

1. General 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 (the arrivals and departures surveys). The Department of Statistics has implemented a survey on domestic tourism, the second of its kind noting that the first survey was conducted in 2008 .This survey measures the volume of domestic tourism (which means travel of resident citizens outside their usual residence area within the political boundaries of the Hashemite Kingdom of Jordan) with the aim to provide a modern, integrated data base on the tourism sector.

The survey was conducted by the in accordance with an a memorandum of understanding between the (DoS) and the Ministry of Tourism and Antiquities, to provide the necessary data about the reality of domestic tourism, the volume of domestic tourism expenditure, tourism purposes and to provide some indicators on 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 Sub – 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 expenditures 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: Survey Coverage

This survey covered a sample of residential households in Jordan distributed all over the governorates of the Kingdom. The survey period covered tourist tours by household members during the period from 01 January 2012 to 31 December 2012.

The enumerators visited the households in the sample. Data on domestic tourism tours was collected on a fourth rounds basis as follows:

The First Round: Tours during the period from January to April 2012.

The Second Round: Tours during the period from May to July 2012.

The Third Round: Tours during the period from August to October 2012.

The Fourth Round: Tours during the period from November to December 2012.

1.4: Sample Design

The domestic tourism survey was carried out using the same sample design of the Employment and Unemployment Survey 2012 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 Employment and Unemployment Survey 2012 rounds using a separate questionnaire (through the hand held devices). A two- phase stratified cluster sampling method was used in designing the survey sample. In the first stage, the Primary Sampling Units (clusters) was withdrawn using the sampling method that commensurate with the size and withdrawn regularly by treating the number of households in each Primary Sampling Unit (cluster) as the weight of that cluster, while in the second stage the: Primary Sampling Units (clusters) used in the first stage were updated, the a fixed number of households have been selected using the Regular Random sample as Final Sampling Units consisting of (10) households from each included the withdrawal of the targeted households sample in each Primary Sampling Unit (cluster). Table (A) shows the distribution of the Primary Sampling Units and the number of households in the sample to be visited by governorate.

Table (A): Number of Primary Sampling Units (clusters) and number of households in the sample by governorate

Governorate	Number of clusters	Number of households
Amman	376	3760
Balqa	104	1040
Zarqa	192	1920
Madaba	48	480
Irbid	216	2160
Mafrq	88	880
Jerash	72	720
Ajloun	48	480
Karak	80	800
Tafleh	40	400
Maan	40	400
Aqaba	32	320
Kingdom	1336	13360

Table (B): Distribution of completed questionnaires during the rounds of the survey by governorate

Governorate	Number of Sample Households	First Round	Second Round	Third Round	Fourth Round
Amman	3760	3414	3378	3369	3384
Balqa	1040	972	953	943	962
Zarqa	1920	1778	1733	1777	1785
Madaba	480	458	440	451	438
Irbid	2160	1978	1959	1976	1965
Mafrq	880	811	801	814	807
Jerash	720	666	663	661	649
Ajloun	480	449	433	435	440
Karak	800	743	720	742	725
Tafileh	400	360	360	365	353
Maan	400	360	353	367	382
Aqaba	320	291	284	291	300
Kingdom	13360	12280	12077	12191	12190
Response Rate	100%	92%	90%	91%	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. The following are the most important of documents:

A. The Survey Questionnaire:

The Questionnaire was designed using the (Hand-held Devices) 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 serial number of the round.
- Total tours made by the household in each round.
- Travel data and patterns: main purpose of the tour, 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 tour.
- Tourism motivation and visitors satisfaction: roads, means of transport, tourism facilities and services in the tourist sites.

B. The Instruction 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.

2.2 Definitions and Classifications

1. **Domestic Tourism 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 distance more than 19 Km and for a period less than 12 consecutive months 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 anything except to receive compensation or wages in the destination place.

What are the conditions that must be fulfilled to consider the tour as a domestic tourism tour?

- The tour should be made to a place other than the usual place of residence (for a distance more than 19 Km). 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 move 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 tour or the visit should not be to receive a 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.
 - 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 suburbs of residence and place of work or study, in addition to the places he visits regularly within a distance not exceeding 19 Km.

Important Note: After studying the data of the previous Survey of 2008 which did not define the distance of the domestic tour, it has been decided to accept Travel for a distance more than 19 Km as an (**Unusual Environment**) for the resident person in accordance with the authorized international recommendations.

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 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 points:
 - a. *A - Recreation 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 unit he works for. The decision to make the tour 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 tours, concluding contracts for accommodation, transportation, tourist guides as well as participation in professional sports activities .
 - d. *Seminar or training course or conference:* It means that the main purpose of the visit is to deliver or participate in different lectures, seminars, conferences and workshops, government delegations, training and professional courses linked to work or profession of the visitor and funded by this work or profession.
 - e. *Shopping tour:* It means that the main purpose of the tour 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).
 - f. *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 checkups). While the voluntary treatment tours 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.
 - g. *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.

- h. *School or university tour*: It refers to tours made by students in general whether organized by the educational authorities or by the students themselves.
- i. *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, then the site of the longest distance is considered as the main destination of the tour. 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 family members who travel together throughout the entire tour or any part thereof and pay most of what they spend on the tour from a joint budget and have the same major destination, and usually make the tour with one or more member of the family or by all family members.
7. **Mileage (in km)**: Mileage is estimated for reaching the intended destination of the tour in Kilometers.
8. **Date of Tour**: It means the month when the tour took place.
9. **Means of transport used in the tour**: It means the main mean of transport used to cover the larger distance of the tour by the visitor to travel from the place of usual residence to the place of destination.
10. **Number of tour nights**: It means the number of nights spent by visitors. This criterion is used to distinguish between the same day visitors and the overnight tourists as follows:
- Same day Visitors: are the visitors who start and end their tour in the same day without spending any night in the place of destination.
 - Overnight Tourists: those who spend a night or more in the place of destination.
11. **Place of Residence**: It means the places of tourist accommodation such as hotels, apartments, suites, apartments, furnished flats, camps and resorts, as well as the regular accommodation places such as owned houses or staying with relatives and friends.
12. **Package Tours (arranged by travel & tourism offices)**: It means to participate in tours, which include all the arrangements such as providing accommodation and transportation at least. Usually, the group package tours include meals and excursions. It is possible to participate in these tours through travel agencies.
13. **Tourism expenditure**: It means total consumption expenditure spent by the visitor or spent on his behalf for the purpose of preparing for the tour and also during the tour in addition to amounts spent during the stay of visitor in the destination.

Expenditures that should be excluded from tourism expenditure:

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

1. Goods bought by the visitors for commercial purposes (for re-sale), or as factors of production or the goods bought by the visitors on behalf of employers.
2. Investments or transactions of a capital nature: they are the transactions carried out by visitors, such as purchase of land, housing, real estate, works of art, cars and boats (even if they are to be used in the future for tourism purposes).
3. Cash given to relatives or friends during the tour 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 charitable institutions.

Distribution of expenditure:

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

1. **Expenditure on Accommodation:** It represents the amounts paid by the visitor in order to get accommodation during the visit, whether in hotels and similar facilities or rents of private housing, camping sites and maintenance costs of housing, if any.
2. **Expenditure on Food and drinks in Restaurants and Cafes:** These are the amounts spent by the visitor on food and drinks in restaurants, cafeterias and cafes and so forth.
3. **Expenditure on Transport:** It represents the amounts spent by the visitor on amounts paid for travel and other amounts spent on means of transport such as buses, cars and airfares.
4. **Expenditure on Shopping:** It means the amounts spent by visitor on various goods and commodities (except those relating to food and drinks in restaurants and cafes) such as; tour supplies like; bags, tools, gifts, usual expenses like; food and drinks (purchased from shops), cigarettes, clothing, home articles, newspapers, books, tapes and so on.
5. **Recreational Activities:** These are the amounts paid by the visitor for practicing recreational, cultural and sports activities. These include the amounts paid by the visitor as entry fees to archaeological sites, parks, beaches, museums, exhibitions, festivals, concerts, theater and cinema. It includes also the amounts paid to exercise various sporting activities such as; play grounds, gyms and scuba diving and various water sports.
6. **Treatment:** It means the amounts spent by the visitor on medical treatments in clinics and health resorts for the treatment of various diseases.
7. **Expenditure on Package Tours:** These are the amounts paid to the Travel & Tourism agencies in return for joining these tours.
8. **Other Expenses:** They often include the amounts spent by the visitor on services (not goods) that did not fall within the above mentioned items such as;

telecommunications, postage, printing of films and personal services such as; hairdressing, sauna, cosmetics and laundry.

14. **Tourism Activities and Incentives:** these include the activities exercised by local visitors and the causing factors to attract them to various tourist sites, and measuring the level of satisfaction, impressions and reactions of visitors on the prevailing tourist services and facilities, as well as to identify the reasons for not conducting domestic tourism tours.

2.3 Organization of the Survey Staff

The man power personnel who have participated in the Survey (technical, administrative and office) were organized as follows:

1. **The Survey Administration** consists of an Executive Director for the Survey, a Technical Assistant and a Field Supervisors.
2. **A Technical Committee** composed of representatives of a number of funding parties of the survey, in addition to the executing party (i.e., the Department of Statistics). The functions of the Committee are providing the required technical advice in addition to following up work in the survey in all its stages.
3. **The Observers and Field Editing Staff;** they are entrusted with the tasks of supervision and field editing of all household questionnaires covered by the survey.
4. **The Enumerators:** They are assigned to collect data through personal interviews.
5. **The Technical Team:** It consists of a number of technicians who are assigned to retrieve the data and to follow up with the programmers' team.
6. **Data Processing** included a Chief Programmer and a team of programmers.

2.4 Selection and Training of Enumerators

The staff of this Survey has been selected according to criteria related to the nature of work, with a focus on the quality of staff in terms of educational level and specialization as much as possible. A training program for all staff was held that included explanation of the objectives of the survey, method of data collection and how to deal with households. It also included a detailed explanation of all the questions in the questionnaire.

3. The Data Collection Stage

3.1 Organization of Field Work

Field work was carried out by trained enumerators under the supervision of controllers. The enumerators have been distributed to teams, each consisting of a number of enumerators supervised by a controller.

3.2 Method of Data Collection

The data collection stage of the survey sample began in May 2012 until the end of February 2013. Data on households was collected using the personal interview method.

3.3 Field Editing

This process was entrusted to field editing team. The completed questionnaires are edited in the field focusing on completion of data and that all selected housing units in any cluster have been visited and have their own a questionnaire. Thereafter, the data was moved from the (Hand-held Devices) to the computers in regional offices and then sent to the Headquarters.

4. The Data Processing Stage

4.1 Office Processing

The completed and edited questionnaires were delivered to the head office of the (DoS) regularly. The Office Processing Staff carried out the editing process of the questionnaires electronically. At this stage, special attention is paid to check the consistency and completion of data to reduce the error size in the final electronic editing stage. The Office Processing stage of the questionnaires began from 15 May 2012 through 15 March 2013 overlapping with the field work stage. This process was carried out under supervision of the main editing team with the aim to check the data for reducing the size of errors as much as possible.

4.2 Electronic Processing

This stage began when the specialized electronic processing personnel started the first automatic editing of the data collected from the field using the (Hand-held Devices). There was special concentration on completion and consistency of data directly during the process of electronic data collection.

After completion of a data – free of errors file, frequency tables of all variables (studied by specialized personnel in the Survey) have been prepared in terms of completion, extent, logic and consistency.

4.3 Tabulation and Publication 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 loaded on the web site of the Department of Statistics.