

**Information provided by Albania about the following topic discussed in the
Capacity-building Programme on Tourism Statistics,
I Workshop - Vienna, 1-4 April 2008**

OUTBOUND TOURISM: Household / border survey

(Outbound tourism is the tourism of resident visitors outside the economic territory of the country of reference.)

1) Could you evaluate the present information available regarding flow of visitors?

Related to outbound tourism, household surveys are most useful tools, since they provide information about visits that have already been done.

But there is no household surveys in my country. We know these surveys are most important to make a study market research because household residents can be surveyed about their pre-trip and post-trip expenditure. They can be used to collect expenditure data relating to domestic and outbound trips. Department of statistic in the Ministry of Tourism is a new one, so in the future we will work to realize household surveys.

There are two sources regarding on tourism data border: ***border control and border surveys***.

Institution in charge to collect the data from border is Ministry of Interior, but the information is limited on number of visitors. The data doesn't include destination, travel motive, length of stay, expenditure, means of transport etc. Now we are working to assemble whole information from national border police. In order to have those data, an institutional cooperation between the Ministry of Tourism and National Border Control is improving the system of statistic that are basic for the country. This might take two or three months from now.

Variables of reference are:

- ***Purpose of travelling***
- ***gender, age of visitors***
- ***nationality of birth***
- ***overnight stay abroad***

Institution in charge to make border surveys are Bank of Albania and National Institute of Statistic. There is a quarterly survey.

This survey aims to obtain information of resident and non-resident travellers to estimate the outcome and expenditures during their travelling. The interview is carried out on the main points of entry and departure in Albania. The sample is taken to be 1000 visitors for quarter.

The specific subject is to collect the information about the average overnight stay and average expense of resident and nonresident tourist during their travel in and out of Albania.

Border survey are designed for 4 types of travellers.

- *Albanian resident*
- *Albanian non-resident*
- *Foreign resident*
- *Foreign non-resident*

Variables of reference for 4 groups:

Point of entry/exit

Purpose of trip

Residency

Place of staying

Overnight staying abroad

Journey expenses

Break down of total expenditure: hotel accommodation, food and beverage, gift and souvenirs, handcraft, other expenses.

3) Is there a clear interest in the analysis of outbound tourism?

Compared with the past Albanian outbound tourism is well developed. Many people in Albania spend the summer season in another countries.

There are many reasons

- We have been closed for 50-years
- High economic level
- Visa issue now is resolving

Bank of Albania is raising the discussion and awarning the government about the increase of the outbound tourism flow for holidays, for the outbound financial flow.

4) There are new initiative envisage to improve the measurement of this form of tourism

Improve the Border statistics with the new variables as explained above

Improve the BoP expenditure items for outbound survey

HH Survey which remain big gap in Albania. Action should be taken to plan doing it.

Day 4

Does your present information system allow for distinguishing visitors from travellers?