



THE HASHEMITE KINGDOM OF JORDAN



Domestic Tourism Survey

2008

September 2009

PREFACE

The Department of Statistics (DoS) is pleased to release the results of the Domestic Tourism Survey in Jordan 2008, which was carried out by the (DoS) during the same year, at the request and funding from the Ministry of Tourism and Antiquities, noting that this survey is the first of its kind in Jordan. This Survey covered the households residing in Jordan by domestic tours in addition to providing data on tourism expenditure and the main purposes of trips and other detailed data.

The data were collected by interviewers researcher during personal visits to the households and persons involved for collecting data as per articles of the questionnaire. The (DoS) implemented the survey parallel to the Household Expenditure and Income Survey 2008 using the same sample. Most modern statistical methods were applied in data collection and processing to highlight the increasing importance in measuring the volume of domestic tourism. Moreover, this survey has contributed to the creation of a database for this activity to meet the growing need for tourism statistics by the institutions and parties interested in market analysis, marketing effectiveness and investment in this sector and other relevant policies.

The report includes the detailed objectives and methodology of the survey that includes the sample design, in addition to a description of the preparatory work, stages of fieldwork, processing and extraction of the results. The report also contains the detailed results of the survey.

the Department of Statistics (DoS) would like to extend sincerest thanks to all who contributed to the success of this survey, specifically the households whose response and cooperation had the greatest impact on the success of the survey, as well as members of the steering and technical committees which supervised the preparation and implementation of the survey The (DoS) hopes that all interested parties in this sector such as planners and researchers find that the information in this report of immense benefit, and is pleased to receive any remarks aiming at improving and developing this report in the future.

Director General
Dr. Haidar Fraihat

The Methodology

1. Background of the Survey

1.1 :Introduction

Tourism statistics is generally classified as one of the vital topics of concern to the states because of its economic importance in terms of contributing to the improvement of the national economy as well as their social, cultural and educational impacts. The tourism sector in the Kingdom has witnessed a major development in recent years, which has helped to have an impact on the development of statistical data related to the tourism sector. Therefore, the Department of Statistics (DoS) has carried out surveys on incoming tourism to Jordan, as well as outbound tourism (arrivals and departures surveys). The Department of Statistics has implemented a survey on domestic tourism (which means travel of citizens living within the political boundaries of the Hashemite Kingdom of Jordan) to provide a modern, integrated data base on tourism sector and to measure its volume

The survey was conducted by the in accordance with an agreement of understanding between the (DoS) and the Ministry of Tourism and Antiquities, to provide the necessary data about the reality of domestic tourism and the domestic tourism expenditure volume, tourism purposes and to provide some indicators of this activity to decision and policy makers in both the public and private sectors to develop and promote this sector.

1.2 Objectives of the Survey

The Domestic Tourism Survey aims at the following:

1. Provide part of the data for the purposes of constructing tables for the Tourism Satellite Accounts and the value added of the tourism sector.
2. Provide data on the number of domestic tourist tours.
3. Provide data on patterns of domestic tourism in terms of the purpose of the visit and travel destinations.
4. Provide data on averages of expenditure and length of stay for domestic tourists.
5. Provide data on the type and ownership of the means of transport used by domestic tourists during their travel.
6. Provide data on accommodation for domestic tourists during their tours.
7. Provide data on total expenditure of domestic tourists distributed by various expenditure types.
8. Provide data on various tourist activities made by domestic tourists during their tours.
9. Measuring the level of satisfaction of domestic visitors and tourists over the local services and tourist facilities.

1.3: Comprehensiveness of the survey

This survey included a sample of households in Jordan distributed all over the governorates of the Kingdom. The survey period covered tourist tours by household members during the period from 1/1/2008 to 31/12/2008.

The enumerators visited the households in the sample. Data on domestic tourism tours was collected on a quarterly basis, i.e. once every three months as follows:

The first quarter: Tours during the period from January to March 2008.

The second quarter: Tours during the period from April to June 2008.

The Third quarter: Tours during the period from July to September 2008.

The fourth quarter: Tours during the period from October to December 2008.

1.4: Sample Design

The domestic tourism survey was carried out using the same sample design of the Household Income and Expenditure Survey 2008 because it is a relatively large size sample and provides a high level of accuracy data. This survey was carried out in line with the Household Income and Expenditure Survey 2008 rounds using a separate questionnaire. A two- phase stratified cluster sampling method was used in designing the survey sample. In the first stage, a sample of clusters was withdrawn using the sampling method that commensurate with the size and withdrawn regularly by treating the number of households in each cluster as the weight of that cluster, while the second stage included the withdrawal of the targeted households sample in each cluster that has a size of 8 households.

Table A: Number of Primary Sampling Units (clusters) and the Number of Households in the Sample by Governorate

Governorate	No. of clusters	No. of households
Amman	873	6984
Balqa	63	504
Zarqa	115	920
Madaba	42	336
Irbid	227	1816
Mafraq	84	672
Jarash	18	144
Ajlun	24	192
Karak	60	480
Tafiela	18	144
Ma'an	48	384
Aqaba	24	192
Kingdom	1596	12768

Table B: Distribution of Completed Questionnaires During the Rounds of the Survey by Governorate

Governorate	No. of Sample Households	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Amman	6984	6861	6642	6477	6324
Balqa	504	503	488	479	471
Zarqa	920	916	887	858	838
Madaba	336	335	333	325	312
Irbid	1816	1798	1739	1687	1602
Mafraq	672	668	644	632	614
Jarash	144	144	142	141	141
Ajlun	192	191	186	182	179
Karak	480	476	469	464	457
Tafiela	144	141	137	131	125
Ma'an	384	379	364	347	333
Aqaba	192	189	184	185	179
Kingdom	12768	12601	12215	11908	11575
Response Rate	%100	%99	%96	%93	%91

2. The Preparatory Stage:**2.1: Main Documents of the Survey:**

These documents include the survey questionnaire in addition to the instruction manual for the field staff, office and electronic editing rules and the manual coding. The following are the most important of documents:

A. survey questionnaire:

The Questionnaire was designed in its final form after being tested and reviewed by the concerned staff in order to arrive at the goals of the survey. Certain points were taken into consideration such as inclusion of all data and information that meet the survey goals in accordance with the adopted international methodologies in this respect. It includes the following major topics.

- Metadata: It includes geographical data of each household, name of the household head and number of the round.
- Total tours made by the household in each quarter.
- Travel data and patterns: main purpose of the tours, destination, means of transport, number of nights and type of residence place.
- Patterns of Expenditure: total expenditure on the tour and the distribution of expenditure on various items of expenditure.
- Activities practiced by the household during the tour and the main sources of information about the trip.
- Tourism Motivation and visitors satisfaction: roads, means of transport, tourism facilities and services in the tourist sites.

B. Instructions Manual:

This manual contains the definitions, concepts and detailed instructions for field work staff at all supervisory and executive levels. It also contained a detailed explanation of all questions in the questionnaire and how to fill up the required data in a manner to ensure integrity and accuracy. The manual also includes the basic edit rules to be followed by the enumerators and editors while checking the questionnaires. It also includes duties of the survey staff such as supervisors, controllers, enumerators and editors, in addition to the electronic editing rules that are necessary for data processing.

C. Coding Manuals:

All questions were assigned pre-defined codes symbols. The coding manuals included codes of the visited tourist sites, main purpose of the visit, type of the means of transport, place of residence and activities performed during the visit.

2.2: Definitions and Classifications:

1. . **Domestic Tourist Tour:** It is a term used to denote the travel of a person from his usual place of residence to another place outside his normal place of stay. This travel usually takes place within the political boundaries of the country of residence (the Hashemite Kingdom of Jordan) for a period less than one year for entertainment or amusement purposes or any other purpose.
2. **Domestic Tourist:** It is a term that describes the travel of any person to a place that is not his usual place of residence for a period less than 12 months. The main purpose of the visit could be any thing except to receive compensation or wages in the destination place.

What are the conditions that must be fulfilled to consider the trip as a domestic tourist trip?

- The tour should be made to a place other than the usual place of residence. Students who travel to places of study outside their normal place of residence, workers who move to their places of work as well as persons who shift to intended place of permanent residence should be excluded.
- Duration of the visit should be less than 12 consecutive months because if it increases, the person is considered as a resident.

- The purpose of the trip or the visit should not be to receive wage for activities undertaken by the individual in the visited place

On the basis of the above definition, the following persons could not be considered as Domestic visitors or tourists:

- Travelers to new places for residence.
- Travelers who intend to carry out an income – generating activity.
- Frequent and regular travelers between the neighboring places for business or study.
- Repeated and routine visits made to relatives.
- Nomads, or those who have no stable places of residence.
- Members of the armed forces.
- Prisoners and the like.

3. **Place of usual residence (usual environment):** It denotes the last place (governorate or locality) where the traveler has resided or intends to reside for a period of 12 months or more. The usual environment of the person includes the actual suburban of residence and place of work or study, in addition to the places he visits regularly. Therefore, the concept of usual environment and consequently the concept of tourism has two dimensions:

- Repetition: Places visited routinely by the person are considered as part of the usual habitat even if it is relatively distant from the place of his residence.

- Distance: Places lying near the place of residence of the person are also considered as part of his usual habitat even if he visits rarely.

4. **Purpose of the visit:** It means the main reason without which the tour could not have been made. This reason represents the motive for the tour. Here, we must distinguish between the purpose of the visit and activities practiced by the visitors noting that activities refer to the behavioral patterns such as diving, other marine activities and rounds. Visitors can practice same activities despite different purposes of the visit. The person whose main purpose of the visit was recreational can visit relatives and friends and vice versa. Purposes of the visit could be restricted to the following points:

- A- **Vacation and leisure:** It is the tour made by an individual or a number of household members or the whole household for rest, entertainment, sightseeing, recreational and cultural activities, beach use, and so on.
- B- **Visit to relatives or friends:** It is the tour made by an individual or a number of household members or the whole household for social visits, the main purpose of which is visiting relatives and friends for vacation and for participating in social occasions.
- C- **Business tour:** It includes the all work and professional activities. The visitor makes the tour because of certain requirements associated with his profession or economic activity of the producing unit he works for. The decision to make the trip and its funding are the responsibility of someone other than the person who is traveling. The main purpose of the visit is for performing certain works such as installation of equipment, inspection work, control, purchase and sale for foreign commercial firms, participating in exhibitions and commercial markets,

organizing tourist trips, concluding contracts for accommodation, transportation, tourist guides as well as participation in professional sports activities .

- D- **Seminar or training course:** It means that the main purpose of the visit is to deliver or participate in different lectures, seminars and workshops, government delegations, training and professional courses linked to work or profession of the visitor and funded by this work or profession.
 - E- **Conferences:** It means that the main purpose of the visit is to participate in conferences.
 - F- **Shopping tour:** It means that the main purpose of the trip is for shopping and buying goods .Usually, the purpose of the visit is coupled by practice of various tourism activities in addition to the main purpose (shopping).
 - G- **Medical treatment tour:** This category refers to voluntary treatment tours and not coercive (which take place on the basis of orders by doctors, such as surgery and various medical check ups) While the voluntary treatment trips refer to health related activities, including visits to health spas for convalescence and leisure purposes such as the Dead Sea Spa, hot springs of Ma'in, the Jordanian Hamma, Afra and other mineral water springs.
 - H- **Religious visit:** The main purpose of the visit should be attending religious events or visiting the holy places such as: the Baptism Site, various churches and shrines and tombs of the Prophets companions.
 - I- **School or university tour:** It is the trips made by students in general whether organized by the educational authorities or by the students themselves.
 - J- **Other:** Visits of any other purpose other than those mentioned above.
5. **Main destination of the tour:** It means the place or location where the visitor spends more time than elsewhere visited during the tour and if he visits more than one site in the same tour, and then the site of the longest distance is considered as the main destination of the trip. The bound destination is usually the same place where the main purpose of the visit is achieved and was the cause behind the tour.
 6. **Number of individuals who made the tour:** It means the household members who travel together throughout the entire tour or any part therefore of and pay most of what they spend on the tour of a joint budget and have the same main destination .Usually, one or more members of the household or all household members carry out the tours.
 7. **Covered Distance (in km):** the covered distance is estimated to arrive to the intended destination of the trip kilo meters. These data help in setting certain standards for future domestic tourism in Jordan.
 8. **Means of transport used in the tour:** It means the main mean of transport used cover most of the distance to travel from the place of usual residence to the destination
 9. **Number of tour nights:** It means the number of nights spent by visitors. This is the criterion which distinguishes between the one-day visitors and over night tourists as shown below:
 - **Same Day Visitors:** they are the visitors who begin and end their journey on the same day without spending any night in the visited place.
 - **Overnight Tourists:** those who spend a night or more in the visited place.
 10. **Place of Accommodation:** It means the places of tourist accommodation such as hotels, apartments, suites, furnished apartments, camps and resorts, as well as the regular accommodation such as own houses or staying with relatives and friends.

11. **Package tours:** It denotes participation in tours that include all the arrangements such as provision of accommodation and transportation at least. But it may include meals and excursions. It is possible to participate in these trips through travel agencies.

12. **Tourism expenditure:** It means the total consumption expenditure spent by the visitor or spent on his behalf for trip preparations, during the trip and during the stay of the visitor in the place of destination.

Expenditures that should be excluded from the tourism expenditure:

There are some expenses or purchases that should be excluded from the tourism expenditure; it can be identified as follows:

1. Commodities bought by the visitors for commercial purposes (i.e., for re – sale) or as factors of production or what visitors buying on behalf of employers.
2. Investments or transactions of a capital nature: It means the transactions carried out by the visitors, such as purchase of land, housing units , real estate, art works , cars, boats, even if they are to be used in the future for tourism purposes.
3. Cash given to relatives or friends during the trip as they do not represent payments in exchange for goods and tourism services.
4. Donations: whether in cash or in kind provided by the visitor to charity institutions.

Distribution of Expenditure

Expenditure is distributed on various items in order to assess and analyze the impact of tourism on various production sectors. The total expenditure distributed by various items as follows:

1. **Accommodation Expenses:** It represents the amounts paid by the visitor for accommodation during the visit, whether in hotels and similar facilities or rents of private houses as well as the fees paid for caravans and mobile vehicles parking and maintenance costs of houses, if any.
2. **Expenses on Food and Drinks in Restaurants and Cafes:** These are the amounts spent by the visitor on food and drink in restaurants, cafeterias and coffee shops and so forth.
3. **Expenses on transport:** It represents the amounts spent by the visitor on travel fares and the associated fares spent on means of transport such as buses, cars and airfares.
4. **Expenses on shopping:** It is the amounts spent by visitors on various goods and commodities (except those amounts spent on food and drinks in restaurants and cafes). It is divided into two parts:
 - Related goods and commodities: They are the amounts spent on goods related to the trip such as supplies of the trip (bags and tools) and gifts.
 - Routine goods and commodities: They are the amounts spent on routine items, such as the traditional foods and drinks (purchased from shops), cigarettes, clothing, home necessities, furniture, newspapers, books, tapes and CDs , even if there was not a tourist tour.
5. **Recreational activities:** These are the amounts paid by the visitor for access to leisure, cultural activities and sports. They are divided into two parts:

- Cultural Activities: They are the amounts paid as entry fees to archaeological sites, museums, exhibitions, festivals, concerts, theater and cinema.
 - Sports activities: They are the amounts paid as entry fees for exercising various sporting activities such as playgrounds, gyms, scuba diving and various water sports.
6. **Treatment:** They are the amounts spent by the visitor on medical treatment in clinics and health resorts for the treatment of various diseases.
 7. **Other expenses:** They usually include the amounts spent by the visitor on services (not goods) that was not included within the above-mentioned items such as telecommunications, postage, printing films and personal services such as hairdressing, sauna, cosmetics and laundry.
13. **Tourism activities and incentives:** They are the activities exercised by domestic visitors and factors to attract them to the various tourist sites, in addition to measuring the level of satisfaction, impressions and reactions of visitors on tourist services and available facilities, as well as to identify the reasons for not doing domestic tours.

2.3: Organization of the Survey staff:

The staff who participated in the technical, administrative and office work in the survey were organized as follows:

1. The Survey Administration consists of the Survey Executive Director, a technical assistant and a field supervisor.
2. A technical committee composed of representatives of the funding party, in addition to the executing party (the Department of Statistics). The functions of the committee provides the required technical advice in addition to following up of the work progress of the survey in all its stages.
3. Field Observers and Editors: They were assigned with tasks of field monitoring and editing of all household questionnaires covered by the survey.
4. Field Enumerators: They were assigned with the task of data collection through personal interviews.
5. Office Staff: It consists of a number of editors and coders.
6. Data processing: It includes the chief programmer, a team of programmers and a number of data entry personnel.

2.4: Selection and training of enumerators:

Staff of this survey was selected according to criteria related to the nature of work. Emphasis was laid on the quality of workers in terms of academic level and field of specialization whenever possible. A training program for all employees was held and included introduction of the survey objectives, method of data collection, instructions on dealing with the households in addition to a detailed explanation of all the questions in the questionnaire.

3. Data collection Stage:

3.1: Organization of fieldwork:

The field work was carried out by trained enumerators under the supervision of controllers. The enumerators were distributed on various teams, each composed of a number of enumerators supervised by a controller.

3.2: method of data collection:

The stage of data collection of the survey sample began in April 2008 until the end of January 2009, where data was collected from households through personal interviews. In some special cases, data was obtained by telephone due to inability to obtain field data.

3.3: Field editing:

The field editing process was entrusted to field editors who checked the completed questionnaires on the spot. In case of any error in certain questionnaire, the said questionnaire is returned to the enumerator to correct the error.

4. Data-processing stage:

4.1: Office processing:

The completed questionnaires in the field are delivered weekly to the office staff against special lists. The office staff has documented receipt of the questionnaires and re-checked them. In case of discovery of any errors in the questionnaires during checking, they are referred to the Technical Assistant. Error is corrected based on its type, either through direct communication with the concerned household to verify the information or to return the questionnaire to the field so that the enumerator visits the household and corrects the error. There after, the questionnaires are coded and forwarded to the Directorate of Information Technology

4.2: Electronic processing:

After completion of editing and coding of questionnaires, they are sent to the Data Entry Section for keying using the already prepared programs. Errors in the questionnaires or keying errors were corrected during the entry process through the automated editing programs. Upon completion of the data entry and cleaning process, the programmer then extracts lists of preliminary results using the already prepared weighing variables in order to check and verify the validity of results.

4.3: Classification and dissemination of results:

After checking the preliminary results for ensuring completeness and consistency of tables, the final tables are contained in this report were extracted and the results were loaded on the website of the Department of Statistics.