



The Ministry of Culture and Tourism  
Ethiopian Sustainable Tourism Development  
Project

  
ETSMS  
Ethiopian Tourism  
Statistical Management System

Meeting with BoCT Executives

Addis Ababa  
June 12, 2014

  
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The project

The Ethiopian Ministry of Culture and Tourism, 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 24<sup>th</sup>  
Duration: 12 months.

  
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## The staff



**International staff of 5:**

Project director: Vincenzo Zappino - [vincenzo.zappino@targeteuro.eu](mailto:vincenzo.zappino@targeteuro.eu)  
 Project coordinator: Sandro Billi – [billi@idra.it](mailto:billi@idra.it)  
 Programmer: Paulo Paganelli - [paulopaganelli@openlinea.it](mailto:paulopaganelli@openlinea.it)  
 Tourism information system expert: Roberto Gambassi – [roberto@microcosmos.si](mailto:roberto@microcosmos.si)  
 Data analyst: Bernhard Bauer - [bbauer@gmx.at](mailto:bbauer@gmx.at)

**Local Staff of 7:**

Assistant Team Leader: Tesfaye Beyene Ayele:  
 Data collector and management expert Addis Ababa: Samuel Getachew, Fetene Belayun, Debassu Hirut, Fekede Kumalechew:  
 Data collector and management expert Amhara: Yasin Teshome  
 Data collector and management expert Tigray: Tamirat Adamu




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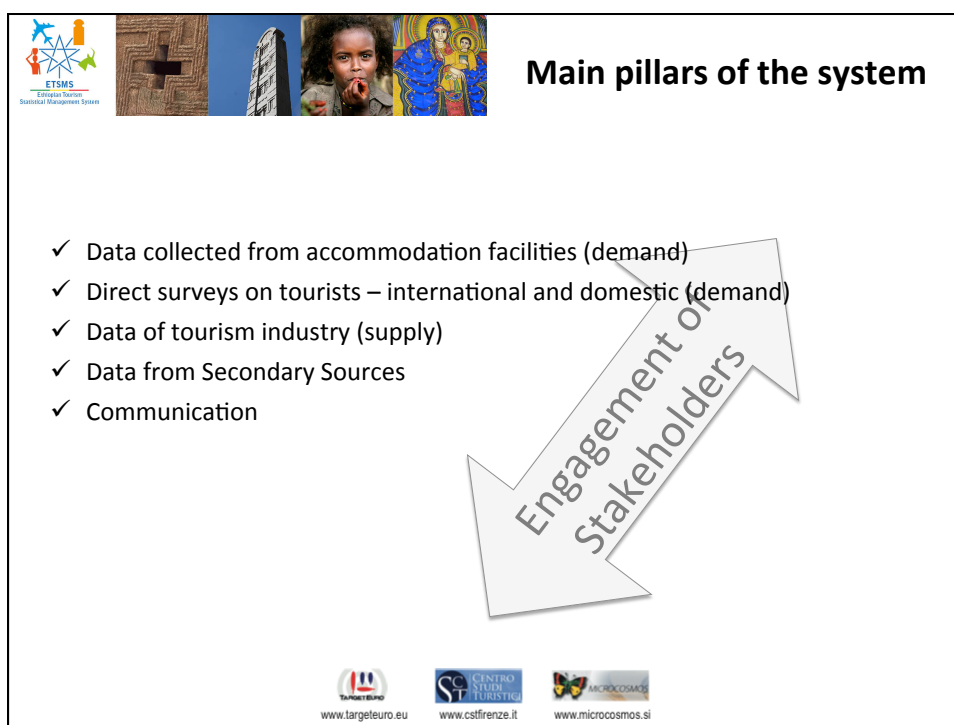
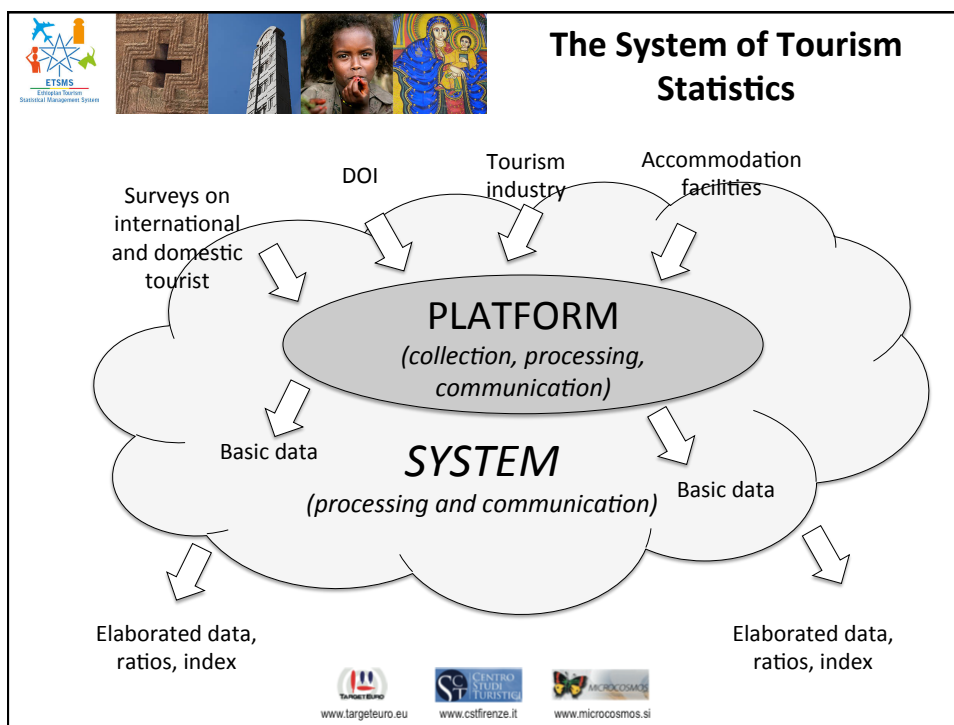



## The System of Tourism Statistics

- ✓ Is part of the National Statistical System
- ✓ Takes into consideration the 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)

(Source: UNWTO)

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## Phases of our work with Regions

- ✓ Training for BoCTs and MoCT
- ✓ Assistance from Consultant Firms and MoCT
- ✓ Training for Accommodation Facilities
- ✓ Survey on tourists (international and domestic)
- ✓ Data from Accommodation Facilities
- ✓ Specialized training
- ✓ Bulletins and Reports








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## Data provided by ETSMS

*Federal level (from Department of Immigration)*

Data	Now	Future
Arrival of NON RESIDENT TOURIST at National borders by:		
<i>Country of residence</i>	Yes	Yes
<i>Nationality</i>	No	Yes
<i>Purpose of travel</i>	No	Yes
Arrival of NON RESIDENT VISITORS at National borders by		
<i>Country of residence</i>	No	No
<i>Nationality</i>	No	No
<i>Purpose of travel</i>	No	No




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## Data provided by ETSMS

*Regional level and Federal level (from Accommodation Facilities)*

Data	Now	Future
<u>Arrival</u> of NON RESIDENT TOURIST and DOMESTIC TOURIST at Accommodation Facilities by:		
<i>Country of residence</i>	No	Yes
<i>Nationality</i>	No	Yes
<i>Purpose of travel</i>	No	Yes
<u>Overnights</u> of NON RESIDENT TOURIST and DOMESTIC TOURIST at Accommodation Facilities by		
<i>Country of residence</i>	No	Yes
<i>Nationality</i>	No	Yes
<i>Purpose of travel</i>	No	Yes




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## Data provided by ETSMS

*Regional level and Federal level from direct Survey*

Data
Survey on INTERNATIONAL Tourists: variables for cross analysis:
Purpose
Organization of the trip (Package / Other)
Accommodation Facilities used
Places visited
Length of stay
Expenditure
Satisfaction




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## Data provided by ETSMS

*Regional level and Federal level from direct Survey*

Data
Survey on DOMESTIC Tourists: variables for cross analysis:
Origin
Purpose
Organization of the trip (Package / Other)
Accommodation Facilities used
Places visited
Length of stay
Expenditure
Satisfaction




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## Data provided by ETSMS

*Industry Regional Level from direct collection*

Data
Accommodation facilities
Restaurant
Car rental
Local guides
Travel Agencies and Tour Operator
Museums
Protected Areas




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## Data provided by ETSMS

*Federal Level, data supplied by secondary sources*

Data
Department of Immigration
EAE Ethiopian Airport Enterprise
Ministry of Finance and Economic Development
Ministry of Labour
Central Bank

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## Role of BoCTs

*What we expect from Regional Bureau of Culture and Tourism*

1. Appointment of an employee responsible for the activities starting from today;
2. Appointment of an employee responsible for domestic survey and data entry starting from today;
3. Commitment in the engagement of local stakeholders;
4. Commitment in the survey on domestic tourism
5. Organization at the end of the consultancy:
  - one director/supervisor responsible for the system
  - one or more regional operator, data collector and data entry
  - One IT technician expert for the system.





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## Role of BoCTs



*What are we going to supply to  
The Regional Bureau of Culture and Tourism*

- 1. Initial training to System Users and System Technicians (done)**
2. Assistance during the start up of the system (mission 1)
3. Assistance to engagement of local Stakeholders (mission 1 and 2):
4. Assistance to direct survey on domestic tourists (mission 1, 2 and 3);
5. Advanced training on data management (September);
6. Advanced training on communication (September);
7. Equipment from ESTDP (Procurement).





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## Role of BoCTs

*The assistance to BoCTs: the Cascade principle*

International experts

Local Experts




MoCT

BoCTs

Accommodation facilities



Other local point of collection of data

Blog, Skype, Website

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




## Role of BoCTs

*Assistance to BoCTs*

1. **Three missions** during the last part of the project;
2. **First mission:**
  - meeting with the local **managers** of the Statistic System
  - training of local Accommodation Facilities Employees
  - planning of surveys on tourists (location and dates)
  - assistance during the first survey on tourists;
  - planning of next activities.
3. **Second mission:**
  - check of the activity done;
  - engagement of Stakeholders
4. **Third mission:**
  - follow up of the activity done
  - organization for the future




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## Role of BoCTs

*Assistance to BoCTs: the first mission*

1. **When:** starting from next week
2. **Who:** local team of experts and participants at the training in Addis Ababa May 13<sup>th</sup> – 15<sup>th</sup> IF NO OTHER ASSIGNED
3. **How:** local team contacts the participants and together organize activities;
4. **Which activity:** updated data base of Accommodation Facilities; training of local Accommodation Facilities, first survey on Domestic Tourism
5. **Plus:** organization of the office (who does what), list of equipment needed.

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## Role of BoCTs



*Assistance to BoCTs: focus on training of Employees of Accommodation Facilities*

1. **Cascade principle 1.:** first training of Accommodation Facilities of Capital Cities. Fast organization and no travel costs.
2. **Duration:** session of maximum two hours. No costs for lunch.
3. **Venue:** small groups, maximum 20 attendees, may be that in some BoCTs' headquarter there is a room like this. Low costs for venues.
4. **Organization:** we suggest engagement of local Hotel Associations.
5. **Cascade principle 2.:** training in other cities managed directly from the local BoCTs (Tigray and Amhara with local staff representative).








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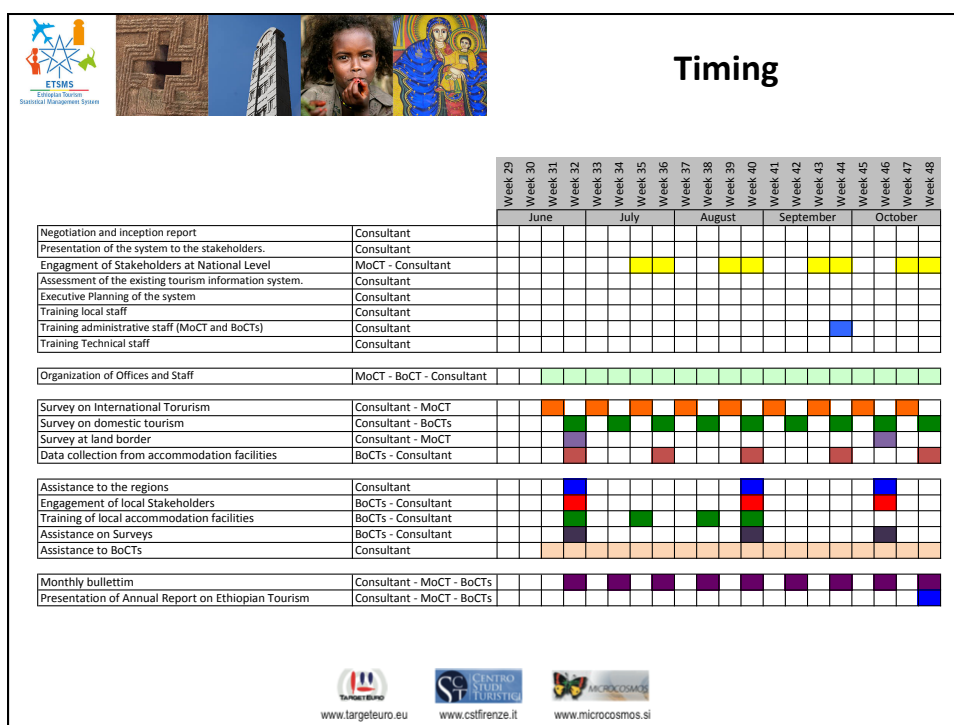
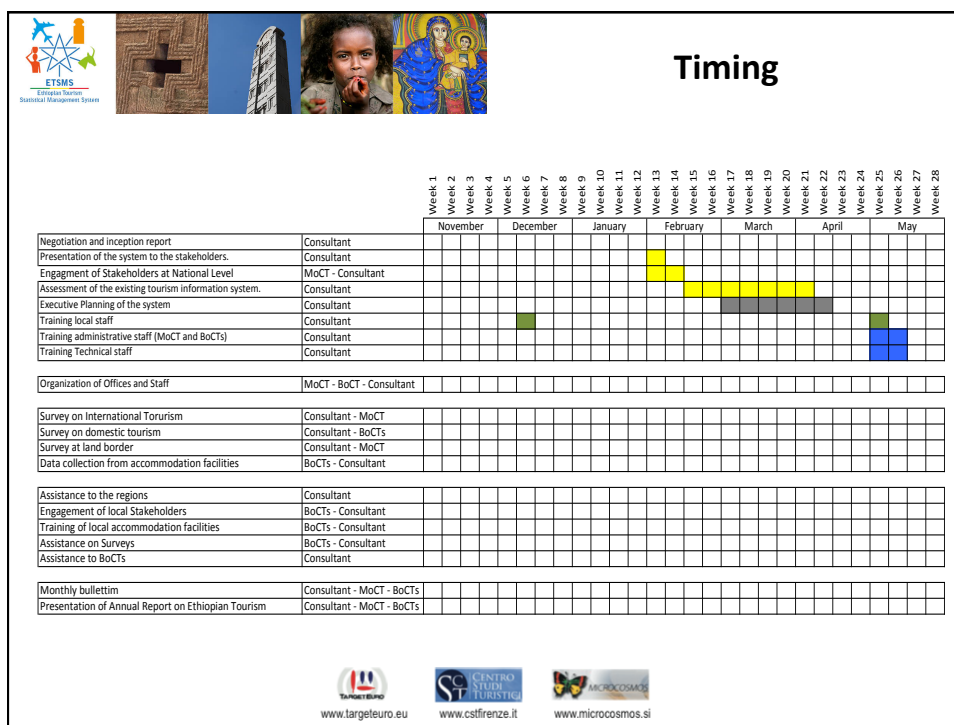



## Your assistant in the staff

Region	Assistant
Addis Ababa (city admin.)	Tamirat Adamu
Afar Region	Tamirat Adamu
Amhara Region	Yasin Teshome
Benishangul-Gumuz Region	Yasin Teshome
Dire Dawa (city admin.)	Samuel Getachew
Gambela Region	Tamirat Adamu
Harari Region	Samuel Getachew
Oromia Region	Fetene Belayun
Somali Region	Samuel Getachew
SSNNPR	Fetene Belayun
Tigray Region	Tamirat Adamu

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