0096265300700 Email: <a href="mailto:nihaya@dos.gov.jo">nihaya@dos.gov.jo</a>	Department of Statistics	Nehaya Sameh Ahmad	Jordan	
Tel: 00971504170700 Email: <a href="mailto:fatma70700@hotmail.com">fatma70700@hotmail.com</a>	Department of Economic Surveys	Fatma Ahmed Mohammad al shehhi	UAE	
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Tel: 00963113335830 Email: <a href="mailto:cbs.syr@gmail.com">cbs.syr@gmail.com</a>	Ministry of the Interior	Bashier talleb		
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Tel: 00963112225813 Email: <a href="mailto:cbs.syr@gmail.com">cbs.syr@gmail.com</a>	Tourism Department	LOBNA DRWIESH		
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Tel: 0599262345 Email: <a href="mailto:rhassiba@pcbs.gov.ps">rhassiba@pcbs.gov.ps</a>	Department of Statistics and foreign tourist influx	Rania haseeaba	Palestine	

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Tel: Email : <a href="mailto:dg@cbs.gov-sd">dg@cbs.gov-sd</a>	Director	Salah al Din Abd al-Rahman al-Majid	Sudan
Tel: 05044813008 Email : <a href="mailto:hammad@scta.org.sa">hammad@scta.org.sa</a>	Researcher Information	Tarek AL HAMAD	UK of Saudi Arabia
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Tel: 0925902098 Email : <a href="mailto:alahena@yahoo.com">alahena@yahoo.com</a>	Tourist police	ASHRAEF Hwaidi	
Tel: 0925902098 Email : : <a href="mailto:alahena@yahoo.com">alahena@yahoo.com</a>	Tourist police	ALHADI ABD AL SIED	

**Annex No. 3**  
**Names of Lecturers**

Names	Status	E-mail
1. Mr. Khalid Muzaffer	Statistics Department	<a href="mailto:kmudhafar@mone.gov.om">kmudhafar@mone.gov.om</a>
2. Ms. Arzu Semati	Expert from the Turkish Statistical Institute	<a href="mailto:arzu.semati@tuik.gov.tr">arzu.semati@tuik.gov.tr</a>
3. Juan Falconi	Expert from WTO	<a href="mailto:jfalconi@unwto.org">jfalconi@unwto.org</a>

**Annex No. 4**  
**Analysis Table of the Questionnaire Distributed to the Participants**

Firstly: Objectives Realization

	<b>Have the Workshop objectives been realized?</b>		<b>Has the workshop duration been enough?</b>		<b>Has the workshop added new expertise/skills to you?</b>	
	Repetition	Percent	Repetition	Percent	Repetition	Percent
Very good	16	69.6	8	34.8	10	43.5
Good	6	26.1	13	56.5	10	43.5
Fair	1	4.3	2	8.7	3	13.0
Total	23	100	23	100	23	100

Secondly: Training Materials

	<b>Did the materials clear?</b>		<b>Did the practical side appropriate and satisfactory?</b>	
	Repetition	Percent	Repetition	Percent
Very good	15	65.2	5	21.7
Good	8	34.8	12	52.2
Fair			2	8.7
Total	23	100	3	13.0

Thirdly: Aid Means

	<b>Printed Documents</b>		<b>Educational Films</b>		<b>Instruments &amp; Apparatus</b>		<b>Discussion Sessions</b>		<b>Field Trainings</b>	
	Repetition	Percent	Repetition	Percent	Repetition	Percent	Repetition	Percent	Repetition	Percent
Very Good	2	8.7	2	8.7	5	21.7	7	30.4	6	26.1
Good	4	17.4	7	30.4	7	30.4	9	39.1	3	13.0
Fair	4	17.4	3	13.0	3	13.0	3	13.0	1	4.3
Weak	5	21.7	3	13.0	2	8.7			4	17.4
Not Identified	8	34.8	8	34.8	6	26.1	4	17.4	9	39.1
Total	23	100	23	100	23	100	23	100	23	100

	<b>Illustration Means</b>		<b>Workshop Administration</b>	
	Repetition	Percent	Repetition	Percent
Very Good	6	26.1	12	52.2
Good	12	52.2	9	39.1
Fair	3	13.0	1	4.3
Not Identified	2	8.7	1	4.3
Total	23	100	23	100

Fourthly: General Issues

	<b>Level of Interaction with Trainers and Exchange of View</b>		<b>Level of Interaction with the Trainee and Exchange of Views</b>	
	Repetition	Percent	Repetition	Percent
Very Good	14	60.9	16	69.6
Good	9	39.1	6	26.1
Fair			1	4.3
Weak				
Total	23	100	23	100