

## **1 - 2: Objectives of the Survey**

### **1 - 2 – 1: Arrivals**

The survey aims to measure the outbound tourism from Jordan at the arrival of people residing in Jordan and were abroad for tourist purposes, whether they are Jordanians, Arabs or foreigners. The survey provides the following data:

1. Identifying the number of resident arrivals by nationality, gender, age and occupation.
2. Classifying of resident arrivals according to their status (international visitor, other traveler).
3. Identifying the main purpose of the visit.
4. Defining the type and ownership of the international transport means used by foreign visitors abroad by resident arrivals.
5. Obtaining data relating to the total expenditure abroad, number of persons covered in the expenditure and its distribution according to the various objects of expenditure for outbound tourism.
6. Identifying the rate of expenditure and the rate of stay of the person abroad.

### **1- 2 – 2: Departures**

The Survey aims at measuring incoming tourism to Jordan when persons who are not residents of Jordan leave to their places of habitual residence after their visit to Jordan for tourist purposes, whether they are Jordanians, Arabs or foreigners. The survey provides the following data:

1. Identifying the number of non-resident departures by nationality, sex, age and occupation.
2. Classifying of non-resident departures according to their status (international visitor, other traveler).
3. Identifying the main purpose of the visit.
4. Identifying the type and ownership of international transport means used by international visitors in Jordan (non-resident departures).
5. Identifying the total expenditure in Jordan, number of persons covered in the expenditure and its distribution by various expenditure items for incoming tourism.
6. Obtaining data on the average expenditure and average stay rate per person in Jordan.

## **1 - 3: Survey Coverage**

This survey covered a sample of arrivals and departures from and to Jordan through all border crossing points by Jordanians, Arabs and foreigners during the survey period which lasted for one full year beginning from 1/8/2010 and ended on 31/7/2011.

## **1- 4: Sample Design**

In view that this type of surveys have no fixed frame, the survey sample

design was based on the results of the Arrivals and Departures Survey for 2006/2007, where the variance and coefficient of variation were used in estimating the current sample size, in addition to the frame of the arrivals and departures across all border centers and crossing points by their various nationalities for 2009. Based on this information and on the systematic random sampling principle, the sample size was determined. The survey sample was designed in two phases:

**The First Phase:** During this period, a random sample of arrivals and departures was withdrawn from the border posts during the daily work of the interviewers which is estimated at eight working hours and reached 25% of all arrivals and departures. This phase was limited to the preparation of a special register for this sample by nationality. The register contains only two questions: nationality and country of usual residence. The main purpose of the register is to identify persons who meet the residency requirement (residing in Jordan for the arrivals and not residing in Jordan for the departures).

**The Second Phase:** A random sample was selected from the persons identified in the first phase and met the conditions (by the nationality mentioned). The size of the sample varied at this stage by different nationalities and by status of travel (coming and departing).

#### **Distribution of the Arrivals survey sample for the period 2010/2011**

<b>Nationality group</b>	<b>Sample size for the Arrivals</b>
Jordanians	30232
Arabs	4832
Foreigners	242
<b>Total</b>	<b>35306</b>

#### **Distribution of the Departures survey sample for the period 2010/2011**

<b>Nationality group</b>	<b>Sample size for the Departures</b>
Jordanians	8100
Arabs	69179
African nationals	198
Asian nationals	10515
European nationals	15162
American nationals	5974
<b>Total</b>	<b>109128</b>

## **2 - THE PREPARATORY PHASE:**

### **2 - 1: Main Documents of the Survey**

These documents include the survey records and the questionnaires (two records: the first: for the Arrivals and the Second: for the Departures) and two questionnaires (the first for the arrivals and the second for the departures) in addition to the instructions manual for the field staff, office and electronic edit rules and the coding manual. Find below summary of the most important documents:

### **A- The Survey Registers:**

A special register containing only two questions each (nationality and usual place of residence) was used for each of them for determining the persons to whom the residency requirement apply.

### **B – The Survey Questionnaires:**

Two forms of questionnaires have been designed, each containing all data and information that meet the survey objectives and providing the necessary data on arrivals and departures according to international recommendations. Each questionnaire includes the following main topics:

- Introductory data: It includes name of the arrival and departure center and the date of arrival and departure.
- Nationality, place of residence and main purpose of the visit.
- Travel patterns: type of trip, means of transport, nationality, and number of visits, persons accompanying the visitor and visited sites.
- Patterns of Expenditure: number of nights, place of residence, organizer of the trip, expenditure and its distribution on various items of expenditure, number of persons covered and main source for funding for the trip.
- Tourist stimuli: the main factor influencing the visit and the impression of the trip.
- Respondent's data: gender, age and occupation.

### **C - Instruction Manual**

This manual contains the definitions, concepts and detailed instructions for field staff at all supervisory and executive levels. It also contains detailed explanation of all questions in the questionnaire and how to complete 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 edit staff while checking the questionnaires. It also includes duties of the survey staff such as supervisors, controllers, enumerators and edit staff , in addition to the electronic edit rules that are necessary for data processing.

### **D - Coding Manuals**

All questions were assigned pre-defined codes. The coding manuals included codes of the border points, nationality in addition to main purpose of the visit, archeological sites, type of the means of transport and expenditure items.

## **2 - 2: Definitions and Classifications**

**1 - Nationality:** It means the legal fellowship of the individual to a particular state and is usually determined by the passport held by the person.

**2 – Place of usual residence:** It denotes the last place where the traveler has resided or intends to reside for a period of 12 months or more. Patients for the purpose of treatment, students for study, diplomats and military regardless of the duration of their stay outside their home country where the habitual residence is their countries of origin are excluded.

**3 - Resident in Jordan:** A person is considered to be a resident of Jordan if he has lived for more than one year and intends to stay for more than one year. The concept of residents (in Jordan) includes the following categories regardless of the duration of their stay outside Jordan:

- Jordanian students abroad for the purpose of studying regardless of the duration of their stay abroad.
- Jordanian patients abroad for the purpose of treatment no matter how long their stay outside Jordan.
- Jordanian diplomats and military personnel and their duty station outside Jordan regardless of the duration of their stay outside Jordan.
- Members and crews of Jordanian ships and aircrafts operating partially or completely outside the Jordanian border.

**4 - Non-resident in Jordan:** A person is not considered a resident of Jordan if he resided in Jordan for a period less than 12 months, except for the following categories who are treated as non-residents regardless of the duration of their stay in Jordan:

- Non-Jordanian students in Jordan for study purposes.
- Non-Jordanian patients for treatment.
- Non-Jordanian diplomats and military personnel stationed in Jordan.
- Members and crews of non-Jordanian ships and aircrafts operating partially within the Jordanian border.

In general, a person is considered as a non- resident in Jordan if the purpose of his arrival is as follows:

- Entertainment or vacation for less than a year.
- Religious visit less than a year.
- Visiting friends and family in Jordan for less than a year.
- Attending a conference, meeting, seminar or workshop.
- Non-Jordanian student for the purpose of study (whatever the duration).
- Non-Jordanian patient for treatment (no matter how long).
- Non-Jordanian diplomat or military personnel stationed in Jordan (whatever the duration).
- Jordanians who have work centers and engage in economic activity outside of Jordan.

**5 – The Passenger:** It means any person traveling outside the country (outside their normal place of residence) regardless of the purpose of travel

and means of transport used even if on foot. For the purposes of tourism statistics, the two types of travelers are distinguished as follows:

A- International visitor: Any person who travels to a place other than his usual place of residence for less than 12 months. The main purpose of the visit is any purpose other than engaging in an activity which generates income or is compensated from within the country of destination. Therefore, all passengers who participate in tourism activities will be described as international visitors. Moreover, patients, students, diplomats and military personnel will also be considered as visitors (In case of Jordanians if they arrive to Jordan and the non-Jordanians if they leave Jordan for international visitors).

B- Other Visitor: It means any traveler who does not meet the international visitor definition. Other travelers can be classified as follows:

1. **A person who has a business in the country of visit and generates income**: He is the person who left his or her usual residence in order to engage in a work that generates income in another country, in this case the person is not considered an international visitor for the country of his arrival.
2. **Migrant**: A person is considered to be an immigrant (whether voluntarily or forcibly) if he enters or leaves a country as an immigrant. The same case applies to the dependents who accompany him.
3. **Cross-border workers**: It means the people who live near the border in a country and work and move between the two countries continuously.
4. **Other**: They are not mentioned previously, such as refugees or nomads.

**6 - Purpose of the Visit**: It means the main reason without which the trip could not have been made. This reason represents the motive for the trip. 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 tours. 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 types:

1 - Recreation and leisure: It is the trip made by an individual or a number of household members or the whole household for rest, entertainment, sightseeing, recreational and cultural activities, beach use, honey moon and so on.

2 – Visit to relatives or friends: It is the trip 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.

3 - Business trip: It includes the all work and professional activities. The

visitor makes the trip 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.

4 – Conference or Seminar: 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.

5 - Medical Treatment Trip: This means that the main purpose of the trip is medical treatment of all types and includes visits to the hospitals, clinics, spa, ...etc.

6 – Study: The main purpose of the visit is to pursue the educational process for attaining a higher qualification by joining a university, colleges, institutes or schools.

7 - Religious visit: The main purpose of the visit should be attending religious events and to perform Hajj or Umrah for those who come to Jordan or to visit the holy sites such as the Baptism Site, various churches and shrines and tombs of the Prophet's companions.

8 – Plane / Vessel Crew or Driver: The main purpose of the visit shall be that the person is a crew member of an aircraft, vessel or driver of a vehicle.

9 - Diplomat: A person whose main purpose of travel is to join his or her place of work to represent a state or an international body and holds a diplomatic passport, including members of his or her accompanying family and dependents.

10 - Military: A person affiliated to the armed forces and the main purpose of his travel is to join his work.

11- Transit at the airport: It means a person who came to Jordan for traveling to a third country and who is required to remain in the border center, but in some special cases special arrangements are made for visiting the tourist places and accommodation at the airport hotel. Such persons are provided with "Entry Cards" especially designed for this purpose without the need to use of a passport (i.e., entering informally).

12- Cross Border Transit: The main purpose of the visit is to cross the border so that the traveler can get from his country to a third country. This person enters the border officially through the security points.

13 - Other: Any reason for visiting other than the above.

**7 - Main destination:** It means the place or location where the visitor spends more time than elsewhere visited during the trip and if he visits two different countries during the same trip and stays there the same period length, then the country 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 trip.

**8 - Number of visits:** It is the number of visits to Jordan as a major destination for international visitors.

**9 - Package tours:** It means participating in the trips, which include all the arrangements (accommodation and transportation at least) and often includes meals and excursions. Participating in these trips can be made through travel agencies.

**10 – Accompanying Travellers:** It means the travellers who travel together throughout the entire trip or any part thereof) and pay most of what they spend on the trip of a joint budget. The group of travellers may include members of the same family who travel together such as the spouses, children or a group of work colleagues or friends .....etc.

**11- Means of international transport:** It means the main means of transport used in larger distance traveled by visitors to travel from the place of usual residence to the place he /she is currently visiting. These means could be air, land or sea transport means.

**12 – Nationality of the Means of transport:** It means the nationality of the means of international transport used for arrival and departure and whether they are Jordanian or non-Jordanian.

**13 - Tourist Sites Visited:** It is the most important archaeological and tourist sites in Jordan, which stimulated the international visitor to visit during his stay in Jordan.

**14 – Stay Duration (Number of nights):** It means the number of nights spent by the visitor.

**15 – Organizing the trip:** It means how the trip was organized and planned and the role of other parties in the preparation process such as the travel agencies, employing party, or conference organizer or personal arrangements.

**16 - Most common place of residence of a visitor:** It means the places of tourist accommodation such as hotels, apartments, suites, apartments, camps and resorts, as well as the regular accommodation such as houses owned or with relatives and friends.

**17 - Tourism expenditure:** Total consumption expenditure spent by the visitor or on his behalf for the purpose of preparing for the trip and during the trip (during stay of the visitors in the country of destination). The visitor's expenditures are considered as revenues for the receiving countries and expenses for the country of arrival.

❖ **The expenses that should be excluded from the tourism expenditure:**

There are some expenses or purchases that must be excluded from tourism expenditure and can be identified as follows:

**1 – Purchases for commercial purposes:** It represents the value of goods and services bought by the visitors for re-sale or on behalf of employers.

**2 - Investments or transactions of capital nature:** the transactions carried out by visitors, such as purchase of land, housing, real estate, works of art, 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:** These amounts do not represent payments in exchange for goods and tourism services.

**4 – Cash or In-kind Donations:** The amounts provided by the visitor to charity organizations.

❖ **Expenditure Breakdown:**

Total expenditure is distributed by various items as follows:

1. Expenses on the Jordanian International Transport: It represents the amounts spent by the visitor and his family members (who depend upon him for their livelihood) on the Jordanian international means of transport such as aircrafts, vessels, buses and cars during his arrival and departure from Jordan.
2. Expenses on the Non-Jordanian International Transport: It represents the amounts spent by the visitor and his family members who depend upon him for their livelihood on the Non-Jordanian international means of transport such as aircrafts, vessels, buses and cars during his arrival and departure from Jordan.
3. Expenses on Accommodation: It means the amounts paid by the visitor and his family members in order to get accommodation during the visit, whether in hotels and similar establishments or private housing rentals and maintenance costs of housing, if any.
4. Expenses on Foods and Drinks: These are the amounts spent by the visitor on food and drink in restaurants, cafeterias, coffee shops, malls, groceries and so forth.

5. Expenses on Recreational Activities: These are the amounts paid by the visitor and his family members for using the recreational, cultural and sports activities that include entrance fees to the museums, parks, festivals and sport events and any other amounts spent while practicing these activities.
6. Expenses on medical Treatment: the amounts spent by the visitor and his family members on medical treatment in hospitals, clinics and health resorts for the treatment of various diseases.
7. Expenses on Education: The amounts spent by the visitor as tuition fees or any expenses related to education. This item relates to students.
8. Expenses on Local Transport: They are the amounts spent by the visitor and his or her accompanying family and dependents on the local transport in the country or countries of visit and include transportation costs (fares and any other operating costs: fuel, repair of vehicles, vehicle rental expenses and any other taxes and duties).
9. Expenses on Shopping: It is the amounts spent by the visitor and his family members on goods and commodities (except those relating to food, drink and transport) and include clothing, handicrafts, souvenirs, jewelry, newspapers, books, audio-visual materials, cosmetics, personal items , medicines and cigarettes ( taking into account exclusion of purchases for trade and other purposes mentioned above).
10. Other expenses: They include the amounts spent by the visitor and his family members on services (not goods) that did not fall within the above-mentioned items such as various duties and fees, travel insurance, telecommunications fares, postage and printing films costs and also personal services such as hairdressing, sauna, cosmetics and laundry.

**18 - Sources of financing the trip:** It means the sources of financing the trips and to determine whether the financing method of the trip is by the traveller or by the employer or other sources of finance.

**19 – Touristic Incentives:** It means the major factors exercised to attract visitors and tourists to Jordan and to determine whether upon directions by touristic agencies, offers by air ways companies or advertisements in the press (papers, magazines, TV, Jordanian web sites) or a recommendation by a friend ...etc. In addition, we also investigate whether Jordan is the main destination country or within a group of countries to be visited.

**20 – Other characteristics of the travelers:** They include sex, age and occupation according to the occupational groups recommended by the ILO.

## **2 - 3: Organization of the Survey Staff**

The staff who participated in the technical, administrative and office work of the survey have been divided as follows:

- 1) The Survey Administration that consists of an Executive Director and Two Assistants (Technical & Field) and Three Field Supervisors.
- 2) A technical committee consisting of representatives of a number of the funding parties representatives, in addition to the executing party (i.e., the Department of Statistics). The functions of the committee include providing technical advice in addition to follow up of the work in the survey in all its stages.
- 3) Field Controllers and Edit staff: they were assigned field supervision and edit tasks for each border post covered by the survey.
- 4) Field Enumerators: They were assigned with the task of data collection through personal interviewing.
- 5) The Office Staff that consists of a number of edit and coding employees.
- 6) The Data Processing Staff that include a Head programmer, a team of programmers and a number of data entry staff.

## ***2 - 4: Selection and Training of Enumerators***

The survey staff was selected according to criteria related to the nature of work, with a focus on the quality of employees in terms of academic level and specialization whenever possible. A training program for all employees was held so as to ensure explanation of the objectives of the survey and method of data collection and how to deal with visitors. It also included a detailed explanation of all the questions in the questionnaire. At the end of training, participants undergone a written test to determine their comprehension levels of the concepts and instructions in the questionnaire.

## **3 - DATA COLLECTION PHASE**

### ***3 – 1: Organization of Field Work***

Trained enumerators have carried out the work under supervision of the field supervisor and the controllers. They were divided into teams according to the need of each border post consisting of two or three enumerators and a controller who supervises the field edit work of the questionnaires.

### ***3 - 2: Method of Data Collection***

This phase began by collecting the data of the survey sample as of August 2010 until the end of July 2011, where data was collected from the border posts through personal interviewing.

### ***3 -3: Field Edit of Data***

The controller has been assigned with the task of field edit, where he checked all completed questionnaires on the ground, recorded the remarks to the enumerators and corrected the mistakes. The Survey management has

contributed to the field edit process through regular tours to all posts in addition to the periodic tours of the Field Controller.

## **4 - DATA PROCESSING PHASE**

### ***4 – 1: Office Preparation***

The completed questionnaires were delivered to the office staff every week on the basis of especially prepared lists. The delivery process has been documented and re-checked fully by the office staff under supervision of the Survey Technical Assistant. In case of any errors, the questionnaires are referred to the Executive Director and the Survey Technical Assistant for their decision. The error is corrected based on its type or the questionnaire is discarded. A report and periodic remarks are made and handed over to the Field Supervisor for communicating the matter directly to the enumerators to avoid mistakes. Thereafter, the questionnaires are coded and sent to the Directorate of Information Technology.

### ***4 - 2: Electronic Processing:***

After completion of the checking and coding processes of the questionnaires, they are sent to the Data Entry Division for being entered using previously prepared data entry software. The errors in the questionnaires or the data entry errors were corrected directly during the data entry process using the automatic edit software. Upon completion of the data entry process and data cleaning, the programmer produced sheets containing the preliminary results using the already prepared weights with the aim to check and validate the results.

### ***4 - 3: Tabulation and Dissemination of Results***

After checking the preliminary results and verifying their validity in terms of data consistency within the same table and with other tables, the final tables of this report were extracted. These results were loaded on the (DoS) website.

- ***Bulletins, Publications and Analytical Reports***

The results of the Arrivals and Departures Survey are issued once every five years in paper and electronic formats.