



THE HASHEMITE KINGDOM OF JORDAN

Methodology survey of arrivals and departures For tourist purpose

2010/2011

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1. General Background of the Survey

1.1 Introduction

The tourism sector is considered as one of the important economic sectors of the Kingdom contributes to the support of the national economy and employment. Tourism statistics are also considered among those important statistics fields that have been given lately attention for developing it in comparison with other statistics. As a result of that accelerated growth in the size tourism activity, it was necessary to measure the impact of this activity on the national economy, particularly the balance of payments, while it is affected positively by the inbound tourism.

This survey is so important due to the large bulk of tourism data and indicators provided on arrivals and departures for tourism purposes. The results of this survey will be used for estimating the tourism income and expenditure (tourism and travel item) in the balance of payments. The survey results will also be used for planning and policy making, aiming at developing it, based on scientific basis and lead to the development of the other concerned economic activities.

1.2 Objectives of the Survey

1.2.1 Arrivals

The Arrivals' Survey aims at measuring the outbound tourism from Jordan, when the persons residing in Jordan come back from travel abroad for tourism purposes, whether they are Jordanians, Arab nationals or Non-Arab nationals. This survey provides data on:

1. Number of resident arrivals by nationality group, sex, age and occupation.
2. Classification of resident arrivals by type (international visitor, other passenger).
3. Main purpose of visit.
4. Type of ownership of the international means of transport by international visitors abroad of resident arrivals.
5. Total expenditure abroad, number of persons included there in and its distribution by different items of expenditure for outbound tourism.
6. Average expenditure and average of stay abroad per person.

1.2.2 Departures

The Departures' Survey aims at measuring the inbound tourism to Jordan, when the non- resident persons depart Jordan for their usual place of residence after visiting Jordan for tourism purposes, whether they were Jordanians, Arab or Non-Arab nationals. This survey provides data on:

1. Number of non-resident departures by nationality group, sex, age and occupation.
2. Classification of non-resident departures by type (international visitor, other passenger).
3. Main purpose of visit.
4. Type of ownership of the international means of transport used in Jordan by international visitors.
5. Total expenditure in Jordan, number of persons included there in and its distribution by different items of expenditure for inbound tourism.
6. Average expenditure and average of stay in Jordan per person.

1.3 Survey Coverage

The survey had covered a sample of arrivals and departures to and from Jordan through all entry and exit points. It covered Jordanians, Gulf and Arab nationals and Foreigners and continued for one year (1 July 2006 –30 June 2007).

1.4 Sample Design

Being unlike other surveys that have fixed frames, this survey sample design was based on the results of Arrivals and Departures Survey 1998. Coefficient of Variation were used for estimating the current sample size, in addition to the frame of arrivals and departures through all of entry and exit points according to nationality for 2005. Based on these information and the principle of the systematic random sample, the survey sample was designed on two stages:

The First Stage: through which a systematic random sample of arrivals and departures through the entry and exit points during the daily work period of interviewers (estimated at 8 working hours) was drawn, which amounted to 25% of total arrivals and departures. A special register was prepared at this stage for this sample by nationality group (Jordanians, Gulf Nationals, Other Arab Nationals, Foreigners). The register contains two questions only; the nationality group and the usual country of residence. The main purpose of the register is to identify persons who meet the residence condition on them (resident in Jordan for arrivals and non-resident in Jordan for departures).

The Second Stage: a systematic random sample was selected from those persons identified in the first stage who met the condition of residence, and according to the above mentioned nationality group. The sample size was different in this stage according to the nationality group and the travel status (arrivals or departures).

**Distribution of Sample for Arrivals and Departures Survey
During July 2006- June 2007**

Nationality Group	Arrivals Sample	Departures Sample
Jordanians	20322	5985
Gulf Countries	121	9396
Other Arabs	5596	25383
Foreigners	1400	18431
Total	27439	59195

2. Preparatory Stage

2.1 Survey Main Documents

The survey documents include two registers for arrivals and departures, three questionnaires for arrivals, departures and transit. The survey documents also include the instructions' manual which is used by field staff, office and electronic edit rules manual and coding booklet. Following are the details of these documents:

A. Survey Registers

For the purpose of identifying those persons who meet the condition of residence for arrivals and departures, a special register was designed for each which includes two questions namely; the nationality group and usual place of residence.

B. Survey Questionnaires

Three types of questionnaires were where each questionnaire contained the required data to achieve the survey objectives according to the international recommendations was taken into consideration.

Each questionnaire has included the following topics:

- Identification Data: it includes name of entry and exit points and data of arrivals and departures.
- Nationality, place of residence and main purpose of visit.
- Patterns of Travel: type of trip, means of transport used and nationality, number of visits, visitor accompanying person and the sites visited.
- Patterns of Expenditure: number of residence nights, type of accommodation, main organizer of trip, total expenditure items, number of persons included in expenditure and main source of funding the trip.

- Tourism Motivation: the most attractive site visited and the overall impression.
- Respondent Data: sex, age and occupation.

C. Instructions Manual

It includes the definitions and concepts used as well as the detailed instructions for field staff at their different supervisory and executive levels. This manual includes also detailed explanations for all questions in every questionnaire and how to complete it in a way that ensures obtaining high accurate data. In addition to the basic edit rules that should be implemented by interviewers and editors when editing the questionnaires. This manual also includes the duties of the survey supervisors, controllers, interviewers and editors, in addition to the electronic edit rules required for data processing.

D. Coding Manuals

All questions have been pre-coded. Coding guides included the guides for coding entry check points, nationality, main purpose of visit, tourist sites, and type of means of transport and expenditure items.

2.2 Definitions and Classifications

1. **Nationality:** It is the legal affiliation of person to a certain country and it is usually identified by the passport he/she is holding.
2. **Usual Place of Residence:** It is the last country resided in or intending to reside in for a twelve month duration or more. Those who stay for medication, study or those diplomats and military person, regardless the duration of stay outside their homelands, are excluded as the place of usual residence is the original homeland.
3. **Resident in Jordan:** The person is considered as a resident in Jordan if he/she stayed for one year. The concept of residents in Jordan includes the following categories regardless the duration of residence abroad:
 - Jordanian students abroad regardless the duration of residence.
 - Jordanian patients who travel outside for medication regardless the duration of residence.
 - Jordanian diplomats and military individuals working outside the Kingdom, regardless the duration of residence.
 - Jordanian ships' and planes' crews operating totally outside the borders.
4. **Non - Resident in Jordan:** The person is considered as non- resident in Jordan if he / she resides in Jordan for less than 12 months, with the exception of the following

groups that are considered as non-residents regardless the duration of residence of Jordan:

- Non - Jordanian students coming to Jordan to study.
- Non - Jordanian patients coming to Jordan for medication..
- Non - Jordanian diplomats and military individuals working in the Kingdom, regardless the duration of residence.
- Non - Jordanian ships' and planes' crews operating partially in Jordan.

In general, the person is considered as non-resident in Jordan if the main purpose of visit is for:

- Recreation or holiday for less than one year.
- Religious visit for less than one year.
- Visiting relatives and friends in Jordan for less than one year.
- Participating in a conference, meeting, seminar or workshop.
- Non – Jordanian students coming for study (regardless of residence duration).
- Non – Jordanian patients coming for medication (regardless of residence duration).
- Non- Jordanian diplomats and military individuals working in Jordan (regardless of residence duration).
- Jordanian working or running a business abroad.

5. **Passenger:** He is the person who travels outside the country (outside his/her usual residence) regardless of the main purpose of visit or means of transportation used even if it is walk on feet. For tourism statistics purpose, there are two types of passengers:

a) **International Visitor:** He/she is the person who travels to a place different from his/her place of usual residence for less than one year duration, and the main purpose of visit is for any reason with the exception of running a business which generates an income or receiving any other compensation from that country. Accordingly, all travelers participating in tourism activities are considered as international visitors. Patient persons visiting for medication or students for study, diplomats and military individuals traveling to join their work (for Jordanians coming to Jordan and non – Jordanian leaving Jordan) are considered as international visitors.

b) **Other Passengers:** He/she is any passenger that the definition of international visitor doesn't apply to. Other passenger cases could be confined to the following:

1. **The person who has a business in the other country that generates an income:** He/she is the person who left his usual place of

residence to run a business in another country that generates an income. In this case, this person is not considered as international visitors.

2. **Migrant:** The person is considered as migrant (whether enforced or at his choice) if he/she entered or left that country as migrant. This applies to all dependents accompanying him.
3. **Transit Workers:** Persons residing near by borders of a certain country, moving permanently between the countries.
4. **Others:** Those are not mentioned elsewhere such as the refugees or nomads.

6. **Main Purpose of Visit:** It is meant the main reason of visit that without it the trip wouldn't have been made. It represents the incentive which resulted in conducting the trip. In this context, it should be differentiated between the purpose of visit and the other activities indicate to the patterns of behavior such diving and other marine activities, as well as conducting tourism tours, where visitors (even the purpose of visit are different) are still practicing the same activities. For instance, if the main purpose of visit was for recreation and passing holiday, the person visits his relatives and friends too. The purpose of visit could be confined to the following items:

1. **Vacation and Leisure:** Traveling abroad for passing holidays, watching antiquities, recreational and cultural activities, climbing mountains, moving around at coasts, participating in honey moon trips and summer camping and the like.
2. **Visiting Relatives and Friends:** It is where the main purpose of visit is for visiting relatives and friends, passing his leave in his original homeland, participating in feast at rejoicing and obsequies and other social occasions.
3. **Business Tour:** It includes all business and occupational. Visitors conduct in this case the tour due to certain requirements related to his occupation or to the economic activity of the establishment he works for. The decision of going in such trips is oftenly made and financed by another person other than that traveler. This includes installation of equipment, inspection and control, purchase and sale of items for those foreign companies that participate in fares and trade markets, organizing tourism tours, contracting for residence and transport, tourism guides in addition to participating in professional athletic activities.

4. **Conference or Seminar:** means that the main purpose of the visit is to deliver lectures or to participate in various seminars, conferences and workshops in addition to government missions, training and professional courses linked to the work or profession of the visitor.
5. **Medical Treatment:** means that the main purpose of the visit is to deliver lectures or to participate in various seminars, conferences and workshops in addition to government missions, training and professional courses linked to the work or profession of the visitor.
6. **Study:** means that the main purpose of the visit is to pursue academic attainment for obtaining a higher qualification through enrollment in one of the universities, colleges, institutes or schools.
7. **Religious Visit:** means that the main purpose of the visit is to attend religious events and to perform pilgrimage (Hajj) or Umrah for the arrivals residing in Jordan or to visit the holy sites such as the Baptism Site, various churches, shrines and holy sites of the Prophet's companions in Jordan for the departing non-residents in Jordan where the purpose of their visit is religious.
8. **Crew Members:** means that the main purpose of the visit by the concerned person is due to being member of an aircraft or a ship crew or a driver of a vehicle.
9. **Diplomat :** means the person whose main purpose of travel is to join his work place to represent a state or an international body and holds a diplomatic passport. This includes his family members accompanying him and dependent on him.
10. **Military Personal:** means the person who is member of the armed forces and the main purpose of his trip is to join his work place.
11. **Transit (at airport):** means the person who arrived to Jordan in order to travel to a third country and he is required to stay in the border center in this case. But in some cases, special arrangements are made for him to visit tourist attractions and stay in the airport hotel. Entry of such persons is often made through special Entry Cards designed for this purpose without using the passport (i.e. they enter informally).
12. **Transit (Border Crossing):** means that the main purpose of the visit is to cross the border so that the traveler is able to reach a third country. This person crosses the borders officially through the security points.

13. **Other:** means any other reason for the visit other than those mentioned above.
7. **Destination:** means the intended location or the country where the visitor spends more time than anywhere else he visits during the trip. If he/she visits two different countries in the same trip and stays the same period, then the country that requires longer distance to reach is considered as the main destination. The destination is usually the same place where the main purpose of the visit achieved and led to making the trip.
8. **Number of Visits:** means the number of times for visiting Jordan as a main travel destination for international visitors.
9. **Complimentary Group Trips or Package Tour:** means to participate in the trips that include all arrangements based on providing housing and transport at the minimum. The organized collective trips usually include meals and recreational tours.
10. **Accompanying Passengers Group:** means the visitors who travel together (throughout the trip or part of it) and usually spend on the trip from a joint budget. This group consists, usually, of members of the same family who travel together such as couples, or couples and children or a group of work colleagues or friends and so.
11. **Means of International Transport:** It denotes to the mean of transport used to travel the longest distance by the visitor from his usual place of residence to the place of the visit. This mean can be air, land, sea or any other type.
12. **Nationality of the Means of International Transport:** It refers to the nationality of the international mean of transport used for arrival and departure, and whether it is Jordanian or non-Jordanian.
13. **The Most Attractive Tourist Locations:** It means the most important archaeological and tourist sites in Jordan which prompted the international visitor to carry out this visit during his stay in Jordan.
14. **Duration of Stay (Number of Nights):** It means the duration of stay (per night) by the visitor.
15. **Organization of the Trip:** It means the method of organizing and planning for the trip and other parties associated in preparing for the trip such as the tourism and travel agencies, the work party, the conference organizer or personal arrangements.

16. **The Dominant Place of Stay of the Visitor:** It denotes to the places of tourist stay, such as hotels, apartments, hotel suits, furnished apartments, houses or owned apartments or staying with relatives, friends or other places like hospitals, hostels, mean of public or private transport or whether he did not stay.

17. **Tourism Expenditure:** It represents the sum of consumer spending by the visitor or spent on his behalf for the purpose of the trip and during stay of the visitor in the country of destination. The expenses of the visitor are considered as revenue for the host country and expenses for the country of arrival.

- Expenses to be excluded from the Tourism Expenditure:

There are certain expenses or purchases that were excluded from the tourism expenditure, they can be identified as follows:

a- **Commercial Purchases:** It represents the value of goods and services purchased by visitors for resale or bought by the visitors on behalf of employers.

b- **Capital Investments or Deals:** It represents the transactions carried out by visitors, such as purchase of land, houses, real estate, works of art, cars and boats even though they will be used for tourism purposes in the future.

c- **Cash Money Rendered to Relatives or Friends During the Trip:** These are the amounts that do not represent payments in exchange for tourist goods and services.

d- **Cash or In-kind Donations:** Offered by the visitor to charitable institutions.

- Distribution of Expenditure:

The total expenditure by item is classified as follows:

1. **Expenses on Jordanian Means of International Transport:** It represents the amounts spent by the visitor and his family members and dependents accompanying him on Jordanian international means of transport such as aircrafts, ships, trains, buses and cars during arrival and departure from Jordan.

2. **Expenses on Non-Jordanian Means of International Transport:** It represents the amounts spent by the visitor and his family members and

dependents accompanying him on non-Jordanian international means of transport such as aircrafts, ships, trains, buses and cars.

3. **Expenses on Accommodation:** It represents the amounts spent by the visitor and his family members and dependents accompanying him in order to provide accommodation during the visit, whether in hotels, lodges or rents of private houses and maintenance expenses of houses, if any.

4. **Expenses on Food and Beverages:** It represents the amounts spent by the visitor and his family members and dependents accompanying him on food and drink, whether in restaurants, hotels, cafeterias and coffee shops and also expenses on food and drink from supermarkets and groceries ... etc.

5. **Expenses on Entertainment:** It represents the amounts spent by the visitor and his family members and dependents accompanying him on recreational, cultural and sport activities which include entrance fees to museums and parks, shows and sporting events and any other amounts spent on those activities.

6. **Expenses on Medical Treatment:** It represents the amounts spent by the visitor and his family members and dependents accompanying him on medical treatments in clinics and health resorts to cure various diseases.

7. **Expenses on Study:** It represents the amounts spent by the visitor in the form of fees or any study expenses. This particular item concerns students.

8. **Expenses on Study:** It represents the amounts spent by the visitor in the form of fees or any study expenses. This particular item concerns students.

9. **Expenses on Shopping:** It means the amounts spent by the visitor and his family members and dependents accompanying him on various goods and commodities (except for those on food, drink and transportation) and includes clothing, handicraft works, souvenirs, jewelry, newspapers, books, audio-visual materials, cosmetics, personal items, medicines and cigarettes, taking into consideration purchases for trade purposes and others that were mentioned previously.

10. **Other Expenses:** It includes the amounts spent by the visitor and his family members and dependents accompanying him on services (rather than

goods), which was not listed with the above-mentioned items. They include various fees, taxes, travel insurance, communications costs, postage fees, printing films and personal services such as hairdressing, saunas, beauty care and laundry.

18. **Trip - Financing Sources:** It denotes to the sources of financing the trips and identify whether it is self-financing, or by the employer and other sources.
19. **Tourism Motivation:** It means the key factors for attracting tourists to visit Jordan and whether it was upon directions from tourist agencies, offers from airlines and/or ads in Jordanian newspapers, magazines, television, or websites, or upon recommendation of a friend or other factors. Furthermore, the purpose is to ascertain whether Jordan was a major destination for visitors, or part of a group of countries to be visited.
20. **Other Characteristics of Travelers:** This includes sex, age and occupation as per the occupations groups recommended by the International Labor Organization.

2.3 Organization of Survey Staff

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

1. The Survey management consists of an executive director, two administrative and technical assistants and a field supervisor.
2. A technical committee composed of representatives of a number of funding parties concerned with the tourism sector in addition to the executing party (the Department of Statistics). The Committee's duties include provision of the necessary technical advice in addition to following up work in the survey at all stages.
3. Controllers and field editors: they are in charge of monitoring and field editing tasks at each border field center covered by the survey.
4. Field enumerators: they are in charge of collecting data through personal interview at border centers.
5. The office team consisting of a number of editors and coders.
6. Data processing team consisting of chief programmer, a number of programmers and data entry employees.

2.4 Recruitment and Training of Staff

The survey staff was selected according to criteria related to the nature of work. Special attention was paid to the quality of workers in terms of level of education and specialization whenever possible. A training program for all survey staff was held focusing on the objectives of the survey, data collection method, and manner of dealing with visitors and also a detailed explanation of all questions in the questionnaire. At the end of training, a written test for the participants was held to determine the levels of assimilation of the concepts and instructions of the questionnaires.

3. Data Collection Stage

3.1 Organization of Fieldwork

Trained enumerators, under supervision of field supervisor and controllers, implemented the fieldwork. The enumerators were distributed to teams according to the needs of each border center. Each team is made of two or three enumerators and a controller for field editing of the questionnaires.

3.2 Method of Data Collection

The stage of data collection of the survey sample started by the beginning of July 2006 until the end of June 2007. The data were collected through the personal interview method at all Jordanian border centers and crossings.

3.3 Field Editing

This process was assigned to the supervisor who used to quick spot-checking of the filled-in questionnaires, raising his remarks and correcting the errors. The survey management also contributed to the process of field checking through regular rounds of the various centers in addition to periodic tours of the Field Supervisor.

4. Data Processing Stage

4.1 Office Processing

The completed questionnaires were handed over to the office staff every week against special register. The Office Processing Staff, under supervision of the Technical Assistant of the survey documented complete receipt and re-checking. In case of any errors in the questionnaires during checking, they are referred to the Executive Director and the Technical Assistant for their decision. Errors were corrected or questionnaires were excluded according to type of the error. A report used to be prepared and periodic remarks delivered to the field supervisor for relaying to enumerators to avoid future mistakes.

Thereafter, questionnaires were coded for being 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. After completion of data entry and cleaning process, the programmer then extracted lists of preliminary results using the already prepared weighting variables in order to check and verify the validity of results.

4.3 Tabulation and Dissemination of Results

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

5. Summary of Main Results

First: Arrivals (Outbound Tourism):

▪ Number of total arrivals	9936422
▪ Number of resident arrivals	245733
▪ Percentage of resident arrivals to total arrivals	24.7
▪ Number of international visitor	2442924
▪ Number other passengers	14409
▪ Total Expenditure abroad including international transport (JDs000)	912,942
▪ Total Expenditure abroad excluding international transport (JDs000)	687,167
▪ Average daily expenditure\ person abroad including international transport (JDs)	28.0
▪ Average daily expenditure\ person abroad including international transport (JDs)	21.1
▪ Average length of stay abroad (night)	13.3

Second: Departures (Inbound Tourism):

Number of departures and international visitors

▪ Number of total departures	9352851
▪ Number of non – resident departures	6993613
▪ Percentage of non- resident departures to total departures	74.8
▪ Number of other passengers	13431
▪ Number of international visitors	6980182
▪ Number of overnight tourists	3733652
▪ Number of same day visitors	338368
▪ Number of transit visitors	2908161
▪ Percentage of overnight tourists to international visitors	53.5

▪ Percentage of same day visitors to international visitors	4.8
▪ Percentage of transit visitors to international visitors	41.7

Total expenditure of international visitors in Jordan (excluding international transport)

▪ Total expenditure of international visitors (JDs000)	1,726,005
▪ Total expenditure of overnight tourists	1,666,664
▪ Total expenditure of same day visitors	18,854
▪ Total expenditure of transit visitors	40,487
▪ Percentage of overnight tourists to total international visitors expenditure	97.0
▪ Percentage of overnight visitors to total international visitors expenditure	1.0
▪ Percentage of overnight tourists to total international visitors expenditure	2.0

Average length of stay and expenditure\ person

▪ Average daily expenditure \person for overnight tourists (JDs)	32.9
▪ Average daily expenditure \person for same day visitors (JDs)	55.7
▪ Average daily expenditure \person for transit visitors (JDs)	13.9
▪ Average length of stay for overnight tourists in Jordan (night)	13.6
▪ Average length of stay for transit visitors in Jordan (hour)	4.7