

JORDAN TOURISM DEVELOPMENT PROJECT

**IMPLEMENTATION PLAN FOR A
JORDANIAN TOURISM
SATELLITE ACCOUNT**

Dr. Joy E. Hecht

FINAL DRAFT - 13 December, 2007

This publication was produced for review by the United States Agency for International Development. It was prepared by Chemonics International Inc.

JORDAN TOURISM DEVELOPMENT PROJECT

WORKPLAN NO xxxxx

**PLANNING AND IMPLEMENTATION OF A
NATIONAL TOURISM SATELLITE ACCOUNT**

**GBTI Contract No.
Task Order No.**

**PCE-I-00-98-00015-00
PCE-I-21-98-00015-00**

CONTENTS

1.	Introduction: Building a Tourism Satellite Account in Jordan	1
2.	Technical Consideration in the Preparation of the Pilot TSA	4
2.1	TSA Tables 1-4: Students, medical care, diplomats, and the military.....	4
2.2	Tables 1-4 Package tours and travel agency purchases	5
2.3	Tables 1-8 Own Homes	6
2.4	Table 4 Consumption in Kind while Visiting Friends and Relatives	8
2.5	Gender Questions	9
3.	Domestic Tourism Survey	10
4.	Next Steps for Implementation of the TSA	15
4.1	Institutional Responsibility for the TSA	16
4.2	Schedule for Pilot TSA Implementation	16
4.3	Domestic Expenditure Survey	18
4.4	Schedule for TSA and NTVS Updates	18
4.5	Issues to Consider in Designing the Next NTVS	19

Annexes

Annex A.	Inbound Tourism Survey 2006-7	20
Annex B.	Outbound Tourism Survey 2006-7	23

List of Tables

Table 1.	Tables of the TSA	2
Table 2.	Use of Jordanian Surveys in the TSA	2
Table 3.	Allocation of the Cost of Package Tours	5
Table 4.	Package Tour Questions from Inbound Survey	6
Table 5.	Expenditure Breakdown from Inbound Survey	6
Table 6.	Type of Accommodation from Inbound Survey	7
Table 7.	Composition of Traveling Party from Inbound Survey	9
Table 8.	Vacation expenditures in 2006 HEIS	12
Table 9.	Proposed Domestic Tourism Expenditure Survey	13
Table 10.	Schedule for Implementing Pilot TSA	16
Table 11.	Schedule for updates of TSA and NTVS	17

Acronyms

DOS	Jordanian Department of Statistics
ES-S	Economic Survey for Services
ES-T	Economic Survey for Transport
HEIS	Household Expenditure and Income Survey
IS	inbound survey (departures part of NTVS)
JD	Jordanian dinar
MoTA	Jordanian Ministry of Tourism and Antiquities
NTVS	National Tourism Visitor Survey
OS	outbound survey (arrivals part of NTVS)
RMF	Recommended Methodological Framework; the World Tourism Organization's main document on how to carry out the TSA
SNA	System of National Accounts
TSA	Tourism Satellite Account
WTO	World Tourism Organization

1. Introduction: Building a Tourism Satellite Account in Jordan

Jordan has a growing and dynamic tourism sector which is a major contributor to the country's economic development and foreign exchange earnings. With support from USAID's Jordan Tourism Development Project, the country has carried out a detailed survey of the expenditures of inbound and outbound tourists, and is interested in building this into a system of Tourism Satellite Accounts, or TSA.

The TSA is a "satellite" to the national income accounts, the data systems that all countries use to track the activity of their economies and to calculate indicators such as gross domestic product and growth rates. The methodology for the System of National Accounts (SNA) has been developed over the past half-century through collaboration among statistical offices worldwide, the World Bank, the OECD, the European Community, and the United Nations Statistics Division.

Satellite accounts are used to organize statistics about themes that do not fit into the structure of the main body of the national accounts. The SNA is organized by industry sectors (using International Standard Industrial, or ISIC Codes) and by products (using the Central Product Classification, or CPC). The data in the SNA are all economic; that is, they are monetary values rather than volumes, physical quantities, or other measures. Many topics of importance to the economy do not fit into this system, and thus cannot be measured within the SNA. Nevertheless it is important to study them in relation to the economy, in a statistical framework that can be linked to the national accounts so that links between them can be identified and analyzed. The concept of satellite accounting is a response to this need. The TSA is one type of satellite accounts; others organize data on the environment, household activities, and other topics.

Tourism does not fit into the SNA in several ways. As a type of production and consumption, tourism is defined by the purpose of the transactions, rather than the industry sector doing the producing or the products being bought and sold. Tourism is, to paraphrase the definition, the economic activity of people who are away from their usual environment for purposes other than employment. Some products and industries are typical of such activity – hotels, restaurants, transportation – but tourists may purchase a wide range of items produced by enterprises across the ISIC classification system. For this reason economic data about tourism must be organized in satellite accounts rather than within the core of the national accounts.

Like the SNA, the structure of the TSA has been developed through collaboration among national statisticians and international organizations, with coordination of the World Tourism Organization (WTO). The TSA consists of a set of ten tables, as summarized in Table 1. These tables are compiled using data from a number of different sources. While special-purpose surveys are needed to estimate how much tourists spend, the tables depend just as much on economic data that do not have a direct link to tourism; economic surveys of enterprises, household expenditure surveys, and employment surveys.

Jordan has a wealth of economic data that can be used to compile the TSA. The Department of Statistics (DOS) conducts annual enterprise surveys which provide the needed information about sectors that produce the goods and services most often purchased by tourists. They also conduct an annual employment survey, and a biannual survey of household expenditure. In 2006-7 they carried out the National Tourism Visitor Survey (NTVS), which collected

detailed data about expenditures of non-residents in Jordan and expenditures of Jordanian residents abroad.

Table 1. Tables of the TSA

Table 1 Inbound tourism consumption, by products and categories of visitors	These four tables cover the demand side of the tourism economy.
Table 2 Domestic tourism consumption, by products and ad hoc sets of resident visitors	
Table 3 Outbound tourism consumption, by products and categories of visitors (visitor final consumption expenditure in cash)	
Table 4 Internal tourism consumption, by products and types of tourism	
Table 5 Production accounts of tourism industries and other industries	These two tables cover the supply side of the tourism economy, including the total output of tourism characteristic industries and their output of goods actually consumed by tourists.
Table 6 Domestic supply and internal tourism consumption, by products	
Table 7 Employment in the tourism industries	These tables provide additional detail about consumption by the tourism characteristic industries.
Table 8 Tourism gross fixed capital formation of tourism industries and other industries	
Table 9 Tourism collective consumption, by functions and levels of government	This table summarizes the public sector role in the tourism economy.
Table 10. Non-monetary indicators	This table provides additional data of importance for tracking tourism.

Table 2 provides a general overview of how these surveys will be used to compile the TSA. The full detail on exactly how the available data will be used in building the TSA is included in the spreadsheet that accompanies this plan, entitled “Jordan TSA-Tables ver2.xls.” This spreadsheet is too large and complex to print in an annex to this document; it is available digitally from the Jordan Tourism Development Project to anyone who is interested.

Table 2. Use of Jordanian Surveys in the TSA

Table 1	Inbound Tourism Survey (IS), or “Arrivals and Departures Survey 2006/2007 (For Tourism Purposes) Departures”
Table 2	Data on expenditures by domestic tourists not available yet. Limited data may now be available from the Household Expenditure and Income Survey (HEIS).
Table 3	Outbound Tourism Survey (OS), or “Arrivals and Departures Survey 2006/2007 (For Tourism Purposes) Arrivals”
Table 4	Based on Tables 1-3
Table 5	Economic Surveys: Commercial Enterprises Survey (ES-S); this includes hotels and restaurants. Economic Surveys: Transport, Storage, and Communications (ES-T); this includes transport and travel agencies Economic Surveys: Employment and Employees Compensations (EMPL)
Table 6	
Table 7	
Table 8	ES-S and ES-T

Table 9	Not currently available; should be possible to obtain these data from government budgets and accounts.
Table 10.	Surveys of the Ministry of Tourism and Antiquities (MoTA). EMPL, inbound and outbound surveys

The rest of this plan discusses the compilation of the TSA in further detail. Chapter 2 considers a number of technical challenges that arise in tourism statistics, and explains how they should be addressed in the Jordan TSA. Chapter 3 considers the introduction of a domestic tourism expenditure survey with which to complete Table 2 of the TSA. Chapter 4 sets out the steps that must be taken to implement the TSA. This includes the institutional responsibility and schedule for the first pilot TSA, which should be published in 2008. It also maps out a schedule for updates of the TSA and the NTVS, as tourism accounting becomes a routine activity of the Jordanian government.

2. Technical Considerations in the Preparation of the Pilot TSA

Various technical questions have arisen in perusal of the surveys and discussions with statisticians at DOS and MoTA; these are reviewed here. The resolution of these technical issues may call for modification of the National Tourism Visitor Survey (NTVS) or the process of carrying it out in its next iteration. These are mentioned in the context of the issues involved; recommended modifications to the NTVS are summarized in section 4.5 of this report.

2.1 TSA Tables 1-4: Students, medical care, diplomats, and the military

The question arose of whether students, those in the country for long-term medical care, diplomats, and members of the military stationed abroad should be counted as tourists in the TSA. Several national accounting rules come into play here;

- First, a tourist must be traveling for less than one year. A diplomat who is living outside of her own country for longer than that will therefore not be considered a tourist. By this criterion, however, a diplomat or soldier stationed abroad for less than one year might be considered a tourist. A long-term student who moves abroad for more than a year would not be considered a tourist, but possibly one who returns home for vacations and the summer would be.
- Second, inbound or outbound tourists are people traveling outside of their “country of residence” as that concept is defined in the SNA. “Residence” in the SNA has a specific statistical meaning slightly different from its sense in ordinary speech. A business is resident in a country if it has a center of economic activity there. Its revenues and expenses in that country are counted in the SNA of that country, not in the country where the business’s headquarters may be located.
- Third, the SNA definition of residence specifically states that embassies and military bases are considered to be extra-territorial enclaves of the country they represent, and therefore not resident in the countries that they represent. Thus no foreign diplomat or soldier in Jordan is resident in Jordan, suggesting that they should be considered tourists for the purposes of the SNA.
- Fourth, the SNA locates the residence of students based on the length of their stay and, presumably, whether they have permanently moved to the country of study. A student who is abroad for more than a year and becomes a legal resident or citizen of the new country is resident in that country, not the one he or she came from; travel to that country would not be considered tourism, but trips home to visit family would be.
- Fifth, people are considered to be tourists if they travel out of their “usual environment.” The university is part of the usual environment of a foreign student in Jordan who is economically dependent on family at home; this may argue that even though he or she is routinely traveling out of the country of residence for study, this is not tourism.

Clearly these rules leave some ambiguity with regard to how to handle these cases. The World Tourism Organization’s Recommended Methodological Framework (RMF)¹ therefore set out explicit rules for these cases:

¹ Commission of the European Communities, Eurostat, Organisation for Economic Co-operation and Development, World Tourism Organization, and United Nations Statistical Division, 2001. *Tourism Satellite Accounts: Recommended Methodological Framework*. (Luxembourg, Madrid, New York, Paris, 2001) Available on the web at http://unstats.un.org/unsd/publication/SeriesF/SeriesF_80E.pdf.

Para. 2.13. Students traveling abroad, even for more than one year and still depending economically on their families, are considered part of their family's household. Consequently, they remain residents of the place where their household has its centre of economic interest, but their usual environment includes their university and the place where they live. Sick persons staying in a hospital or similar facility some distance from their original residence for more than one year are still part of the household from which they come if economic ties are maintained with that household, even though their usual environment now includes the hospital where they are staying. The same can be said of persons serving a long-term prison sentence. All these classes of persons are not visitors to the places where they now reside. But if other members of their original households travel to see them, then they are visitors to these places.

Para. 2.26. It should be noted that, because the residence attached to a visitor might differ from his usual environment, not all international travelers need to have crossed the geographic border of a country in this capacity in order to be considered as visitors. This is the case for military personnel on active duty assigned to a base in other than their residence country, and for diplomats and their entourages (1993 SNA, para. 14.19). The embassy or consulate of one country is considered as constituting a physical and legal extension of that country, regardless of where it is located. Consequently, when a diplomat or his family or staff travel to a place within his/her country of posting, he/she is considered an international visitor upon that occasion, and not when he/she enters the host country.

For TSA purposes, therefore, these individuals are not to be considered as tourists, and their expenditures should not be included in economic aggregates for tourism.

2.2 Tables 1-4 Package tours and travel agency purchases

One of the significant challenges in preparing the TSA is how to allocate the cost of package tours or purchases made through travel agencies. In these cases the travelers know the total cost of their trips, but do not know how that cost is allocated between transportation, lodging, food, entertainment, and the margins of the travel agencies or tour operators.

MoTA has surveyed travel agencies in Jordan in order to estimate the average share of each component of a package tour. They surveyed 48 agencies, asking each to allocate 1000 JD among five categories; accommodation, food and beverages, local transport, travel agency margins, and other. The average results are shown in Table 1.

Table 3. Allocation of the Cost of Package Tours

Accommodation:	39.8%
Food and Beverages	9.5%
Local transport	20.1%
Margins	9.5%
Other	21.1%

These ratios were used by DOS statisticians in allocating the data from the following questions from the inbound tourism survey.

403	Who made arrangements for the main trip?	1. Travel agency or tour operator (continue) 2. Own arrangement 3. Employer 4. Conference organizer 5. Association	} Go to 406		
404	Amount paid in your country	Total amount in currency			
		JD	US\$	Euro	Other (specify)
405	What does the amount paid in your country include?	A. Tickets 1. one way 2. two way			
		B. Accommodation			
		1. full board	3. B.B.		
		2. Half board	4. Only Bed		

If international transportation was included in the cost of the package, they first used Royal Jordanian Airline prices to estimate the ticket price, presumably assuming that the tourist departed from his or her usual place of residence. This amount was then deducted from the total cost of the trip. If the visitor traveled on a Jordanian carrier, the cost of the ticket (based on Royal Jordanian data) was entered on line 1 of question 407, shown below. For those travelers who came on cruises, the amount will be inaccurate; however they are a fairly small number. The package tour costs for accommodation, food and beverages, and local transport were tallied along with the other data from lines 3, 4, and 8 of the inbound survey, respectively.

Table 5. Expenditure Breakdown from Inbound Survey

407	In which areas did you spend your money? (Please specify the amount of expenditure on each of the following)	Expenditure	Amount	%
		1. Jordanian international transport		
		2. Non Jordanian international transport		
		3. Accommodation		
		4. Food & Beverages		
		5. Entertainment		
		6. Medical treatment		
		7. Study		
		8. Local transport		
		9. Shopping		
		10. Other (specify)		
		Total		

A comparison of Tables 1 through 3 will quickly show an inaccuracy in this method. The inbound survey gives four options for board – full, half, breakfast only, or none. The survey of travel agents, however, did not explicitly distinguish among different levels of board. Probably each agency, in responding to the survey made its own assumptions about level of board, but we don't know what they are. This is only a detail, and certainly does not mean we should not use the travel agency ratios not available; indeed, they are far better than the information available in many countries. When these surveys are next carried out, however, it is recommended that the tourism surveys and the travel agency surveys use the same classifications for board, so that the data will be consistent.

Another question that arises from the travel agency ratios is that the "other" category is rather large. This may include visa costs at the border or entry fees to such sites as Petra; however it is large enough that it may make sense to find out what it really includes. When these

surveys are next designed, travel agents should be interviewed to determine what "other" includes, and the major items should be included separately in the travel agency survey.

2.3 Tables 1-8 Own Homes

Another major challenge in constructing the TSA is how to handle people who stay in second homes while traveling. Almost 40% of Jordanians living abroad who return to visit stay in homes that they own, so this is a large category and must receive careful attention. The RMF recommends that the TSA follow the conventions of the SNA, and impute a value to that use of housing and include it as both consumption and production in the TSA.

B.6.2. Housing services provided by second homes on own account or free of charge

2.71. For the sake of the homogeneity of treatment between rented dwellings and those occupied on own account, the 1993 SNA recommends imputing a housing service on own account for all dwellings occupied by their owners. When this occurs, the housing services are estimated, based either on the characteristics of the dwelling or, when an active rental market exists for similar units, on the effective average market rental for similar units.

2.72. This recommendation not only applies to the main housing unit of a household but to all the housing units owned by households; thus, it also applies to second homes and in the case of the TSA to those used for tourism purposes on own account or provided free of charge to visitors. A housing service has to be imputed, both as a production activity for the owner and as a consumption activity of the visitor. A visitor could be either a member of the household or a member of another household who receives the service free of charge. The service is part of tourism supply and of visitor consumption. Note, however, that the consumption of these services must take place outside the usual environment, as defined in paragraphs 2.14 to 2.17 above. For conceptual reasons, own production of housing services within the primary home that are provided to visitors are excluded from visitor consumption.

The Jordanian income accounts include imputations for the rental value of owner-occupied housing. The income accountants have rental figures for different kinds of homes in different parts of the country, which are applied to data on home ownership in order to do this. The pilot TSA can use the same data, but they will be somewhat less accurate than what is in the SNA. The inbound survey asks two questions about accommodation that will be used for this purpose:

Table 6. Type of Accommodation from Inbound Survey

401	How many nights did you spend in Jordan?		
402	Which type of accommodation did you mostly stay at when in Jordan?	1. Hotel	5. Own house or apartment
		2. Suite and apartment Hotel	6. Means of transport
		3. Private apartment	7. Other (specify).....
		4. Stayed with friends or relatives	8. Have not stayed for an overnight

Visitors who stayed in their own homes will check item 5 in question 402. The total nights in country for those respondents will be summed to calculate the total number of nights spent in own-homes. If in fact they only spent part of their visit in their own home, this will be inaccurate; similarly, if people who own homes in Jordan spent more time elsewhere in the country than in their own homes, none of their stay at home will be counted. This will, therefore, be an approximation of the number of nights spent in own homes.

The survey also does not collect any information about where the homes are or how big they are. The imputed values, therefore, would have to be an average of all imputed rental values in Jordan, rather than reflecting the actual homes owned by Jordanians living out of the country. For future surveys it may be useful to obtain somewhat more specific data on accommodation, such as in what part of the country people own a home and how many rooms it has, in order to estimate this value more accurately.

The values used in doing these imputations should be the prices collected by MoTA for renting short-term furnished apartments and houses. These will be much higher than the imputed values of owner-occupied housing used in the SNA, since they will include furnishing, utilities, less than 100% occupancy rates, and overhead of the companies offering the rentals. However, they constitute a more accurate comparison for the value of owner-occupied housing than the imputed values from the SNA, since this is in effect what visitors have when they return to stay in their own homes.

When the next inbound survey is conducted, it maybe useful to obtain somewhat more detailed data on lodgings, including:

- How many nights in each lodging type
- If the respondent owns a home in Jordan:
 - Where is it
 - How many rooms does it have
 - How many people live in the house when the respondent is not there

The last question will identify the situation where one family member is working out of Jordan and returns to see his or her spouse and children, who still live in the family home. For the purpose of the tallies in the survey, this might be considered “stayed with friends and relatives” rather than staying in own home.

2.4 Table 4 Consumption in Kind while Visiting Friends and Relatives

Thirty-five percent of inbound tourists stay with friends or relatives while they are in the country. The RMF does not call for estimating a value for their accommodation. It does, however, call for estimating the value of goods (primarily food) provided to them by their hosts:

2.70. Regarding the services (except for housing services) rendered by one household to the visiting members of another household free of charge, in accordance with the 1993 SNA and balance of payments principles, no imputed service is recorded. However, the increase in the consumption of the household due to the purchase of goods required to provide those services or the direct purchase of services for the benefit of the visitor (an invitation to a restaurant or a show) is recorded (when feasible) as a transfer in kind, and hence as consumption of the visitor.

It would be possible to make such an estimate by using data from the Household Expenditure and Income Survey to determine how much an average household spends per day per person on food, and assuming this amount goes up accordingly when tourists stay with their friends. That amount would be listed on the column for in-kind consumption of food in Table 4.

Of course that assumes that visitors take all their meals in the homes of their hosts, they don't go out to eat, and they don't contribute to the cost of food in the home. To assess that issue we might compare the expenditures on food for tourists staying with friends and those staying in their own homes. If in fact the expenditure is much lower for those who stay with friends than it is for those in their own homes, it might be reasonable to assume that the hosts are paying for food, and it could make sense to estimate in-kind consumption of food. If tourists staying with friends or relatives spend the same amount as those in their own homes, then we should not make such an estimation. (Those in hotels are certainly likely to spend more on food than those in their own homes or with friends, since they will probably take far more of their meals in restaurants than will those staying in lodgings with kitchens. They should therefore be left out of this comparison.)

2.5 Gender Questions

Although it does not have implications for compilation of the TSA, the formulation of the inbound and outbound surveys has created inaccuracies with regard to all summaries by gender. When the surveys were carried out, the respondents provided their gender. They were also asked with whom they were traveling:

303	Who are you traveling with?	1. Alone 2. With spouse or partner 3. With spouse and children	4. With children 5. With business colleagues 6. With other relatives 7. Others (specify).....
------------	------------------------------------	--	--

and they were asked how many people their expenditures covered. The respondents were 80% male and 20% female. This ratio has been used to estimate the gender breakdown of all travelers into and out of Jordan. Since when a family is traveling it is likely that the male is always the respondent, this is clearly incorrect. In addition, any statistics that are disaggregated by gender will also be incorrect, since they assume that an expenditure pattern that might reflect a man and his wife and children in fact reflects a group of men. The only gender-disaggregated statistics that are correct based on the simple gender question will be those for people traveling alone.

Using the questions as framed in this survey, it might be possible to get somewhat more accurate data. If a man is traveling with his wife and the expenditures cover both of them, it is easy to split the expenditures and calculate per capita data for one man and one woman. If he says he is traveling with spouse and children, and the expenditures are for three or more people, we can assume that there are two adults, one of each gender, and the corresponding number of children; the expenditures can be divided accordingly and allocated between men, women, and children. If he is traveling with colleagues, other relatives or "other," and the expenditures are for more than one person, we have no way to allocate them.

If gender-disaggregated data are needed for the current survey, the calculations described above must be made in order to make the summary statistics somewhat more accurate. For future surveys, however, it may be better to ask instead:

How many people are traveling in your party?

Men: _____
Women: _____
Children: _____

We already know the purpose of the trip, from other questions in the survey, so it may not be important to ask whether they are traveling with family or colleagues. If we wish to distinguish those traveling with family from those traveling with friends (now included in “other”), we will need to reformulate this question; however it is not clear that that information is essential.

3. Domestic Tourism Survey

The steering committee working on the domestic tourism survey met on December 5 to consider the options for obtaining more information about domestic expenditures. Attending the meeting were Abdelwadoud Matouk (DOS), Mohammad Damra (DOS), Siham Gammah (JTB), Fayyad Al-Sukkar (MoTA), and Betoul Obaid (DOS), as well as Zeid Baggili and Joy Hecht from the Jordan Tourism Development Project.

We considered several options for gathering information on domestic tourism expenditures:

- Special survey of domestic expenditures along the lines of the NTVS
- Include questions directly within the Household Expenditure and Income Survey (HEIS)
- Insert a separate sheet in the HEIS with questions on domestic tourism

The group agreed that a single yes-no question should be included directly in the HEIS asking whether the respondent had traveled out of his or her usual environment in the previous month. If the response is affirmative, the respondent will be asked to fill out a separate sheet which will seek more detail about tourism expenditures and activities.

This approach was selected for several reasons. First, a special survey was rejected as too expensive and requiring far more work than is really necessary given that the HEIS staff are willing to incorporate domestic tourism within their survey. Second, it was felt that if the questions were included directly within the HEIS they would not get much attention, and would be overlooked by respondents and surveyors alike. Moreover, there would be room for more questions in a separate sheet only completed by those who did travel over the time period than there would if they were to be included directly within the HEIS.

In addition, a separate sheet can be reviewed for accuracy by DOS economic survey staff who will be using the tourism data before they are processed by the HEIS staff. HEIS data are collected monthly, but most of them are not processed until the end of the year. The separate sheet can be removed from the monthly surveys for review as soon as they are received, whereas such monthly review would not be feasible with questions included directly in the questionnaire. This will enable DOS to identify anomalies in the responses quickly so the data collection process can be corrected while it is still underway.

Subsequent to this meeting, the question arose of whether the HEIS sample size would be large enough to provide detailed information on domestic tourism. A possible alternative would be to insert the sheet into the survey on job creation, which is given to 40,000 households per six-month reference period rather than the 12,000 of the HEIS.

Three questions in the 2006 HEIS relate to travel expenditures. 1603 asks for total expenditure on vacations abroad, 1604 for total expenditures on vacations in Jordan, and 1605 for total expenditures on school trips. The DOS statisticians agreed that these questions were often not answered, so the results were unreliable and underestimates of the number of people traveling. Moreover the questions pertain only to vacations and school trips, and do not include any of the other purposes included in the TSA.

With that caveat, the share of 2006 surveys for which a value was given on these questions is summarized in Table xxx.

Table 8. Vacation expenditures in 2006 HEIS

Question number	Total value on survey	Total value extrapolated to whole population	Share of surveys providing data on this question
1603	26,708	27,861,080	2.8%
1604	18,035	3,959,401	1.9%
1605	4,679	129,836	0.5%

This means that 2.4% of people surveyed in 2006 reported some expenditures for items that would be considered domestic tourism in the TSA. The 2006 HEIS was conducted for only two quarters rather than the four that are expected. Thus in half of the year, 2.4% of households traveled; over the other half the year another 2.4% of households might also travel. It is not clear whether respondents considered trips to visit family as vacation for the purpose of this question; the question does not include travel for business, medical care, study, or other purposes that should be in the TSA. The number of responses is therefore significantly below the number that might actually have traveled. We may guess that the actual share traveling could be 8-10%. With 12,000 households in the sample, this would give us annual data on 960 to 1200 households.

While this is enough to estimate total expenditures on travel and the breakdown of those expenditures into major categories, it is not sufficient to analyze patterns among the respondents. If we want a larger sample, we could include the tourism questions in the job creation data. With 40,000 households covered in each of two six-month periods, that would give us the equivalent of annual data from 3200 to 4000 households.

However, relying on the job creation survey has several disadvantages. It is conducted for a six-month reference period. Forty thousand households are surveyed two months after the end of each reference period – in August for January-June and in February for July-December. With this lag between survey date and expenditure, the data will be less reliable than they would be from the HEIS. Moreover, the job creation survey has nothing to do with expenditure. The enumerators for the HEIS are trained in obtaining expenditure data. The same households are surveyed throughout the year, so they are familiar with the questions and the types of information required. They write down daily data on expenditures, which are then discussed with the enumerators at the end of each month. For all of these reasons, the data obtained through the HEIS are likely to be considerably more reliable than those collected through the job creation survey, even if the sample size is smaller.

For all of these reasons, it was decided at a later meeting between the national income accountants and the Secretary-General of DOS to collect domestic tourism data using the HEIS. One modification was made to the discussions of the steering committee. In addition to asking within the HEIS whether the respondent had traveled, a second question would ask “why not” for those who reply in the negative to the first question.

At its meeting of December 5, the steering committee discussed the expenditure questions to be included on the sheet. Based on all of the discussions, the questions shown in Table 9 are recommended for the domestic tourism survey. In addition, MoTA and JTB, with assistance from the Jordan Tourism Development Project, will develop questions to obtain other information about the tourist experience, which also be included in this survey.

Table 9. Proposed Domestic Tourism Expenditure Survey

Question for inclusion within HEIS:		
<p>In the past month did you take any one-day or overnight trips within Jordan, away from where you usually live? Yes/no</p> <p>If yes, please complete rider sheet.</p> <p>If no, why did you not travel in Jordan?</p> <p>_____ Lack of money</p> <p>_____ Lack of time</p> <p>_____ Don't know what Jordan has to offer</p> <p>_____ Friends or family are abroad</p> <p>_____ Have already seen sights within Jordan</p> <p>_____ Travel experience within Jordan is less comfortable or agreeable than travel abroad</p>		
<p><i>Note: In the instructions to survey takers, we will explain the concept of "usual environment," so they can discuss the travel with the respondent and use judgment as to whether the travel in question should be considered tourism or routine travel. We should offer a list of examples, which will have to be worked out.</i></p>		
Economic questions for rider sheet:		
<p>1. What was the main purpose of your travel (check one):</p> <p style="margin-left: 40px;">1. Vacation or Leisure</p> <p style="margin-left: 40px;">2. Shopping</p> <p style="margin-left: 40px;">3. Visiting friends or relatives</p> <p style="margin-left: 40px;">4. Business trip</p> <p style="margin-left: 40px;">5. Conference or seminar</p> <p style="margin-left: 40px;">6. Medical treatment</p> <p style="margin-left: 40px;">7. Short-term training or study</p> <p style="margin-left: 40px;">8. Religious visit</p> <p style="margin-left: 40px;">9. Other (specify)</p>		
<p>2. Duration of travel:</p> <p style="margin-left: 80px;">Number of one-day trips: _____</p> <p style="margin-left: 80px;">Number of nights away from home: _____</p>		
<p><i>Note: Calculate total travel days as the sum of these two plus 1, so we include the day of departure and the day of return for overnight trips when calculating non-lodging expenditures per day. When calculating lodging costs per night, however, we will use only the number of nights away from home.</i></p>		
<p>3. How many people were in your travel party, including yourself:</p> <p style="margin-left: 40px;">Men: _____</p> <p style="margin-left: 40px;">Women: _____</p> <p style="margin-left: 40px;">Children: _____</p>		
<p>4. Expenses while traveling:</p>		
Item	Amount you paid	Amount your employer paid (9)
Lodging (1)		
Transport:		
By air:		
By road:		

Of which vehicle rental: (2)		
Restaurants and cafés (3)		
Shopping: Items related to travel (e.g. souvenirs, luggage) (4) Routine items you would have bought at home (e.g. food in markets, toiletries) (5)		
Entertainment: Cultural, museums, antiquities (6) Sports, fairs, other entertainment (7)		
Medical treatment (8)		
Short-term training		
Other		
How many people were covered by these expenditures?		
<p>Notes: (for us, not to include in the questionnaire)</p> <p>(1) We won't make any attempt to distinguish second homes owned by the traveler, and we will not attempt to impute values for owner-occupied homes in Table 3 of the TSA (domestic travel).</p> <p>(2) For line 3.6 of TSA tables 1-6</p> <p>(3) Does not include food bought in markets or shops</p> <p>(4) This will go in section A.2 (connected products) of TSA tables 1-6.</p> <p>(5) This will go in section B (non-specific products) of TSA tables 1-6.</p> <p>(6) For section 5 of TSA tables 1-6.</p> <p>(7) For section 6 of TSA tables 1-6.</p> <p>(8) This will include both major medical expenditures when that is the purpose of travel and incidental medical care if someone falls ill on a trip. In producing table tables, the medical costs of those who fall ill will be included with routine shopping, while the medical costs of those for whom that is the purpose of travel will be aggregated with medical.</p> <p>(9) If they don't know, this will be left blank.</p>		

In addition to these expenditure questions, MoTA and the JTB will want to include other questions about domestic tourism in this rider sheet. They will develop those questions and add them to the rider.

The HEIS is carried out every two years; the next survey will be conducted in 2008. The data are collected monthly from a sample of 14,000 households nationwide. While some data processing is done monthly, the full data are released after the end of the reference year, with a lag for processing. In order to have domestic tourism data available for the second set of TSA tables, it is important to introduce these questions into the 2008 HEIS survey. As of this development of this plan (early December 2007), the 2008 HEIS was still being finalized. The work must be undertaken at once to finalize the questions for inclusion in survey and train the surveyors to fill them out correctly. The window of opportunity for doing this is short; it is important not to let it close before we have time to act.

4. TSA Implementation Plan

Jordan is in an excellent position to build its first pilot TSA. The country has strong tourism expenditure data and excellent data on output, inputs, and employment in the rest of the economy. Several steps are now needed in order to actually implement the TSA.

4.1 Institutional Responsibility for the TSA

The National Accounts Division of DOS should be given primary responsibility for implementing the TSA. The tourism accounts are part of the national accounts, and the national accountants are the only people with the specific statistical knowledge needed to ensure that the two systems will be fully consistent. Based on the meetings held during the development of this plan and their contributions to the TSA workshop held on December 9, 2007, it is clear that they thoroughly understand the technical issues involved in building the TSA and are well qualified to undertake this task.

In order to move ahead on the TSA expeditiously, an official announcement should be made of this assignment of responsibility by early January. If this requires formal agreements between DOS, MoTA, the Central Bank, or any other organizations, these should be drafted forthwith so they can be signed and put into place and work can commence in January.

4.2 Schedule for Pilot TSA Implementation

The schedule for building the first TSA will be driven by data availability. While the tourism expenditure data are already available, the economic and employment survey data to which they must be linked are issued with a fifteen-month lag after the end of the reference year for which they were collected. Thus the annual data for 2006 will be available by late February or early March of 2008. This means that the reference year for the pilot TSA will be 2006.

Work can begin in January 2008 on compiling TSA Tables 1-4, which are based on the NTVS data and do not rely on the other economic statistics. The NTVS was conducted for the period from July 2006 to June 2007. To build a TSA for 2006, it will be necessary to estimate expenditures for the first six months of that year, applying the NTVS expenditure data per capita to the arrivals data for the earlier period. This kind of calculation is already being done by the Central Bank; it is not difficult. It should be done in as much detail as possible, using the monthly average expenditures of people from each country of origin rather than less detailed expenditure averages by region or for the whole year. Based on this work, it should be possible to complete Tables 1-4 before the economic survey data are released. In addition, Table 10 parts A-C can be completed using data from the NTVS on number and length of trips and mode of transport and from MoTA on hotel occupancy rates. Part D of Table 10 will depend on the employment survey, and must therefore be completed later.

In March and April, work can be carried out on Tables 5-8 and 10-D of the TSA. This will require a number of custom tabulations of data from the economic and employment surveys, and will therefore call for collaboration between the national accounts and economic surveys divisions of DOS. Since they are accustomed to working together, this should not pose a problem, though it will be important to maintain a schedule and get the work done efficiently. The calculations will follow the spreadsheets attached to this plan and discussed at the

workshop of December 9. If further questions arise about how to complete any portions of the accounts, the consultant will be available for consultation by email as needed.

If the substantive work is completed by the end of April, the month of May can be used to obtain necessary reviews and approvals and produce the TSA report itself. This should be available for public release by mid-June at the latest.

This schedule is summarized in Table 7.

Table 10. Schedule for Implementing Pilot TSA

Early January 2008	Designate National Accounts Unit responsible for TSA
January-February 2008	Complete tables on expenditures by inbound and outbound tourists Complete Table 10 parts A-C, general statistics (with MoTA input)
Late February 2008	Release of 2006 data for economic surveys
March 2008	Release of 2006 employment survey data
March-April 2008	Complete Tables 5-8 on production of tourism characteristic products, tourism value added. Complete Table 10-D.
May 2008	Review and finalize Pilot TSA Report
Early-mid June 2008	Official release of first TSA.

4.3 Domestic Expenditure Survey

The modification of the Household Expenditure and Income Survey to include questions about domestic tourism has already been discussed in section 3 of this report. As mentioned there, it is essential that steps be taken before the end of December to incorporate the domestic expenditure questions into the 2008 HEIS so that data collection can begin as quickly as possible.

4.4 Schedule for TSA and NTVS Updates

The schedule for updating the TSA and the NTVS will be driven by the schedule for carrying out existing surveys and the frequency with which expenditure data are expected to change. The economic and employment surveys are updated annually, with about a 15-month lag before annual data are published. Thus the 2006 data will be released in February or March of 2008; 2007 data will be released in 2009, and so on. The HEIS data are collected every two years, in even-numbered years. Although we do not know exactly how long the lag is before they are released, we assume that they are comparable to the lag for economic data. Thus we will expect to have the 2008 data, including the first domestic tourism expenditure data, by early 2010. Assuming all goes well with the inclusion of the domestic tourism questions in the HEIS, we will then expect to have those data updated every two years.

The question, then, is how often we need to update the NTVS. As everyone is aware, tourism numbers can rise or fall very quickly in response to political events, tourism marketing, or currency fluctuations. Data on the number of visitors are available monthly from the police, so these changes will be identified quickly.² Except for changes due to currency fluctuations,

² At present we do not think they can provide data on length of stay, although this may become available from the police as well with the implementation of new data systems. Unfortunately it was not possible to meet with them during this mission to explore these details.

the variation in number of visitors is not likely to lead to significant changes in expenditure per capita. Thus updates to the NTVS need not be as frequent as updates to other surveys. The WTO recommends that such updates be done about every five years. In Jordan we recommend every four, simply to avoid conducting the NTVS in the same year as the HEIS. This would lead to a schedule like the one shown in Table 8.

Table 11. Schedule for updates of TSA and NTVS

Reference Year	Year Issued	Annual updates	Biennial updates	NTVS
2006 - Reference year for first TSA	2008	Economic and employment surveys	HEIS	2006-7 – First National Tourism Visitor Survey
2007				
2008 – Reference year for 2 nd TSA, with domestic tourism data	2010		HEIS / Domestic tourism	
2009				2 nd NTVS
2010 – Reference year for 3 rd TSA, using 2 nd NTVS	2012		HEIS / Domestic tourism	
2011				
2012 – Reference year for 4 th TSA	2014		HEIS / Domestic tourism	
2013				3 rd NTVS
2014 – Reference year for 5 th TSA	2016		HEIS / Domestic tourism	

The first update of the NTVS would be carried out in 2009, in order to fit it into the schedule of the other surveys. (If USAID extends its support for tourism in Jordan, this may also make it possible to tap into their resources in order to carry out the second NTVS; this offers another reason for an update in less than four years.) Thereafter the NTVS would be carried out every fourth year, always in a year when there is not a HEIS. The TSA could be updated every two years. All TSA updates would include new economic and domestic expenditure data; every alternate TSA would also include new international tourism expenditure data.

The pilot TSA is likely to be a substantial job, since it will involve establishing new procedures. Subsequent updates will be simpler, however, as the steps involved become routine.

4.5 Issues to Consider in Designing the Next NTVS

This report has suggested a number of issues to consider in designing the next inbound and outbound tourism surveys. If these are to be conducted in 2009, the questionnaires will need to be developed in 2008, so it is not premature to recommend possible modifications now. This is just a start, of course; clearly thorough discussion of the survey will be required between DOS, MoTA, JTB, the Central Bank, and any other organizations interested in using the data. The training on data use that the Jordan Tourism Development Project plans to carry out during the winter of 2008 may also help identify desired revisions to the surveys.

The questionnaires used in 2006-7 are included as Annexes A and B of this report. The notes here relate to the numbered questions in those surveys.

Inbound Survey:

Question 202 – this is the only question that could be used to determine where they began their trip. Is it assumed that they departed from their place of usual residence? Is that a reasonable assumption?

Question 303 – replace with:

How many people are in your party, including yourself?	
Men:	_____
Women:	_____
Children:	_____

Questions 401 and 402 – replace with:

Please complete the table below with information about where you stayed and how much you paid for lodging. Use these codes to indicate what kind of lodging you stayed in:				
1. Hotel	5. Own house or apartment			
2. Suite and apartment Hotel	6. Means of transport			
3. Private apartment	7. Other (specify)			
4. Stayed with friends or relatives				
Days:		Where were you?	What kind of lodging?	Lodging cost per night
From	To:			
<i>e.g.: 10 April</i>	<i>14 April</i>	<i>Amman</i>	<i>With friends</i>	<i>0</i>
<i>14 April</i>	<i>22 April</i>	<i>Aqaba</i>	<i>hotel</i>	<i>JD 40</i>
If you stayed in your own house or apartment: How many rooms does it have? How many people live in it when you are abroad (if any)?				

This table will give us much richer information about accommodation expenditures. It will also give us more information about where people travel in Jordan, which may be useful for tourism marketing purposes.

Question 407 – Replace with:

407.	How much did you spend on each of the following items:	Expenditure	Amount	%
		1. Jordanian international transport		
		2. Non Jordanian international transport		
		3. Accommodation (total from table above)		

		4. Food & Beverages in restaurants, cafes or bars		
		5. Cultural activities (museums, performances, antiquities)		
		6. Sports, outdoor activities, and other recreation		
		7. Medical treatment		
		8. Short-term Study		
		9. Local transport		
		Of which car rental:		
		10. Purchases of souvenirs and gifts		
		11. Purchases of routine items that you would have made at home (e.g. food from markets)		
		12. Other		
		Total		

The additional detail compared with the previous survey is designed to provide additional data in the categories used by the TSA tables.

Question 502 – As now framed, this question asks how the respondent got information about Jordan. Would it be useful also to ask what drew them to Jordan – not in terms of whose publicity they saw, but in terms of what they wanted to see? E.g. antiquities in general, Petra in particular, the Red Sea, the Dead Sea, etc.? The question asked gives some idea of which marketing vehicles have been most effective, but not what it is about the country that led people to choose this destination rather than some other country.

Outbound Survey

After Question 302 – The outbound survey does not ask whom the respondent is traveling with. The question recommended above for 303 in the inbound survey should be included here as well.

Question 401 – The outbound survey does not ask what type of lodging the traveler stayed in; it is not clear why this was omitted. I recommend that that 401 be replaced with the same lodging table recommended for the inbound survey, for the same reasons as it is recommended for inbound tourists.

Question 406 – The outbound survey does not ask for the same expenditure categories as the inbound one; it should use the list proposed above for the next inbound survey.

Important notice: The required data are very confidential for purely statistical purposes, please don't mention names.

Annex A. Inbound Tourism Survey 2006-7

**Arrivals and Departures Survey 2006/2007
(For Tourism Purposes)
Departures**

1. Departure Data			
101	Serial No		_ _ _ _ _ _ _
102	Respondent Sample No		_ _ _ _
103	Systematic Period		_ _
104	Point of entry		_ _
105	Point of exit		_ _
106	Date of arrival/...../ 200	_ _ _ _ _ _ _
107	Date of departure/...../ 200	_ _ _ _ _ _ _
2. Nationality & Residence			
201	Nationality		_ _ _ _
202	Place of usual residence..... (last country of residence or intended for residence for twelve months or more excluding , non Jordanian people traveling for medical treatment , non Jordanian students, non Jordanian Diplomats and non Jordanian Military personnel irrespective of their residence period)		_ _ _ _
203	Do you reside in Jordan?	1. No - proceed with interview 2. Yes - end interview (unless, people traveling for medical treatment, non Jordanian student, non Jordanian Diplomat and non Jordanian Military Personnel)	_
204	What was the main purpose of your visit to Jordan?	a) International Visitor_____(proceed) 1. Vacation or Leisure 2. Visiting friends or relatives 3. Business tour 4. Conference or seminar 5. Medical treatment 6. Study 7. Religious visit 8. Crew members 9. Diplomat 10. Military personnel 11. Transit (at the Airport) 12. Transit (Border crossing) 13. Other (specify)	_ _ _
		b) Other type of traveler (end interview here) 1. Owns a business in Jordan 2. Immigrant 3. Border crossing worker 4. Other (specify)	_
3. Travel Patterns			
301	How many times have you visited Jordan in the past 5 years)? (including this visit)	1. First time 2. Second time 3. Third time 4. More than 4 times	_
302	Are you traveling on a package tour?	1. yes 2. No	_
303	Who are you traveling with?	1. Alone 2. With spouse or partner 3. With spouse and children 4. With children 5. With business colleagues 6. With other relatives 7. Others (specify).....	_
304	Which type of transport did you travel in? (at departure)	1. Air 4. Car	_

		2. Sea 3. Bus	5. Other(specify).....		
305	If traveling by air, which air-carrier did you fly on?	1.Carrier when arriving.....		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
		2. Carrier when departing.....		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
306	If traveling by other transport means, was it Jordanian?	1. When Arriving 1. Yes 2. No		<input type="checkbox"/> <input type="checkbox"/>	
		2. When Departing 1. Yes 2. No		<input type="checkbox"/>	
307	Which was the most attracted site you have visited during your stay in Jordan?	1. Petra 2. Aqaba 3. Jerash 4. Madaba 5. Ajlun 6. Wadi Rum	7. Al Karak 8. Mount Nebo 9. Dead Sea 10. Bethany Baptism Site 11. Other (specify)..... 12. Have not visited any site	<input type="checkbox"/> <input type="checkbox"/>	
4. Expenditure Patterns					
401	How many nights did you spend in Jordan?			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
402	Which type of accommodation did you mostly stay at when in Jordan?	9. Hotel 10. Suite and apartment Hotel 11. Private apartment 12. Stayed with friends or relatives	13. Own house or apartment 14. Means of transport 15. Other (specify)..... 16. Have not stayed for an overnight	<input type="checkbox"/> <input type="checkbox"/>	
403	Who made arrangements for the main trip?	6. Travel agency or tour operator (continue) 7. Own arrangement 8. Employer 9. Conference organizer 10. Association	} Go to 406	<input type="checkbox"/>	
404	Amount paid in your country	Total amount in currency		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
		JD	US\$	Euro	Other (specify)
405	What does the amount paid in your country include?	A. Tickets 1. one way 2. two way		<input type="checkbox"/> <input type="checkbox"/>	
		B. Accommodation		<input type="checkbox"/>	
		1. full board	3. B.B.		
		2. Half board	4. Only Bed		
406	What was your estimated expenditure in Jordan on this trip abroad including local transport?	Total amount in currency			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		JD	US \$	Euro	Other (specify)
407	In which areas did you spend your money? (Please specify the amount of expenditure on each of the following)	Expenditure	Amount	%	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		11. Jordanian international transport			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		12. Non Jordanian international transport			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		13. Accommodation			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		14. Food & Beverages			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		15. Entertainment			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		16. Medical treatment			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		17. Study			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		18. Local transport			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		19. Shopping			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		20. Other (specify)			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		Total			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
408	How many persons were included in the above expenditure?			<input type="checkbox"/> <input type="checkbox"/>	
409	What was the main source of funds	1. Self	3. Financed by	<input type="checkbox"/>	

	for your trip?	2. Financed by employer	government 4. Other (specify).....	
5. Tourism Motivation				
501	Does the program of this tour include visiting other countries except Jordan ?	1. Yes (specify)..... 2. No		_ _ _ _
502	What is the <u>main factor</u> that influenced you to choose Jordan as a destination on this trip?	1. Recommendation of travel agent 2. Promotion by airline 3. Advertisement on TV 4. Advertisement by Magazine or news papers 5. Web sites on Jordan 6. Recommendation by friends/relatives 7. Other (specify).....		_
503	How would you describe your overall reaction to this trip?	1. It was thoroughly enjoyable 2. It was enjoyable but not outstanding 3. It was somewhat disappointing 4. It was very disappointing		_
504	Would you like to come again to Jordan?	1. Yes 2. No 3. Undecided		_
505	Would you recommend Jordan as a holiday destination to your friends, relatives or others?	1. Yes 2. No 3. Do not know		_
. Respondent Data				
601	Which gender are you ?	1. Male 2. Female		_
602	What is your age? (in full years)			_ _
603	What is your occupation?			_ _
Official Use Only				
	Activity	Date	Officials Name	Signature
	Survey Conducted/...../ 200		
	Field Control/...../ 200		
	Instrument Control/...../ 200		
	Data Input/...../ 200		
	Data Verification/...../ 200		

**Arrivals and Departures Survey 2006/2007
(For Tourism Purposes)
Arrivals**

Important notice:
The required data are very confidential for purely statistical purposes, please don't mention names.

1. Arrivals Data			
101	Serial No		<input type="text"/>
102	Respondent Sample No		<input type="text"/>
103	Systematic Period		<input type="text"/>
104	Point of entry		<input type="text"/>
105	Date of departure/...../ 200	<input type="text"/>
106	Date of arrival/...../ 200	<input type="text"/>
2. Nationality & Residence			
201	Nationality		<input type="text"/>
202	Place of usual residence: (last country of residence or intended for residence for twelve months or more excluding Jordanian people traveling for medical treatment and Jordanian students, Jordanian Diplomats and Jordanian Military Personnel irrespective of their residence period)		<input type="text"/>
203	Do you reside in Jordan?	3. yes - proceed with interview 4. no - end interview here (unless people traveling for medical treatment, Jordanian students, Jordanian Diplomats and Jordanian Military Personnel)	<input type="checkbox"/>
204	What was the main purpose of your visit abroad?	a) International Visitor (proceed with interview) 14. Vacation or Leisure 15. Visiting friends or relatives 16. Business tour 17. Conference or seminar 18. Medical Treatment 19. Study 20. Religious or pilgrimage 21. Crew members 22. Diplomat 23. Military personnel 24. Other (specify) _____	<input type="checkbox"/>
		b) Other type of traveler (end interview here) 5. Owns a business abroad 6. Immigrant 7. Border crossing worker 8. Other (specify) _____	<input type="checkbox"/>
3. Travel Patterns			
301	What was your main destination?		<input type="text"/>
302	Are you traveling on a package tour?	3. yes 4. No	<input type="checkbox"/>
303	Which type of transport did you travel in? (at arrival)	6. Air 9. Car 7. Sea 10. Other (specify) 8. Bus	<input type="checkbox"/>
304	If traveling by air, which air-carrier did you fly on?	Please specify name) 1. Carrier when departing..... 2. Carrier when arriving	<input type="text"/>
305	If traveling by other transport means, was it Jordanian?	1. When Departing 1. Yes 2. No 2. When Arriving 1. Yes 2. No	<input type="checkbox"/>
4. Expenditure Patterns			
401	How many nights did you spend outside Jordan?		<input type="text"/>

402	Who made arrangements for the main trip?	11. Travel agency or tour operator (continue) 12. Own arrangements 13. Employer 14. Conference organizer 15. Association			} Go to 405 <input type="checkbox"/>								
403	Amount paid in Jordan	Total amount in currency <table border="1"> <tr> <td>JD</td> <td>US \$</td> <td>Euro</td> <td>Other</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </table>				JD	US \$	Euro	Other				
JD	US \$	Euro	Other										
404	What does the amount paid in Jordan include?	A. Tickets 1. one way 2. two way B. Accommodation 1. full board 3. B.B. 2. Half board 4. Only Bed			<input type="checkbox"/>								
405	What was your estimated expenditure on this trip abroad including transport?	Total amount in currency <table border="1"> <tr> <td>JD</td> <td>US \$</td> <td>Euro</td> <td>Other</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </table>				JD	US \$	Euro	Other				
JD	US \$	Euro	Other										
406	In which areas did you spend your money? (Please specify the amount of expenditure on each of the following)	Expenditure		Amount	%								
		21. Jordanian international transport											
		22. Non Jordanian international transport											
		23. Accommodation											
		24. Food & beverages											
		25. Entertainment											
		26. Medical treatment											
		27. Study											
		28. Shopping											
		29. Other (specify)											
	Total												
407	How many persons were included in the above expenditure?				<input type="checkbox"/>								
408	What was the main source of funds for your trip?	1. Self 2. Financed by employer 3. Financed by government 4. Other (specify) _____			<input type="checkbox"/>								
5. Respondent Data													
501	Which gender are you?	1. Male 2. Female			<input type="checkbox"/>								
502	What is your age? (in full years)				<input type="checkbox"/>								
503	What is your occupation?				<input type="checkbox"/>								
Official Use Only													
	Activity	Date	Officials Name	Signature									
	Survey Conducted												
	Field Control												
	Instrument Control												
	Data Input												
	Data Verification												