ETSMS
Ethiopian Tourism
Statistical Management System

Training Programme

Course 1: Basic course on the implementation of the statistics system
Module 3. Using the new Statistics System

Addis Ababa
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Objective of the module: To train the participants about how to use the platform. Components and functions will be explained in details. The module includes theory and practical exercises.

General description and objective

The planned system is based on four main pillars:

- Data collection
- Platform
- Organization
- Involvement of Stakeholders

The intervention the Consultant has three targets:

1. organize a system for collecting, processing and disseminating data of tourism with the aim of creating a statistical overview of the sector;
2. develop a computerized system for collecting, processing and disseminating tourism statistics;
3. plan the development of the system toward the satellite account of tourism statistics.

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

1. To collect all data available for the acknowledgment of travel and tourism in Ethiopia, from different sources and with appropriate tools, to have 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. In addition, it will allow national stakeholders to accomplish duties related to membership with international bodies like the UNWTO.

2. To provide to the private sector detailed tourism data to be used for the definition of their tourism development strategies and marketing plans.

To facilitate the achievement of the above-mentioned functions, the ETSMS must have two very important characteristics:

1. To be updated with data collection, data processing and representation;
2. To memorize data from all stakeholders (public and the private sector).

The System will operate either as collector, processor and publisher of original data (as in the case of data collection at airports and at borders) or as collector and publisher of data collected by others (as in the case of data provided by airport authorities).

The system will collect and disseminate data related to:

• international tourism demand
• national tourism demand
• domestic tourism demand
• national tourism value chain (tourism industries).

A specific computerized tool will be created for data collection, processing and dissemination.

Entry of data collected from
- **accommodation facilities**
- **direct surveys**
- **tourism demand**
- **tourism industry (supply)**

Entry of data collected from accommodation facilities
- Why collect data from accommodation facilities
- Where data is collected
- Which data is collected
- How will be collected data from Accommodations with internet connection: use of the "plain presence input function", use of the "plain presence form", use of the generation of "presence file";
- How will be collected data from Accommodations without internet connection: use of the "plain presence input function", use of the "plain presence form";
- Flow of data
- Role of BoCTs and MoCT in data collection and processing
- Outputs obtainable from data collected in accommodation facilities

Accommodation Facilities (arrivals and overnights). Content.

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** spent there.

The data collected here is 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.

Arrivals and overnights can be organized into different categories (purpose of travel, nationality and residence) depending on what is written on the check-in form.

Where data is collected.

Data on arrivals and overnights is collected directly in the participating accommodations.

How data is collected

There are two main conditions to be considered:

- The facility has access to Internet
- The facility has no access to Internet

As far as the method of gathering the presence data we have the following possibilities:

- Use of the "plain presence input function" (it needs Internet connection)
- Use of the paper "plain presence form"
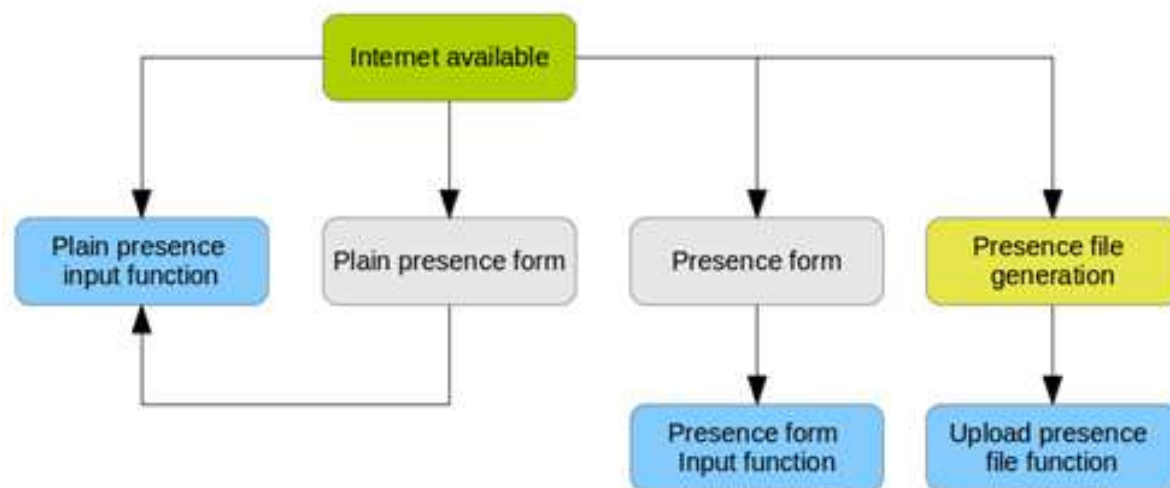- Use of the paper "presence form"
- Generation of the "presence file"

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

Plain presence input function (software)

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

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 <u>data will be saved directly</u> 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 <u>may be revised</u> at will by the data source user (DSU) before the final submission. The revision is done by a display function that allows editing.

Plain presence form (paper)

Using the plain presence input function, the accommodation facility transmits to the system a summary of <u>daily data</u>. An <u>alternative</u> to directly imputing 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).

Presence form (paper)

There is another method designed to reduce the volume of data entry into the system referred to as the "Presence form".

The "Presence form" collects presence data daily for each nationality and trip purpose. All the attendant has to know each day is how many guests have arrived and stayed overnight in the facility by nationality and purpose of trip.

We know, from the "Guest Registration Form" filled in by each guest, their nationality and maybe also the purpose of their visit. In case the purpose of the trip is not declared, we strongly suggest asking for this data in order to complete the data collection. The absence of the trip purpose reduces the quality of the statistical analysis.

Accommodation facilities Log in page at the platform

We suggest that this form be filled in each day outside of check-in and check-out times while in possession of the "Guest Registration Forms" and bills so to be certain of who left the facility and how many are still overnight guests of each nationality and purpose.

This method could be easily used in small facilities with little effort by the personnel. It is not recommended in medium or large facilities.

This form is divided into four parts, one for each 8-day period, to cover an entire month.

Each day of the month has two columns (Arrivals and Overnights).

The header on the form contains identification information and the date of the data collection.

Each line has a total for the last two columns. Only the totals are inserted into the ETSMS making the volume of data much smaller.

Presence file (software)

The "presence file" holds <u>presence data to be uploaded</u> 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

The file record contains <u>five data fields separated by a TAB</u> (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

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.

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 <u>three possibilities to convey data</u>. 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.

Possibility of data registration for accommodation without Internet access
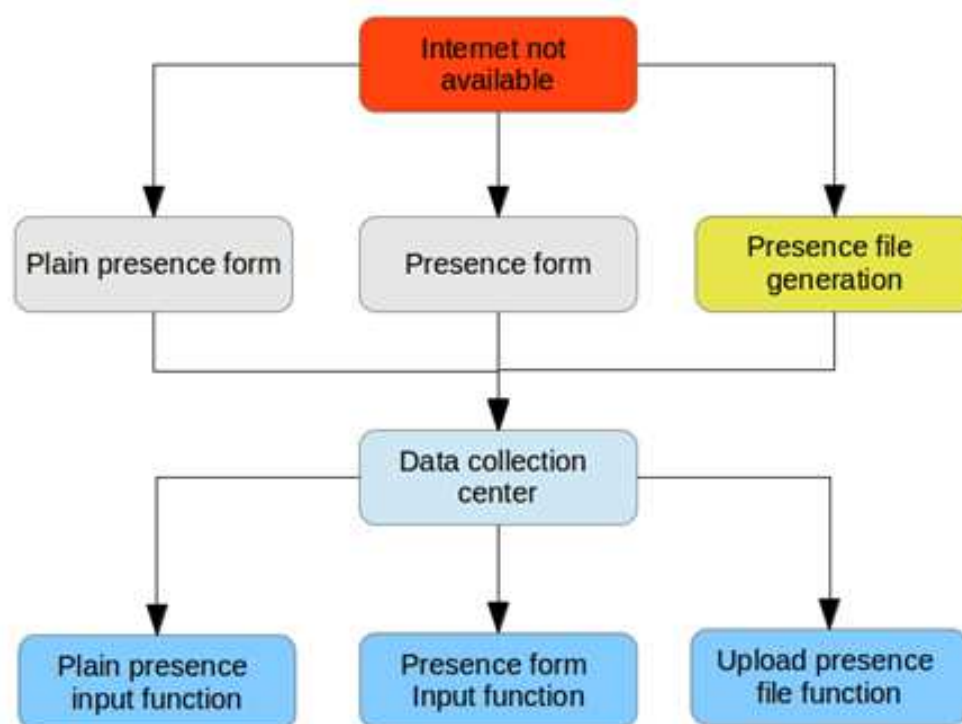
Output results with elaboration (ref. UNWTO index)

Data collected from participating accommodation will allow us to learning **directly** about;
- •1. Nationality
- •2. Geography
- •3. Purpose of trip (this must use the same classification collected by the DOI and by the direct survey of tourists).

And the classifications (**from accommodation facilities**)
- •1. Region
- •2. Number of rooms, beds, employees
- •3. Classification
- •4. Grade (number of star)
- •5. Yearly or seasonal opening
- •6. Month

Outputs obtainable

Data on arrivals and overnights could be elaborated and presented according to the parameters collected. An example of data that could be collected is shown in the table below.

Sample of table available from data collection from Accommodation Facilities: Arrivals by Origin and Hotel grade Source: data is referred to an hypothetic situation.

Nationality	Classification in stars					
	1	2	3	4	5	TOTAL
Angola	120	60	15	4	1	200
Australia	10	25	58	120	328	541
Belgium	2	5	11	22	59	98
Burundi	77	38	10	3	1	128
Brasil	36	895	2.158	4.158	1.584	8.831
Canada	47	118	273	565	1.545	2.548
China	1.584	2.578	6.589	7.155	4.521	22.427
Colombia	35	58	169	248	96	606
Djouboti	30	75	175	362	989	1.631
Egypt	1.014	1.650	4.217	4.579	2.893	14.353
Ethiopia	18.986	17.865	5.841	2.541	1.986	47.219
France	163	407	943	1.951	5.334	8.798
Germany	230	576	1.336	2.763	7.553	12.458

Sample of table available from data collection from Accommodation Facilities:
Arrivals by Month and Purpose Source: data is referred to an hypothetic situation.

		Month												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
	Holidays, leisure/ric.	79.304	89.219	78.508	90.348	72.683	70.711	79.046	97.649	100.978	103.797	113.982	115.635	1.091.863
	Visiting friends/rel.	52.870	59.480	52.339	60.232	48.455	47.141	52.698	65.099	67.319	69.198	75.988	77.090	727.908
	Education/training	9.613	10.814	9.516	10.951	8.810	8.571	9.581	11.836	12.240	12.581	13.816	14.016	132.347
	Health/medical care	19.225	21.629	19.032	21.903	17.620	17.142	19.163	23.672	24.480	25.163	27.632	28.033	264.694
	Religion/pilgrimages	24.032	27.036	23.790	27.378	22.025	21.428	23.953	29.591	30.599	31.454	34.540	35.041	330.867
Purpose	Shopping	19.225	21.629	19.032	21.903	17.620	17.142	19.163	23.672	24.480	25.163	27.632	28.033	264.694
	Transit	28.838	32.443	28.549	32.854	26.430	25.713	28.744	35.509	36.719	37.744	41.448	42.049	397.041
	Business/profes.	87.235	98.141	86.359	99.383	79.951	77.782	86.951	107.414	111.076	114.177	125.380	127.199	1.201.049
	MICE	10.904	12.268	10.795	12.423	9.994	9.723	10.869	13.427	13.885	14.272	15.673	15.900	150.131
	Other	9.087	10.223	8.996	10.352	8.328	8.102	9.057	11.189	11.570	11.893	13.060	13.250	125.109
	Not stated	6.664	7.497	6.597	7.592	6.107	5.942	6.642	8.205	8.485	8.722	9.578	9.717	91.747
	TOTAL	346.996	390.380	343.514	395.319	318.025	309.397	345.867	427.264	441.831	454.166	498.730	505.962	4.777.451

The cross reference of data collected allows us to <u>determine some indicators</u> required by the UNWTO, especially;

- Level of **<u>accommodation capacity</u>**: number of beds for every 100,000 inhabitants
- **<u>Density</u>** of accommodation capacity: number of beds by per square.km
- Level of tourists: level of **<u>crowding</u>**, referring to both a month and a year
- Tourist **<u>density</u>**: relationship between presences and territorial size
- **<u>Average length of stay</u>**: average number of nights spent in a hotel by tourists in one hotel in a certain period
- **<u>Level of occupation</u>**: relationship between actual presences and potential presences (registered presences compared to available beds) both for a month and a year.
- **<u>Level of saturation</u>**: relationship between number of presences and local population

Entry of data collected with **direct surveys** (the subject will be deepened in module 4.)

- Why collect data with direct survey on tourists
- How data is collected: the questionnaire
- Where data is collected
- Which data is collected
- Outputs obtainable from data collected with direct surveys on tourists

Where data will be collected

The survey on <u>international visitors</u> will be carried out:
- on tourists leaving from Bole International Airport;
- on tourists leaving from Moyale and Metema land borders.

The survey on <u>domestic tourism</u> will be carried out:
- on Ethiopian tourists leaving from Axum and Lalibela airports
- in any region at main transit or visiting points

The final list of the surveying points will be written in consultation with MoCT and local BoCTs.

Data collection timeframe

There will be <u>ten periods of data collection at Bole International Airport</u>, <u>two</u> periods of data collections <u>at the land borders</u> and <u>ten</u> periods of data collection <u>in each of the eleven regions and autonomous cities</u>. The questionnaire will be tested with a trial submission before the beginning of official data collection. The trial will be held since the questionnaire will be satisfactory.

Who will collect the data

<u>All of the data</u> collection periods at Bole International Airport, the land borders, Addis Ababa and in the Amhara and Tigray regions <u>will be carried out by local experts</u> working with the consultant. The collaboration of personnel from the MoCT during the last three periods of data collection would be very useful.

The first period of data collection in the other regions will be conducted a local expert working with the consultant and a local trainee BoCT data collector. An accuracy control will be carried out on the data put into the system after every collection period.

Roughly <u>30 questionnaires should be collected per day by each of the interviewers</u>, each data collection period at Bole International Airport will consist of 11 days, whereas a total of six days in the other regions

Minimum sample size

Place	Minimum number of interviews	Minimum number of interviews per day	Number of manned days	Number of manned day per collection period
Bole international	3,550	32	111	12
Amhara, Tigray, Addis	1,800	32	57	6
Land Border	240	30	8	4
Other regions and cities	1,800	32	57	9
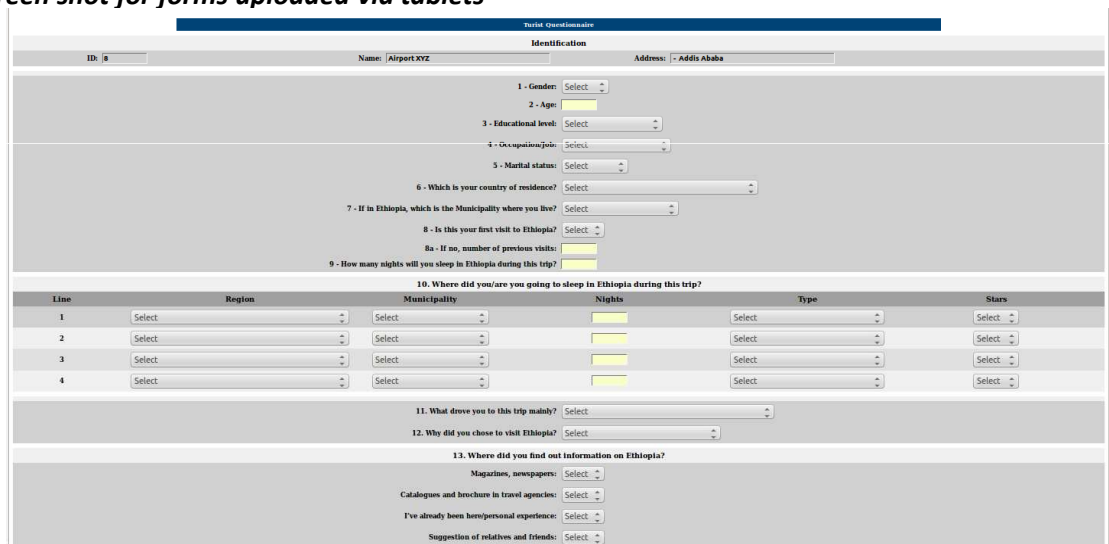
Inserting of data into the system

The system allows for <u>data to be collected via tablet, wi-fi or 2G internet connection</u>, by uploading data directly into the database. For those areas where an internet connection is not available or momentarily unavailable, a paper form of the survey will be available and the data will be uploaded at a later date.

Screen shot for forms uploaded via tablets

Possible Output with elaboration (ref. index UNWTO)

The elaborated <u>cross references</u> from the data collected from tourist surveys with those taken from other fonts of information (in particular DOI and accommodation facilities) will allow for an estimate of expected indicators from the UNWTO.

UNWTO indicators to be found in the direct survey

INBOUND TOURISM
Arrivals by form of organization of the trip
Total
♦ Package tour
♦ Other forms
Expenditure
Total
♦ Travel
♦ Passenger transport
Expenditure by main purpose of the trip
Total
♦ Personal
♦ Business and professional
Indicators
Average size of travel party
Average length of stay
Total
♦ For all commercial accommodation services
* of which, "hotels and similar establishments"
♦ For non commercial accommodation services
Average expenditure per day

DOMESTIC TOURISM
Total
♦ Overnight visitors (tourists)
Trips by main purpose
Total
♦ Personal
* holidays, leisure and recreation
* other personal purposes
♦ Business and professional
Trips by mode of transport
Total
♦ Air
♦ Land
* road
Trips by form of organization
Total
♦ Package tour
♦ Other forms

Accommodation
Total
♦ Guests
♦ Overnights
Hotels and similar establishments
♦ Guests
♦ Overnights
Indicators
Average size of travel party
Average length of stay
Total
♦ For all commercial accommodation services
* of which, "hotels and similar establishments"
♦ For non commercial accommodation services
Average expenditure per day

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Other output available 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
Classification (Hotels, resort hotels, suite / apartment hotels, motels, motor hotels, guesthouses, pensions, bed and breakfast units, visitor flats and bungalows, time-share units, holiday homes, chalets, housekeeping cottages and cabins, youth hostels and mountain refuges, student residences, school dormitories, workers hostels, rooming and boarding houses, railway sleeping cars, in my usual residence, at family/friends home, home stay with a local family)
Grade (Star)

> *Cross tables between items included into the questionnaire tested by Chi square test - Pearson significance*

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Qualitative Variables

Main purpose - 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

Way to inform about Ethiopia - 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

Prepaid/inclusive package tour

Person travelling with - Spouse/Partner, Family/Relatives, Business associate(s), Friend(s), Tour group, Traveling alone

Elements of the visit in Ethiopia to evaluate - 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

Tourists considering another trip / holiday to Ethiopia

3,2%
13,5%
83,3%

■ Yes ■ No ■ Don't know
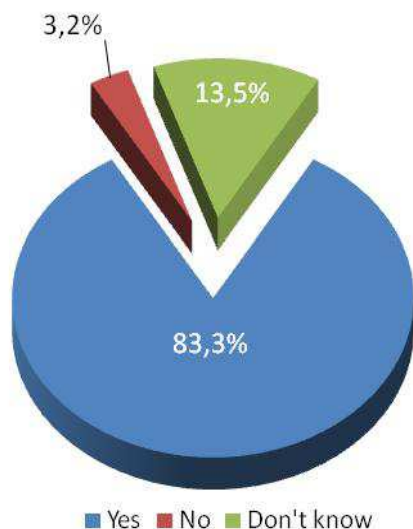
Quantitative Variables

Nights spend – in/outside Ethiopia

Total money spent

Prepaid package

Out of Ethiopia - International transport, Accommodation

In Ethiopia - International transport, Accommodation, Food and beverage, Local air transportation, Local land transportation, Recreation, Culture and Sporting activities, Guided tours, Shopping, gifts and other purchases in Ethiopia

Services included in the package (International transport, Accommodation, Food and beverage, Local transport, Recreation, Culture and Sporting activities, Guided tours, Guide and Tour Leader)

No. adults

No. children

Analysis example
- **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.**

The questionnaire will be part of the STS. It will discuss, at the output level, with the data from the accommodation facilities to achieve the objectives of cross-analysis.

The most interesting aspect is the effects of such an approach are not only identifiable in the qualification of the tourist who arrives in Ethiopia, its motivations, the organization of the holiday, its taste as the **ability to read data in an interconnected way with those from accommodation facilities**.
This opportunity allows us to assume the ability **to create wealth and employment from tourists flow in Ethiopia** and leads us to the first foundations for the construction of a Tourism Satellite Account in Ethiopia.

The application of average daily expenditure per capita to the data flow from the hotels per Purpose and Nationality lead us to reach the

Determination of total tourist spending in the Federal Republic of Ethiopia (and in the territories, cities, regions, etc.)

Daily expenditure of tourist per category of accommodation and origin, Aug 2012
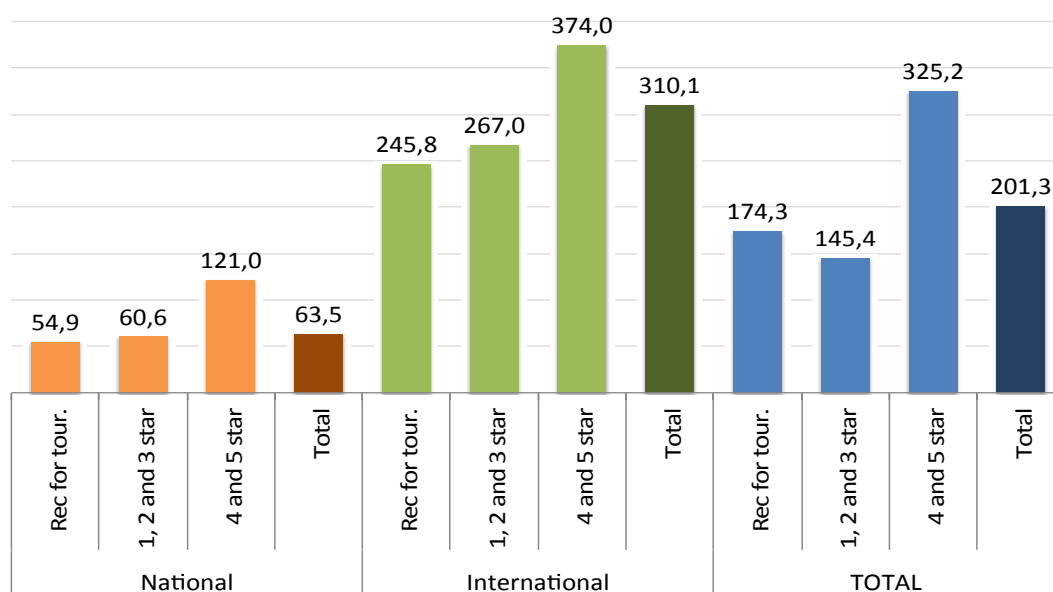
Daily expenditure of independent visitors divided into items, Aug 2012

Item	Value	Incidence
Local package (usually including full board accommodation and entrance at cultural sites)	72,8	27,4
International flights	95,7	36,0
Hotel or other collective accommodation	43,5	16,4
Restaurant, café, etc.	20,5	7,7
Museums and other cultural sites including city tour guides	3,9	1,5
Entertainment & recreation (folkloristic spectacles/shows)	18,5	6,9
Transport (bus, taxi, car rental, etc.)	6,5	2,5
Souvenir or artisan products	2,7	1,0
Nature eco-tourism like hiking, trekking including guides, village tourism	1,4	0,5
Daily expenditure	**265,6**	100,0

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Daily expenditure of tourist per category of accommodation and origin, Aug 2012

	National				International				TOTAL		
Rec for tour.	1, 2 and 3 star	4 and 5 star	Total	Rec for tour.	1, 2 and 3 star	4 and 5 star	Total	Rec for tour.	1, 2 and 3 star	4 and 5 star	Total
54,9	60,6	121,0	63,5	245,8	267,0	374,0	310,1	174,3	145,4	325,2	201,3

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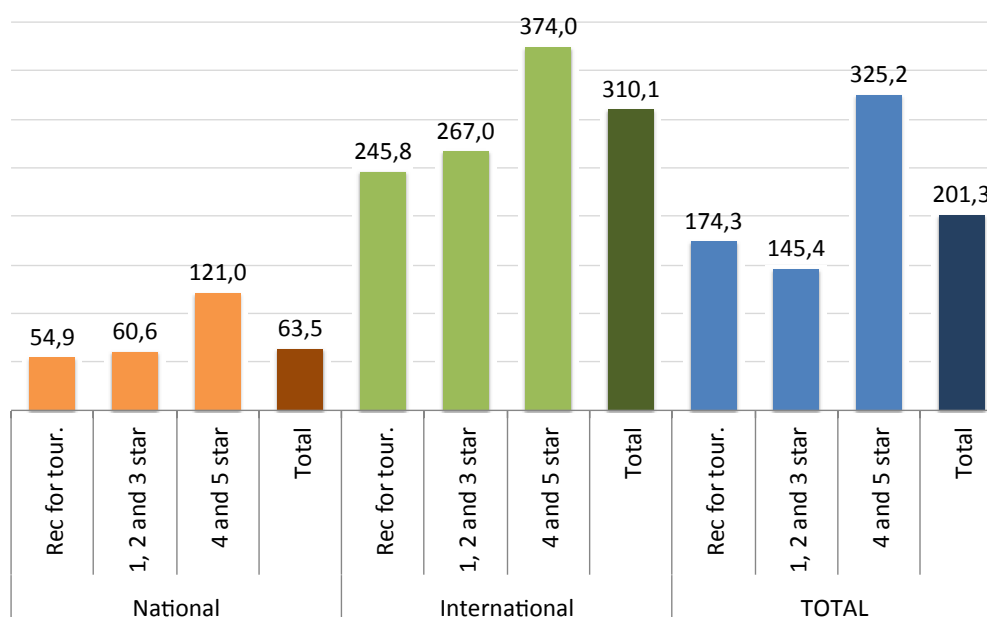
Average night stay per accommodation category. Year 2011
Average 1,97 nights per tourist
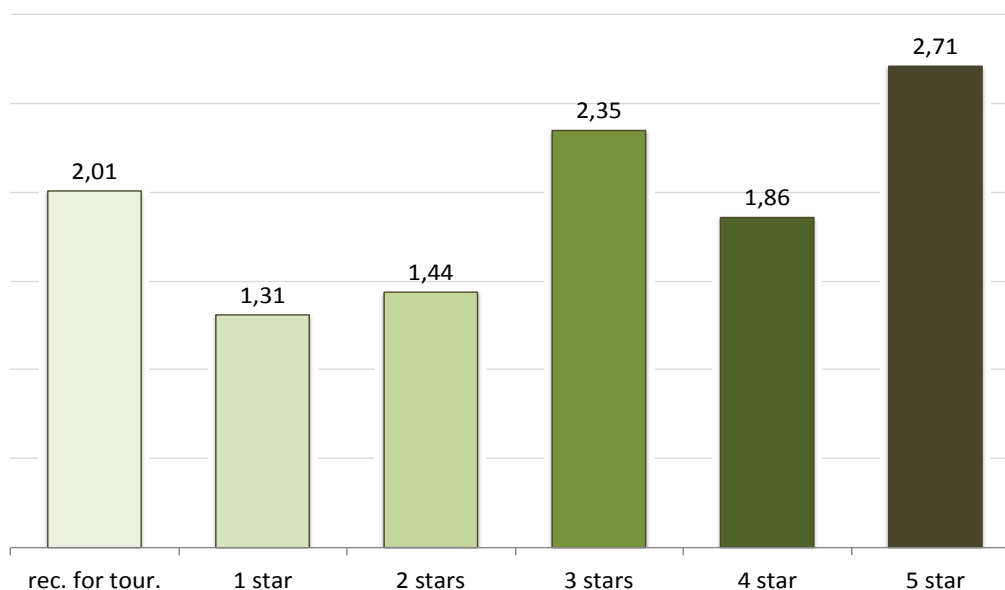
Occupancy rate per bed in 2011

Hotel classification	Occupancy rate (per bed) – total			
	Addis Ababa	Axum	Lalibela	Total
Hotel recom.ed for tourists	57,2%	34,7%	44,3%	49, 7%
1*	66,7%			66,7%
2*	67,3%			67,3%
3*	74,3%	40,0%	39,7%	67,2%
4*	59,6%			59,6%
5*	56,7%			56,7%
Total	64,3%	36,1%	42,0%	60,5%

Occupancy rate per room in 2011

Hotel classification	Occupancy rate (per room) - total			
	Addis Ababa	Axum	Lalibela	Total
Hotel recom.ed for tourists	67,13%	43,11%	87,21%	65,07%
1*	74,75%			74,75%
2*	86,27%			86,27%
3*	95,44%	81,97%	74,86%	92,64%
4*	81,13%			81,13%
5*	69,47%			69,47%
Total	81,81%	49,98%	81,06%	79,99%

Value for money by … items

till 25 years of age	7,58		A personalized package	7,4
26-35 years of class of age	7,44		Alone	7,51
36-40 years of age	7,45		An organized group	7,16
41-45 years of age	7,19		Business trip	7,56
46-55 years of age	**6,71**		Couple	**6,79**
over 55 years of age	6,92		Group of friends	7,32
Business	**7,26**		With kids/parents	**6,89**
Leisure	7,29		Without intermediaries	7,29
Visiting family/friends	7,36		Elementary school	8,18
At family/friends home	7,54		High school	7,66
Guest house, Hostel	7,72		Mid-school	7,55
Home stay with a local family	8,05		University/College	**7,18**
Hotel high range	**5,78**		First visit to Ethiopia - No	7,42
Hotel mid/low range	7,19		First visit to Ethiopia - Yes	**7,14**
In the usual residence	8,82		Female	7,31
Bordering countries	8,16		Male	7,27
Ethiopian	7,6		Employee	7,37
Other African countries	7,12		Entrepreneur	**6,9**
Mediterranean Europe	**7,16**		Free lance	7,53
Other European countries	**6,96**		House wife/man	8,42
Middle East	7,57		Manager	7,24
North Asia (China, Japan, Korea)	7,12		Merchant	7,07
South Asia	7,68		Retired	**6,79**
Oceania (Australia, ...)	7,67		Student/in education	7,38
North America	7,16		Unemployed	**6,69**
Central/South America & Caribbean	7,67		Worker	7,29

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Matrix Efficiency / Perception

Arrivals at 3 cities per origin, class and destination 2011

Origin	Class	Addis Ababa	Axum	Lalibela	Total
National	Hotel recom. for tourists	10.681	1.235	462	**12.377**
	1*-2*-3*	95.582	183	64	**95.829**
	4*-5*	13.614			**13.614**
	National	**119.877**	**1.417**	**526**	**121.820**
International	Hotel recom. for tourists	8.809	3.201	4.757	**16.767**
	1*-2*-3*	42.482	1.496	4.859	**48.836**
	4*-5*	47.527			**47.527**
	International	**98.818**	**4.697**	**9.616**	**113.130**
TOTAL	Hotel recom. for tourists	**19.489**	**4.435**	**5.219**	**29.144**
	1*-2*-3*	**138.064**	**1.679**	**4.922**	**144.665**
	4*-5*	**61.142**			**61.142**
	Total	**218.695**	**6.114**	**10.141**	**234.950**

Average overnights per stay at 3 cities per origin, class and destination 2011

Origin	Class	Addis Ababa	Axum	Lalibela	Total
National	Hotel recom. for tourists	9,0	7,0	6,0	**8,7**
	1*-2*-3*	4,3	5,0	16,0	**4,3**
	4*-5*	6,0			**6,0**
	National	**5,2**	**6,8**	**8,6**	**5,3**
International	Hotel recom. for tourists	11,8	11,4	13,0	**12,1**
	1*-2*-3*	9,3	11,6	11,2	**9,6**
	4*-5*	11,2			**11,2**
	International	**10,4**	**11,5**	**12,2**	**10,7**
TOTAL	Hotel recom. for tourists	**10,4**	**10,6**	**12,7**	**11,0**
	1*-2*-3*	**6,7**	**11,3**	**11,2**	**7,1**
	4*-5*	**10,5**			**10,5**
	Total	**8,4**	**10,8**	**12,1**	**8,8**

Total Contribution versus 3 cities – Direct, indirect and induced contribution per origin, class and destination 2011. – Ml. $

Origin	Class	Addis Ababa	Axum	Lalibela	Total
National	Hotel recommended for tourists	12,5	1,2	0,4	**14,2**
	1*-2*-3*	59,7	0,1	0,1	**59,9**
	4*-5*	23,8			**23,8**
	National	**96,0**	**1,3**	**0,6**	**97,9**
International	Hotel recommended for tourists	71,7	18,1	30,3	**120,1**
	1*-2*-3*	263,7	7,7	29,5	**300,9**
	4*-5*	480,1			**480,1**
	International	**815,5**	**25,8**	**59,9**	**901,2**
TOTAL	Hotel recommended for tourists	**84,3**	**19,3**	**30,8**	**134,3**
	1*-2*-3*	**323,3**	**7,9**	**29,7**	**360,8**
	4*-5*	**503,9**			**503,9**
	Total	**911,4**	**27,1**	**60,4**	**999,0**

Hotels, Overnights and expenditure by Region

Region	Hotels	Rooms	Beds	Overnights national	Overnights International	TOTAL	Expenditure in ml $ national	Expenditure in ml $ International	Expenditure in ml $ Total
ADDIS ABABA	117	5.679	7.457	583.715	1.030.068	1.613.783	96,0	815,5	911,4
AMHARA	95	3.050	4.093	707.150	149.199	856.349	91,0	136,1	227,1
Lalibela	9	333	571	3.791	116.204	119.995	0,6	59,9	60,4
AFAR	17	240	272	20.028	1.047	21.076	2,7	0,5	3,2
BENSHANGUL-GUMUZ	17	277	285	20.986	1.098	22.083	2,9	0,5	3,4
DIRE DAWA ADM.CITY	22	652	793	58.392	3.054	61.446	7,9	1,5	9,4
GAMBELA	4	61	85	6.259	327	6.586	0,9	0,2	1,0
HARARI REG. STATE	46	838	918	67.596	3.535	71.131	9,2	1,7	10,9
OROMIYA	101	3.677	4.914	361.837	18.924	380.761	49,2	9,1	58,3
SOMALI	14	302	346	25.477	1.332	26.810	3,5	0,6	4,1
DEBUB	95	2.797	3.241	238.648	12.481	251.129	32,5	6,0	38,5
TIGRAI	47	1.440	1.694	134.292	50.858	185.149	19,6	50,2	69,8
Axum	11	382	552	9.556	53.890	63.446	1,3	25,8	27,1
Total	575	19.013	24.098	2.224.379	1.271.923	3.496.302	315,4	1.021,7	1.337,1
3 Areas	137	6.394	8.580	597.062	1.200.162	1.797.224	97,9	901,2	999,0
ADDIS ABABA	20,3%	29,9%	30,9%	26,2%	81,0%	46,2%	30,4%	79,8%	68,2%
AMHARA	16,5%	16,0%	17,0%	31,8%	11,7%	24,5%	28,9%	13,3%	17,0%
Lalibela	1,6%	1,8%	2,4%	0,2%	9,1%	3,4%	0,2%	5,9%	4,5%
AFAR	3,0%	1,3%	1,1%	0,9%	0,1%	0,6%	0,9%	0,0%	0,2%
BENSHANGUL-GUMUZ	3,0%	1,5%	1,2%	0,9%	0,1%	0,6%	0,9%	0,1%	0,3%
DIRE DAWA ADM.CITY	3,8%	3,4%	3,3%	2,6%	0,2%	1,8%	2,5%	0,1%	0,7%
GAMBELA	0,7%	0,3%	0,4%	0,3%	0,0%	0,2%	0,3%	0,0%	0,1%
HARARI REG. STATE	8,0%	4,4%	3,8%	3,0%	0,3%	2,0%	2,9%	0,2%	0,8%
OROMIYA	17,6%	19,3%	20,4%	16,3%	1,5%	10,9%	15,6%	0,9%	4,4%
SOMALI	2,4%	1,6%	1,4%	1,1%	0,1%	0,8%	1,1%	0,1%	0,3%
DEBUB	16,5%	14,7%	13,4%	10,7%	1,0%	7,2%	10,3%	0,6%	2,9%
TIGRAI	8,2%	7,6%	7,0%	6,0%	4,0%	5,3%	6,2%	4,9%	5,2%
Axum	1,9%	2,0%	2,3%	0,4%	4,2%	1,8%	0,4%	2,5%	2,0%
Total	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
3 Areas	23,8%	33,6%	35,6%	26,8%	94,4%	51,4%	31,0%	88,2%	74,7%

International Arrivals and Receipts (FEE) with growth rate (1997-2010) –million $

Year	Arrivals		Receipts			
	Count	% growth	Birr	% growth	US$	% growth
1997	138.856		279.000.000		43.000.000	
1998	112.000	-19,3	225.000.000	-19,4	32.700.000	-24
1999	115.000	2,7	252.000.000	12	33.600.000	2,8
2000	135.954	18,2	577.800.000	129,3	68.000.000	102,4
2001	148.438	9,2	631.800.000	9,3	73.808.411	8,5
2002	156.327	5,3	676.100.000	7	77.100.000	4,5
2003	179.910	15,1	778.000.000	15,1	89.946.355	16,7
2004	184.078	2,3	994.408.062	27,8	114.627.850	27,4
2005	227.398	23,5	1.202.368.339	20,9	138.599.940	20,9
2006	330.026	45,1	1.494.811.899	24,3	169.975.086	22,6
2007	357.841	8,4	1.987.241.388	32,9	213.936.063	25,9
2008	383.399	7,1	1.979.539.071	-0,4	204.855.489	-4,2
2009	427.286	11,4	2.900.062.542	46,5	246.415.374	20,3
2010	468.305	9,6	4.800.268.804	65,5	333.352.000	35,3

Estimates for the Touristic contribution to GDP and to Export – Market price 2005-2010

YEAR	GDP CURRENT MARKET PRICE IN MILLION US$	EXPORT IN MILLION US$	RECEIPT IN MILLION US$	PERCENTAGE CONTRIBUTION TO EXPORT	PERCENTAGE CONTRIBUTION TO GDP
2005	12.306,00	818,00	138,60	16,94	1,13
2006	15.164,00	1.000,30	169,98	16,99	1,12
2007	19.539,00	1.185,10	213,94	18,05	1,09
2008	26.579,00	1.465,70	204,86	13,98	0,77
2009	32.256,00	1.447,00	246,42	17,03	0,76
2010	34.836,48	1.716,00	333,35	19,43	0,96
AVERAGE	**23.446,75**	**1.272,02**	**217,86**	**17,13**	**0,93**

Employment impacts ('000) Total contribution to employment (Self and unpaid family workers) – 3 Cities per origin, class and destination 2011.

Origin	Class	Addis Ababa	Axum	Lalibela	Total
National	Hotel recommended for tourists	8.384	804	301	**9.489**
	1*-2*-3*	39.948	76	84	**40.108**
	4*-5*	15.934			**15.934**
	National	**64.266**	**880**	**385**	65.531
International	Hotel recommended for tourists	48.042	12.101	20.305	**80.449**
	1*-2*-3*	176.569	5.182	19.789	**201.540**
	4*-5*	321.520			**321.520**
	International	**546.131**	**17.284**	**40.094**	**603.509**
TOTAL	Hotel recommended for tourists	**56.427**	**12.905**	**20.606**	**89.938**
	1*-2*-3*	**216.516**	**5.258**	**19.873**	**241.648**
	4*-5*	**337.454**			**337.454**
	Total	**610.397**	**18.163**	**40.480**	**669.040**

Contribution of Tourism to employment (Self and unpaid family workers) in Ethiopia by origin – 76% induced by international
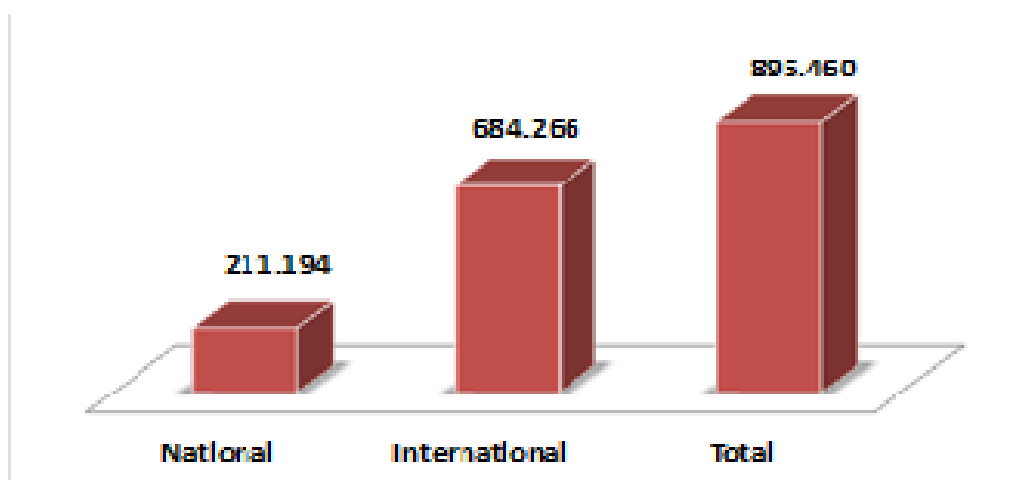
Entry of other data collected
1.data on **tourism demand**

- Other sources of data (**DOI, Ethiopian Airport Enterprises, Central Bank**)
- Which data is collected from each source
- How data is supplied to the system
- Data upload
- Role of BoCTs and MoCT in data collection and processing
- Outputs obtainable from data collected from other Stakeholders

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Data Acquisition from secondary sources

All the stakeholders declared to be available to supply data to the system. Some of the secondary sources are very important for the calculation of figures and indicators requested by UNWTO. The **main secondary source is DOI**, which is important for sharing the classification of the requested information.

One approach for data acquisition from secondary sources would be importing all the databases from each data source, but this is not feasible because much of the data stored contains sensitive information.

For this reason we need to define which field of available data is important for the Statistical System and import them into the ETSMS database. If the original database supports SQL, a query to select the data should be executed and the results saved in a file. Otherwise, a program or script procedure to export the data will have to be written. There will be no interaction between the Tourism Platform and other platforms but just the transfer of one file at regular fixed intervals.

All import of data is done through the Platform interface function. Usually, the import files obey some standard physical formats such as ASCII-text CSV or XML.

One major difficulty regards the coding of the data used in each original database. Some fields may refer to tables of codes that were defined outside any standard (such as ISCO-08) and are understood only by the software of the stakeholder or service supplier. If so, we need the data fields values but also coding used in order to understand their meaning. This can only be accomplished by analyzing the meta-data obtained at the moment of the first data transmission.

The platform of the Statistical Tourism System will guarantee all privacy issues. Furthermore each data source may have different rules or levels of privacy that will have to be considered in setting up the appropriate communication channels (legal software).

To facilitate the construction of the ETSMS database which will memorize external data we will use a flexible structure based on the **Entity–attribute–value model** (**EAV**) that allows data structures to be defined by XML templates.

Data collection and upload

The employee of MoCT in charge of data acquisition from secondary sources will collect files and uploads from the system with the tools included in the platform.

Data acquisition format

We suggest acquiring data from secondary sources using an ASCII text CSV separated by tabulation. The chart resumes data (field) that should be collected from main stakeholders:

Stakeholder	Fields							
	1	2	3	4	5	6	7	8
DOI - Department of Immigration	Day	Border	Country of citizenship	Country of residence	Purpose	Occupation	Age	Sex
EAE Ethiopian Airport Enterprise	Day	Airport	Origin of Flight	Nature of flight	Airline	Number of passengers: adults	Number of passengers: children (2 - 12 years)	Number of passenger: infants (0 - 2 years)
MoFED	Month	Industry (ref.: ISIC Rev. 4 and its application for tourism statistics)	tourism expenditure	GDP induced	Added Value induced			
MoL	Month	Industry (ref.: ISIC Rev. 4 and its application for tourism statistics)	Occupation (ref.: ISCO-08 or updates)	Status in employment (ref.: ICSE-93)	Education (ref.: ISCED-97)			
Central Bank	Year	Month	Region	Currency	Amount changed into Birr			

National scheduled traffic at main airports. Last available year

Year	Aircraft Movement	Passenger (No.)		
		Disembarked	Embarked	Total
2001	16.862	538.167	558.438	1.096.605
2002	17.916	605.035	632.823	1.237.858
2003	18.466	641.289	673.451	1.314.740
2004	21.136	772.525	800.805	1.573.330
2005	23.510	927.339	942.591	1.869.930
2006	27.833	1.142.136	1.145.408	2.287.544
2007	30.974	1.394.107	1.438.655	2.832.762
2008	33.180	1.643.093	1.682.525	3.325.618
2009	35.173	1.770.753	1.781.219	3.551.972
2010	41.346	2.021.934	2.019.431	4.041.365
2011	**48.857**	**2.488.386**	**2.593.307**	**5.081.693**
		23,1%	**28,4%**	**25,7%**

Passenger movement - *year 2002-2011. Index 2002=100*
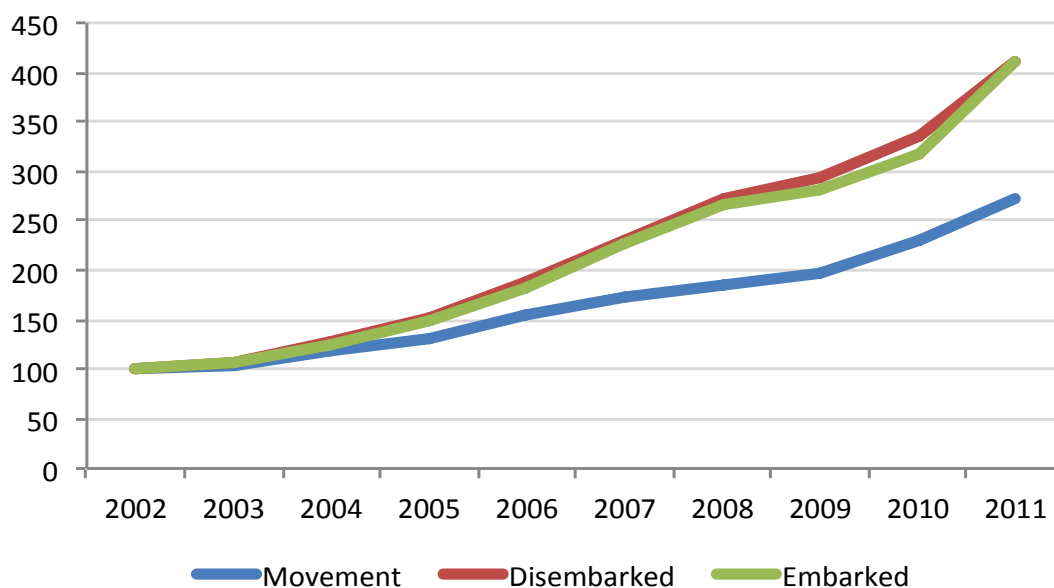
2011 International Traffic at Bole Airport by Airline _without Ethiopian_
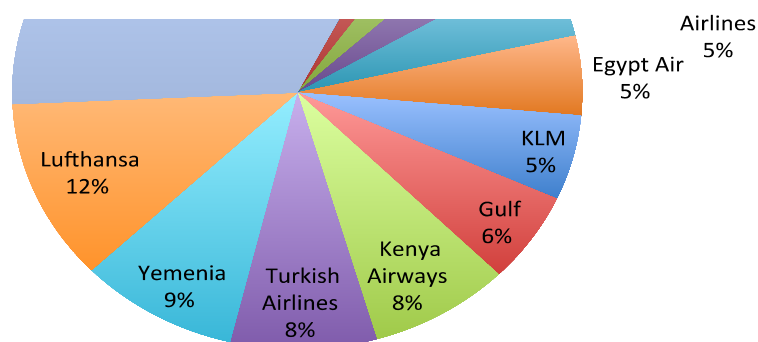
National scheduled traffic at main airports. Last available year

		A/C	Passenger (No.)		
Airport	Year	Mov't	Disembarked	Embarked	Total
Mekele	2011	2.496	71.821	70.549	142.370
Bahir Dar	2011	1.807	48.888	45.701	94.589
Dire Dawa	2010	3.728	42.690	41.592	84.282
Axum	2011	1.682	32.294	32.503	64.797
Gondar	2011	2.332	30.109	32.781	62.890
Lalibela	2011	2.052	27.392	30.395	57.787
Jijiga	2011	1.716	18.000	19.689	37.689
Gode	2011	1.374	16.663	18.328	34.991
Gambella	2011	390	8.678	8.908	17.586
Arba Minch	2011	280	6.778	4.038	10.816
Assosa	2011	276	5.362	5.427	10.789
Humera	2011	222	2.567	2.987	5.554
Jimma	2011	566	2.642	2.449	5.091
Robie(Goba)	2011	26	42	44	86

Entry of other data collected
2. Data on **tourism industry (supply)**

- Tourism industries
- Data collected from tourism industries
- Who collects data
- How update the platform
- Role of BoCTs and MoCT in data collection and processing
- Outputs obtainable from data collected from other stakeholders

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Tourism industry

"Service data supply" includes <u>data referred to sectors that directly or indirectly refers to Tourism.</u> Some of the data are already collected by BoCT or MoCT. Others are suggested by UNWTO but are not collected officially in Ethiopia. The platform will be set for entry of services' data. Data shall be entered by BoCT referring to each region. The ETSMS will not process this data, it will act only as a repository. Sector surveyed will be:

- *Accommodation facilities*
- *Restaurants*
- *Local guides*
- *Car rentals*
- *Tour operators*
- *Operation of Museums*
- *Operation of other cultural sites as identified by official definitions (i.e.: historical sites, historical building or architecture, archaeological sites, etc.)*
- *Operation of other natural sites as identified by official definitions (i.e.: national park, natural reservoir, etc.)*

Data collected (by Sector) for Tourism Industry data base

Accommodation facilities
Name
City
Region
Address (sub city)
Mail address (Post box)
Phone number
Fax number
E-Mail
Number of rooms
Number of single rooms
Number of double rooms
Number of bed
Number and size of MICE venues
Presence of restaurant (yes/no)
Classification
Grade
Own website
Annual/Seasonal
Number of employees male
Number of employees female

Restaurant
Name
City
Region
Address (sub city)
Mail address (Post box)
Phone number
Fax number
E-Mail
Website
Number of employees male
Number of employees female
Total number of clients that can be
accommodated per serving;
Number of tables;
Number of seats;
Number of meals actually served daily.

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Local guide
Name
City
Region
Address (sub city)
Mail address (Post box)
Phone number
Fax number
E-Mail
Website
Association (if belongs to any)
Specialization
Languages spoken

Museum, Historical and Natural heritage sites
Name
City
Region
Address (sub city)
Mail address (Post box)
Phone number
Fax number
E-Mail
Website

Travel agency and Tour Operators
Name
City
Region
Address (sub city)
Mail address (Post box)
Phone number
Fax number
E-Mail
Website
Classification (TO or TA)
Business licence
Specializations
Number of employees male
Number of employees female

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Each service data source will contribute with specific and relevant data fields.

Data collection
Data will be collected by BoCTs from licensing and other sources. Data must be confirmed by each company or professional.

Data entry
Data will be entered in the platform by each BoCT

Output available from processing (rif. UNWTO indicators)
Besides getting a data base of services in the country, that could be used also for marketing purpose, some of data collected will be important for calculation of some UNWTO indicators.

Among them:

TOURISM INDUSTRIES	EMPLOYMENT
Number of establishments	**Number of employees by tourism industries**
♦ Accommodation for visitors	♦ Accommodation services for visitors (hotels and similar establishments)
* of which, "hotels and similar establishments"	♦ Other accommodation services
♦ Food and beverage serving activities	♦ Food and beverage serving activities
♦ Travel agencies and other reservation service activities	
Accommodation for visitors in hotels and similar establishments	♦ Travel agencies and other reservation services activities
Monetary data	
♦ Compensation of employees	**Number of jobs by status in employment**
Non-monetary data	♦ Employees
♦ Number of establishments	♦ Self employed
♦ Number of rooms	♦ Employees
♦ Number of bed-places	* male
Indicators	* female
Occupancy rate / rooms	♦ Self employed
Occupancy rate / bed-places	* male
Available capacity (bed-places per 1000 inhabitants)	* female

Monthly Bulletins and Yearly Report

The ETSMS will provide output data in different ways:

•directly from the platform, limited to figures from the database of accommodation facilities, arrivals and overnights in accommodation facilities and foreign arrivals at the border;

•through the monthly bulletin;

•through the yearly report.

1. Direct output from the platform

On the platform a system that will allow any interested person to acquire data available. Data will be shown in tables, in a standard form (defined items in rows and columns) but it will be possible to personalize the view by changing or hidings items and inverting rows and columns.

It will also be possible to download tables in different file formats (CSV, SQL).

Relating to accommodation facilities, data should be screened by **Territory** (City, Municipality, Region), **Classification**, **Grade**, **Number of rooms**, **Number of bed places**, **Number of employees**, **Year**.

Relating to arrivals and overnights in accommodation facilities, data should be screened by **Territory** (City, Municipality, Region), **Classification** of accommodation facilities, **Grade** of accommodation facilities, **Dimension** of accommodation facilities (Number of rooms in classes and Number of bed places in classes), **Origin of tourist** (nationality or region**), Year, Month, Purpose of travel**.

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2. Monthly Bulletin.

The Bulletin is a document produced monthly by the ETSMS. The Monthly Bulletin is a short publication (between 6 and 8 pages) that shows, in a simple and clear way, results and main trends referring to data collected and processed directly from the platform.

The Bulletin will have a short introduction resuming the main figures and trends, and will highlight special events happening during the month.

When at full speed, the Bulletin should report data collected four months beforehand.

Layout of the Bulletin will be the same every month, so the editorial commitment will be very easy.

Layout of French bulletin "4 Pages"

The Bulletin will publish data referred to:

-arrivals and overnights in accommodation facilities by region, grade and origin of visitors domestic/international, purpose of travel personal/business (value for the month, value for last 12 months; comparison with the same month of the previous year, trend for the last 12 months). **Source data collection at accommodation facilities;**

-arrivals at the border by nationality (top ten in an yearly rank), and purpose of travel personal/business. (value for the month, value for last 12 months; comparison with the same month of the previous year, trend for the last 12 months). **Source DOI;**

-value for money by purpose of travel (personal/business) and origin (domestic/international). **Source: direct tourist surveys.**

The Bulletin will be **downloadable** from the platform.

3. The Yearly Report

The Yearly Report, or Report on Ethiopian Tourism, will be the publication that supplies the complete set of figures on Ethiopian Tourism. The Report should be published by the month of June reporting data of the former year. We highlight that data from that year would be already available on the web site and some information will be reported in the bulletin in advance.

The Report will be an elaborate publication that requires an editorial effort, good coordination and planning in advance. The report should be published by the Observatory proposed in the Organization chapter.

The Report will present all the figures and indicators related to data collected. We suggest assigning the editorial of some specific chapters to specialized stakeholders. For instance the chapter on the Balance of Payments should be assigned to an expert from the National Bank. The Report should also deal with trends in international tourism and comparison of Ethiopian figures with the main competitors.

How to access the system

- First access
- Future accesses
- User name and password
- How to change the password
- How to authorize access to the system
- Parameters
- System Logs

Data flow of system

- Flow chart of system data
- Flow chart of data in the platform
- Input and output of the system
- Input of data: source and configuration
- Data processing
- Outputs

Data control
- Data consultation
- Data control reports
- Statistical reports
- Data backup

Data processing
- Data interface
- Data output
- Bulletins and reports

Functions and responsibilities of Security Administration (FSA and RSA)

- Duties of the FSA - federal security administrator
- Commitment of the FSA
- Responsibilities
- Procedures for fsa duties
- Duties of the RSA - regional security administrator
- Commitment of the RSA
- Responsibilities
- Procedures for RSA duties

Functions and responsibilities of Federal Administrator (FA)

- Duties of the FA - federal administrator
- Commitment of the FA
- Responsibilities
- Procedures for FA duties
- Reception of regional data

Functions and responsibilities of Regional Administrator (RA)

- Duties of the RA - regional administrator
- Commitment of the RA
- Responsibilities
- Procedures for RA duties
- Transmission of data to the central federal database
- Data consultation, edition (corrections).
- Data control and verification reports (consolidated and non)
- Statistical reports (on regional data) as designed by the analysis team

Functions and responsibilities of Data Source User and Data Collection Centre User (DSU and DCCU).

- Duties of the DSU - data source user
- Commitment of the DSU
- Responsibilities
- Procedures for DSU duties
- Duties of the DCCU - data collection centre user
- Commitment of the DCCU
- Responsibilities
- Procedures for DCCU duties

Thank you