


The Ministry of Culture and Tourism
Ethiopian Sustainable Tourism Development
Project




ETSMS
Ethiopian Tourism
Statistical Management System


Training Program

Course 4: Basic course on how to use the statistics system
Trainer: Sandro Billi, Roberto Gambassi, Paulo Paganelli


Addis Ababa
March 19-20th, 2014



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The project

The MoCT, through the financial resource made available by ESTDP is implementing the System of Tourism Statistics in Ethiopia.

Target Euro, Microcosmos, Centro Studi Turistici obtained the procurement winnin a call for tender.

Beginning of the project: October 24th
Duration: 12 months.



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The staff

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 Data collector and management expert Amhara: Yasin Teshome
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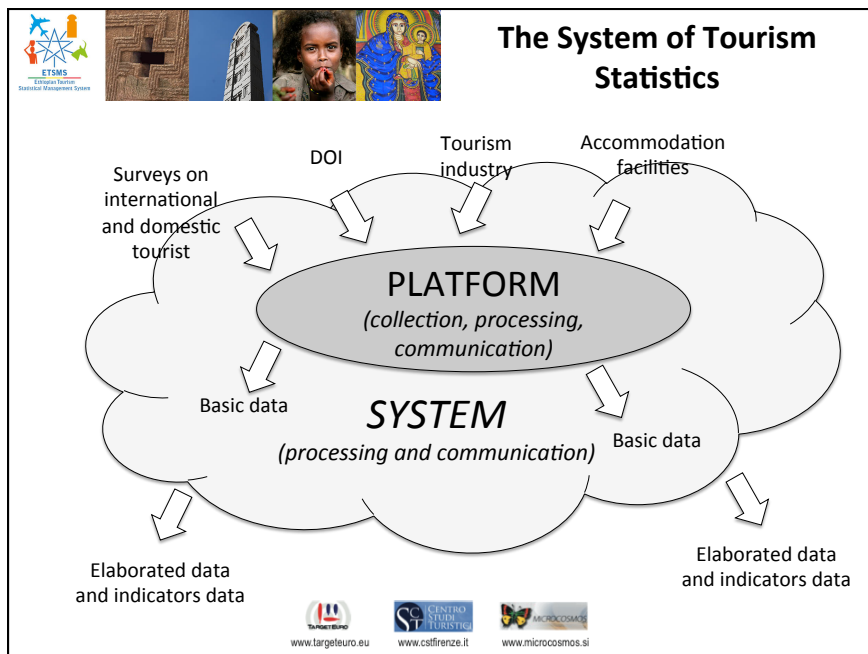
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The System of Tourism Statistics

- ✓ Is part of the National Statistical System
- ✓ Cares of socio-economic aspects related to tourism
- ✓ Provides reliable, consistent and appropriate statistical information
- ✓ Integrates with economic and social statistic related to other fields
- ✓ Operates at different territorial levels (national, federal, infra national, international)

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What is needed from you

- ✓ To align Registration Form (Check In) with the data collected by the System (country of residence, characteristics, purpose of travelling);
- ✓ To provide monthly data (anonymous)





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Functions

The Ethiopian Tourism Statistics Management System (ETSMS) will have two main functions:

1. To collect **"the overall"** data available for the acknowledgment of travel and tourism in Ethiopia, from different sources and with appropriate tools, **to realize a complete picture of the sector.** Considering that tourism is a cross-sectorial industry, the ETSMS will allow the collaboration of different public administration bodies (e.g. MoCT, BoCT, Municipalities, Ministry of Finance and Economic Development, Ministry of Transport and Communication, etc.) to plan and manage their activities.
2. To **provide to the private sector detailed tourism data to be used for the definition of their tourism development strategies and marketing plans. Be a valid and objective support to decisions.**





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Direct surveys: questionnaires

International tourists at Bole International Airport and at Land Borders
Domestic tourist at main transit point and tourism attractions

Overview of the questionnaire

The questionnaire studied for this assignment is based on the consultant's experience and from the comparison with questionnaires used in other countries.

It is divided into 6 sections:



- Technical information;
- General information on the person interviewed;
- Purpose and length of visit;
- Organization and expenditure;
- Travel party and personal data;
- Travel satisfaction.





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9

Output




Output from processing data collected with direct survey

Using the potential of the computerized questionnaire, the processing can be summarized between qualitative variables and quantitative variables

Indicators available from the questionnaire

Qualitative Variables

Country of Citizenship (nationality)
Country of residence (for international tourists)
Municipality (for Ethiopians)
Age
Gender
Occupation - Employee, Self employed, Student/in educational, Homemaker, Retired, Other
First visit to Ethiopia
Place
Accommodation

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10







Output

Main purpose of visit - Holidays, leisure and recreation, Visiting friends and relatives, Education and training (Study and Research included), Health and medical care, Religion/pilgrimages, Shopping, Transit, Visit customer/supplier, MICE (Meeting, Incentive, Conference, Exhibition), International cooperation

Information sources for the trip - Ethiopian National/Regional travel office, Travel Agency or Tour Operator, Travel guides, Travel fair, Personal recommendation (e.g.: friends and relatives), Social network, Magazines, newspapers, TV, Other Ethiopian source

Organization of the trip
Expenditure

Customer satisfaction - Hospitality and kindness of residents, Nature and wildlife, Religious attractions, Historical and archeological attractions, Accommodation, Tourist information, Phone and internet services, Safety, Cleanliness, Food and beverage, Land transportation services (Taxi, etc...), Environmental awareness / pollution, Quality of local handicraft and souvenir shops, Foreign exchange services, Value for money, Overall rate






Intent to visit Ethiopia in the future
Intent to share opinion about Ethiopia on Social Media





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11

Original outputs

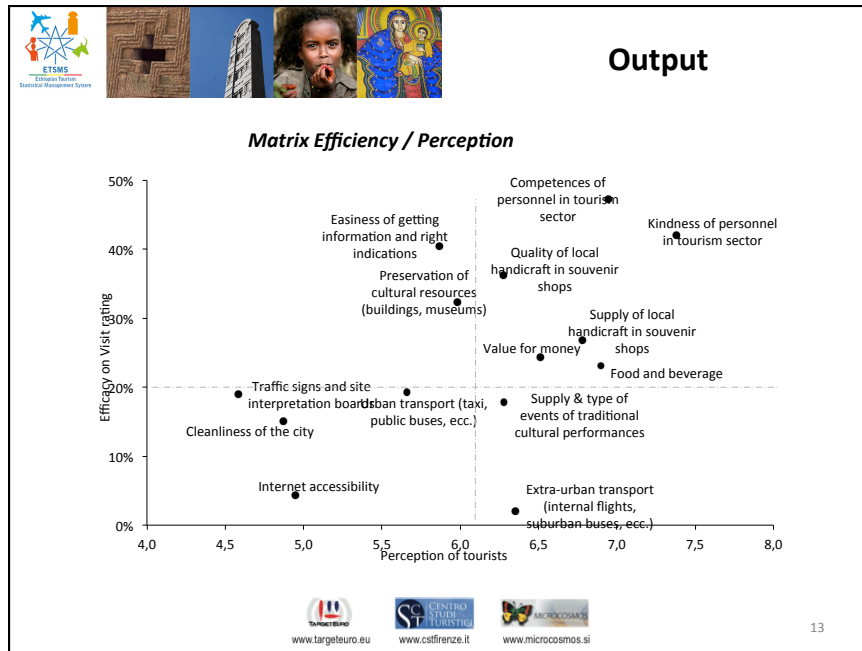
Analysis

- **Tourists expenditure**
- **Expenditure by items**
- **Average daily expenditure per capita** – Distribution per **Purpose** and **Nationality** (and moreover by gender, age, educational level, professional occupancy, first visit to Ethiopia, Ethiopian municipality, trip drives to Ethiopia, information on Ethiopia, another trip to Ethiopia in the near future, etc., or combination of them)
- **Assessments of Customer Satisfaction** by the same items - through the application of some particular statistical techniques, its suggestions can be globally interpreted **to discover the more effective directions for a better tourism development.**

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12



Data collected from accommodation facilities

Arrivals and overnights



Both arrivals and overnights are considered by the UNWTO to be fundamental for statistical data collection on tourism in order to measure the spread of tourism in the area in question.

Information on **arrivals** refers to the number of international and national clients residing in a specific accommodation in a specific period of time and the **number of nights (overnights)** spent there.

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14




Data to be collected

The data collected here are not the same as data collected about the arrivals of tourists in the country itself.

A tourist normally crosses the border or files into the country only once but they may stay in more than one hotel in more than one destination and therefore they create multiple data.



- **International Arrivals** (2011 air and land borders without transit) around 536,000
- **Arrivals at the accom.on facilities** around 1.8 ML.
- **Overnights** around 3.6 ML.

Arrivals and overnights are organized into different categories (purpose of travel, nationality, residence) depending on check-in form.

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15

The guest form

Guest Registration Form

First Name _____ Last name _____

Nationality _____ Passport /I.D./number _____

Date of birth _____ Occupation _____

Address Tel _____ E-mail _____ Fax _____

Method of payment ☐ cash ☐ credit card ☐ check ☐ direct bill/ company

Arrival date _____ Departure date _____

Arriving from _____ Next Destination _____




Purpose of visit ☐ Business ☐ pleasure ☐ Conference ☐ Tourism ☐ Transit

Room type ☐ Single ☐ Double ☐ Twin ☐ Suite

Passport ☐ scanned ☐ copy Attached Signature _____

Room number _____ Room rate _____ Clerk _____

➤ Please note that the hotel is not responsible for valuable Items which are not kept in the safe box.
 ➤ Please be aware that our check out time is at 12:00 PM
 ➤ Reduction of the number of nights stays in our hotel without informing within 24hrs subject to a penalty of 50% of the room charge

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16

Data absolutely ANONIMOUS – no interes in name, surname, ect.



New indicators

Output results with elaboration (ref. UNWTO index)

Data on **Arrivals and Overnights** will be **directly** collected from participating accommodation and allow us to learning about;

- 1. Nationality
- 2. Geography (areas, continents, etc.)
- 3. Purpose of trip (same classification by the DOI and direct survey of tourists).

and by the coding of the **accommodation facilities** about

- 1. Region
- 2. Number of rooms, beds, employees
- 3. Classification (hotel, guest houses, etc)
- 4. Grade (number of star)
- 5. Yearly or seasonal opening
- 6. Season - Month





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17



New indicators

The cross reference of data collected allows us to determine some indicators required by the UNWTO and, in particular, **very useful for facilities**:


- **Density per inhabitant**: number of beds for every 100,000 inhabitants
- **Density per km²**: number of beds by per square.km
- **Tourist density**: tourist incidence per km²
- **Average length of stay**: average number of nights spent in a hotel by tourists in one hotel in a certain period
- **Level of occupation-efficiency**: relationship between actual and potential presences (registered presences compared to available beds) both for a month and a year.
- **Level of saturation**: relationship between number of presences and local population





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18



The introduction of the SYSTEM


Where data is collected.
Data on arrivals and overnights are collected directly in the accommodations.

How data is collected
 Two main conditions, concerning the fact that the facility has:


- **access to Internet (insert data by itself)**
- **no access to Internet (get help from DCCU)**

Data can be collected on:

- **PAPER** - “plain presence form” or “presence form”
- **COMPUTER** - Generation and upload of the “presence file”



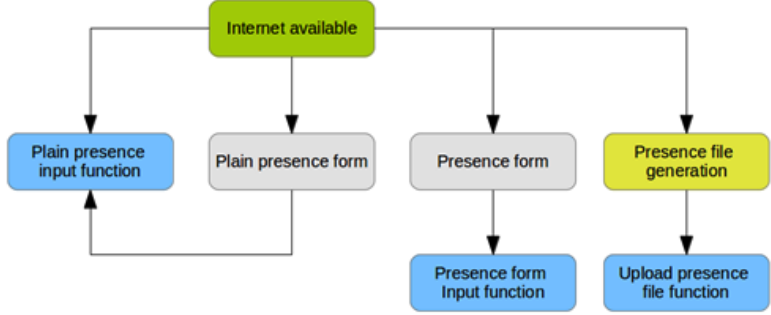
19



The SYSTEM


Internet access available
 In the case of the availability of an Internet connection we have the following possibilities:

Possibility of data registration for accommodation facilities accessing Internet




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graph TD
    A[Internet available] --> B[Plain presence input function]
    A --> C[Plain presence form]
    A --> D[Presence form]
    A --> E[Presence file generation]
    C --> B
    D --> F[Presence form Input function]
    E --> G[Upload presence file function]
  
```



20



The SYSTEM

Plain presence input function (software)




Using the plain presence input function, the accommodation facility transmits to the system the data of any single guest or guests.

The “**Plain presence input function**” is a software function available to facilities within the ETSMS that allows the direct input of presence data into the database. The user (facility personnel) after a successful login, can type the following data for the guests leaving the facility (check-out):

- Nationality
- Purpose of trip
- Date of arrival
- Date of departure
- Number of people


The data will be saved directly onto the regional database with all the meta data necessary automatically included in the record (facility id, user id, time stamp etc).

All data inserted may be revised at will by the data source user (DSU) before the final submission. The revision is done by a display function that allows editing.

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21



The SYSTEM




Plain presence form (paper)

Using the plain presence input function, the accommodation facility transmits to the system a summary of daily data. An alternative to directly inputting data using the “Plain presence input function” is to use a **hand written paper form named “Plain presence form”** that has the same information organized in columns, example:

| Nationality | Purpose of trip | Date of arrival | Date of departure | Number of people |
|-------------|-----------------|-----------------|-------------------|------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |



This form will be used, at a latter moment, as a source for inputting data into the ETSMS using the “Plain presence input function” described above. **This method could be used if the Internet connection is temporarily unavailable to the attendant.**

The “Plain presence input function” requires the **gathering of data for each departure (single or group).**

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22


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Presence file (software)

The “presence file” holds presence data to be uploaded to the ETSMS with the use of the “Upload presence file function”.

This file may be **generated by the facility's administration software or by an electronic spreadsheet** (OpenOffice, Excel, LibreOffice etc). The layout of the file is very simple. The file is CSV in plain-text ASCII. Each record is located on a separate line, delimited by a line break (CRLF).



Screen shot of data input form in the platform



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25

The SYSTEM

The file record contains **five data fields separated by a TAB** (horizontal tab = 09 hex) character:

- Nation code **TAB** Purpose code **TAB** Date of arrival **TAB** Date of departure **TAB** Number of people **CRLF**

Nation code is one from the **ISO 3166-1 alpha-2** codes that are two-letter country codes




- Purpose code** is one from the following table

| Code | Meaning |
|------|---|
| 1 | Holidays, leisure and recreation |
| 2 | Visiting friends and relatives |
| 3 | Education and training |
| 4 | Health and medical care |
| 5 | Religion/pilgrimages |
| 6 | Shopping |
| 7 | Transit |
| 8 | Business and professional |
| 9 | MICE (Meeting, Incentive, Conference, Exhibition) |
| 10 | Other |
| 99 | Not stated |

- Date of arrival** is the date of check-in in the format (MM-DD-YYYY).
- Date of departure** is the date of check-out in the format (MM-DD-YYYY).
- Number of people** is an integer number indicating the size of the guest group (single person = 1).



Note that this file could be generated by the facility's PMS (Property Management System) or any spreadsheet commonly available by “Saving as” a text CSV separated by TAB characters with no delimiters.

Once the file is ready, the user must upload it into ETSMS using the upload function, all meta data will be added automatically by the system.

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26

The SYSTEM

No Internet access

In the case facilities which have no Internet access, it can still collect data and use the help of a Data Collection Centre (DCC) to have its data inserted into the ETSMS as shown above. In case of no access to Internet, the facility has three possibilities to convey data. In all cases the facility must rely on a Data Collection Centre (DCC) to input the data into ETSMS. The DCC is provided with Internet access and completes data entry in the name of facilities from paper forms handed in on a periodic basis. The user at the DCC is authorized to input data for a certain number of well defined facilities.




The three sources of data used by the DCC are:

- Plain presence form
- Presence form
- Presence file

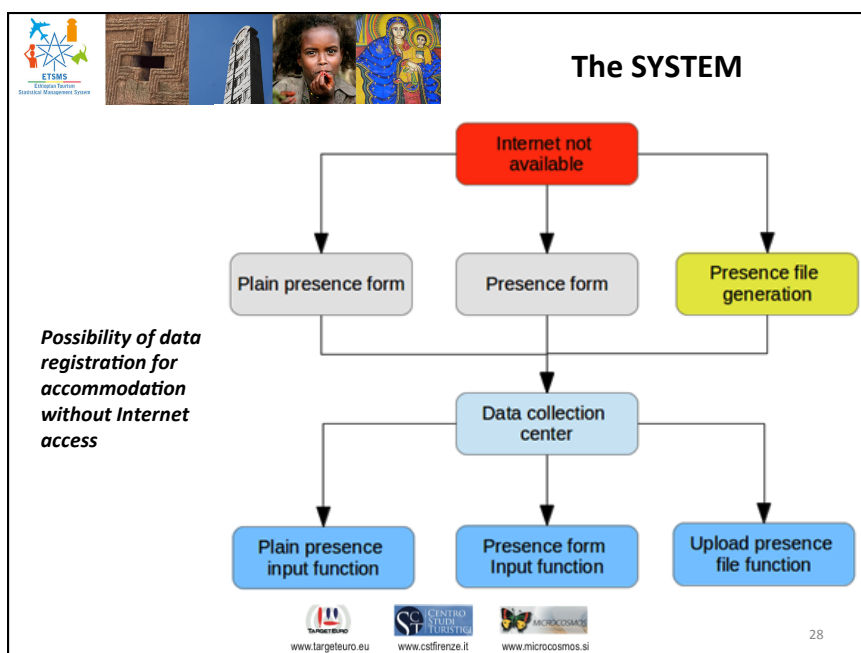
The DCC will access the platform functions to type in the data for each facility.

How and who adds data into the system.

Data produced by single accommodation facilities is directly provided by the manager, using one of the methods above.

27



[illegible]

ID Hotel _____

Name Hotel



Period from ____/____/20____ to ____/____/20____ (MM/DD/YYYY)

TOTAL

(*) Insert code number per row: 1. Holidays, leisure and recreation, 2. Visiting friends and relatives, 3. Education and training, 4. Health and medical care, 5. Religion/pilgrimages, 6. Shopping, 7. Transit, 8. Business and professional, 9. MICE (Meeting, Incentive, Conference, Exhibition)