

**SURVEY OF VILLAS COTTAGES, TENTED
CAMPSITES AND APARTMENTS**

INTERVIEWER'S MANUAL

KENYA NATIONAL BUREAU OF STATISTICS

July 2010

Contents

1.0 INTRODUCTION	1
2.0 OBJECTIVES	1
3.0 SURVEY ORGANIZATION	1
4.0 EXPECTED OUTCOME	1
5.0 SURVEY METHODOLOGY.....	2
6.0 KEY CONCEPTS AND DEFINITIONS TO BE USED IN THE SURVEY	2
6.1 Tourism	2
6.20 Bed Nights.....	4
6.27 Cottage	4
6.28 Apartments	4
6.29 Type of accommodation facility	4
7.0 THE ROLE OF RESEARCH ASSISTANTS.....	6
8.0 HOW TO HANDLE INTERVIEWS	7
9.0 FIELD PROCEDURES	7

1.0 INTRODUCTION

Tourism activities in Kenya date back to pre-independence when as early as the 1930's, overseas visitors and explorers started coming to Kenya mainly for big-game hunting expeditions while others came in search of solitude. These expeditions were locally referred as "Safari", a Swahili word implying travel.

The tourism industry in Kenya is the second largest source of foreign exchange revenue after agriculture. The main tourist attractions are game safaris through the national parks and game preserves. Other attractions include the coastal beach, museums, historical sites, snake parks and monuments.

As stipulated in the country's blue, The Kenya Vision 2030 and the Medium Term Plan, the Government of Kenya recognizes the important role played by the tourism sector in economic development. These are outlined under the Economic Pillar with various flagship projects spread all over the country within the implementation period.

However, it is observed over the years the numbers of accommodation facilities have been increasing in both numbers and design. With the increase of package tours and other incentives, tourists tend to stay longer than was the case previously. As a result, the growth in demand for hotel accommodation and other facilities increased proportionately with tourist volumes. These resulted in the coming up of alternative accommodation facilities namely, cottages, bandas, campsites and apartments. Long staying foreign tourists as well as the domestic ones with families are the majority consumers of these facilities as they offer competitive prices and suitable accommodation. However, statistics on the number of these facilities, their capacities and occupancy status is very scanty if any. A number of them, though known to offer accommodation besides competing with the hotels for a share of the market, are not even registered.

2.0 OBJECTIVES

The main objective of the study is to collect, collate and analyse data relating to occupancy by country of residence in cottages, bandas, campsites and apartments. The specific objectives of the study will be to;

- The available capacity in the above set-ups;
- The turnovers in villas, cottages, campsites, apartments and bandas by guests;
- The type of seasonality in occupancy existing in the venues above;
- the nature of employment (permanent/temporal);
- The nature of guests, whether local or international; and
- The purpose of visit (whether business or leisure)

3.0 SURVEY ORGANIZATION

The Survey is comprehensive and involves key Government agencies in the tourism industry. These are Ministry of Tourism (MoT), Kenya National Bureau of Statistics (KNBS) and Kenya Tourism Board (KTB). Twelve teams comprising of three Research Assistants (RAs), one driver and one Supervisor have been organized such that they cover all the areas of interest to the survey.

In the field, the teams will interact closely with the Regional Tourist Officers (under the MoT) and the District Statistical Officers – DSOs (under KNBS). These offices have been mandated to ensure the smooth running of the exercise. The survey is being carried under the Statistics 2006.

4.0 EXPECTED OUTCOME

- A report containing among others, the:
- number of establishments under each category

- capacity under each category
- occupancy levels under each category
- employment numbers
- average turnover from these establishment

5.0 SURVEY METHODOLOGY

The survey will be administered mainly in major urban centres, along the coastal strip and in selected key game parks and reserves known to harbour these facilities. Selected major urban centres will be covered depending on their proximate to tourism attraction sites and/or presence of the facilities under study.

The scenario in game parks and reserves will be slightly different from the above approach in the sense that the physical locations of the establishments are already known by the management of the respective park/reserve. As such, the Kenya Wildlife Service (KWS) or relevant local authority will be approached to provide services of a game warden who will lead the teams to the facilities.

6.0 KEY CONCEPTS AND DEFINITIONS TO BE USED IN THE SURVEY

6.1 Tourism

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

6.2 Usual environment of a person

The main purpose of introducing the concept "usual environment" is to exclude from the concept of "visitor" persons commuting every day or week between their home and place of work or study, or other places frequently visited. The definition of usual environment is therefore based on the following criteria:

- (a) Minimum distance traveled to consider a person a visitor;
- (b) Minimum duration of absence from usual place of residence;
- (c) Minimum change between localities or administrative territories.

6.3 Usual residence

The country of usual residence is one of the key criteria for determining whether a person arriving in a country is a "visitor" or "other traveler", and if a "visitor", whether s/he is a national or overseas resident. The underlying concept in the classification of international visitors by place of origin is the country of residence, not their nationality.

6.4 Nationality

- The nationality of a traveler is that of the "Government issuing his/her passport (or other identification document), even if s/he normally resides in another country".
- Nationality is indicated in the person's passport (or other identification document), while country of usual residence has to be determined by means of a question. None the less, a traveler is considered either an international or domestic visitor on the basis of his/her residence, not his/her nationality

6.5 Duration of stay or trip

The duration of stay or trip is a very important statistical datum since, besides being the most significant measure of the volume of tourism of any kind, it is instrumental in establishing the maximum limit beyond which the visit is no longer considered a tourism visit (one year) and in distinguishing between tourists and same-day visitors.

- The duration of stay or trip is also useful, albeit indirectly, for assessing tourism expenditure, especially if the average duration is calculated for homogeneous groups of visitors or trips.
- The duration of a visit (stay or trip) is measured in the following units: "the number of hours for same-day visits, and nights for staying visits. For international tourism the duration is measured either in terms of time spent in the receiving country for inbound tourism, or time away from the usual residence for outbound tourism".

6.7 Camp: a tourist camp maybe tented or not. This is a place the offers secluded and simple accommodation and recreation during adventure or vacation/holiday by people while enjoying nature. The following are to be excluded:-

Military or GSU camps;

- ◆ Those who live outdoors, out of necessity (as in the case of the homeless);
- ◆ People waiting overnight in queues;
- ◆ Cultures whose technology does not include sophisticated dwellings.

6.8 All-inclusive: A form of package holiday where the majority of services offered at the destination are included in the price paid prior to departure (e.g. refreshments, excursions, amenities, gratuities, etc).

6.9 Bed and breakfast: (B & B) overnight accommodations usually in a private home or boarding house, with a full or continental breakfast included in the rate. es

6.10 Carrying-capacity analysis: Originally a term applied in ecology referring to the maximum number of animals of a given species that a particular habitat could support. In the context of tourism, it refers to the maximum number of tourists a facility can support.

6.11 Full house: a facility with all guest rooms occupied

6.12 Commercial rate: a special rate agreed upon by a company and the accommodation establishment. Usually the establishment agrees to supply rooms of a specified quality or better at a flat rate to corporate clients.

6.13 Complimentary room: a guest room for which no charge is made. Complimentary rooms with a tour group are usually occupied by the tour manager or driver.

6.14 High season: the period of the year when occupancy/usage of the accommodation facility or attraction is normally the highest. High usage invariably means higher prices for rooms or admission. Also referred to as on-season or peak season.

6.15 Length of stay: Number of nights spent in one destination. Most tourist marketing boards seek to find ways of increasing visitors' length of stay

6.16 Low season: that time of the year at any given destination when tourist traffic, and often rates, are at their lowest. Also referred to as off-peak or off-season.

6.17 Pax: industry abbreviation for passengers or person

6.18 Room service: food or beverages served in a guest's room

6.19 Seasonality: A phenomenon created by either tourism supply or demand (or both) changing according to the time of the year.

6.20 Bed Nights

The total number of nights spent by guests in an accommodation establishment over a given period of time.

6.21 Capacity (Stay Unit Nights) -This is the total capacity of all accommodation establishments in the area. Capacity for each establishment is the number of stay units in the establishment multiplied by the number of days in the month. A stay unit is the unit of accommodation which is available to be charged out to guests, e.g. a cottage.

6.22 Number of Guest Nights -A guest night is equivalent to one guest spending one night in an establishment. For example, a motel with 15 guests spending two nights would report provision of 30 guest nights of accommodation.

6.23 Occupancy Rate -This derived variable is calculated by dividing total stay unit nights occupied by total stay unit nights available in the month.

6.24 Average Length of Stay -This derived variable is calculated by dividing total guest nights by total guest first nights (guests arrivals). This covers generally both resident and non-resident overnight stays

6.25 Residence of Guest -The country or area in which the guest normally lives/resides.

6.26 Villas

The word villa means different things in different parts of the World. It has evolved from its original Roman meaning of an upper-class country house to, in modern times, a specific type of detached suburban dwelling, and more specifically to vacation accommodation for the more affluent in society. Tourist villas are designed with all the amenities needed to suit the requirements and tastes of the tourists, whether they are single, couple, or families. Business travelers also find villas to be the perfect accommodation to spend their holidays. In addition, groups of friends and honeymooners prefer villas as against any other type of accommodation.

6.27 Cottage

This is a small vacation house often found in a village, in the countryside, in a suburb, or at the seashore.

6.28 Apartments

Holiday apartments are mainly found in big town such as Nairobi, Mombasa, Kisumu, etc.

6.29 Type of accommodation facility

In this survey, Type of accommodation facility will refer to villas, cottages, tented camps, bandas and apartment. The respondent will circle which ever is applicable.

6.30 A stay unit is the unit of accommodation which is available to be charged out to guests, e.g.

a cottage. It can be single room, one bedroom, two bedroom, etc.

6.31 Total Beds Occupied- a sum of all the bed-nights occupied in a facility either for a day or month irrespective of nationality. In case of a month, total beds occupied will be the summation of the daily total occupancies.

6.32 Total Beds Capacity is the sum of all beds in the facility multiplied by the number of days in the particular month.

6.33 Total Stay Units occupied – is the sum of the stay units occupied on a daily basis for the days of the month irrespective of the number of beds/bedrooms

6.34 Total Stay Units Capacity – is the sum of the all stay units on a daily basis for the days of the month irrespective of the number of beds/bedrooms

Full Catering – where the facility provides catering. There is no provision for catering arrangements in the stay units

6.35 Self Service – is the situation where stay units have provision for catering eg cooker, utensils, etc.

6.36 Both Self and Full catering – the situation where the guest has a choice between full and self catering.

6.37 Intermediate consumption is an economic concept used in national accounts and consists of the total monetary value of goods and services *consumed or used up as inputs in production* by enterprises, including raw materials, services and various other operating expenses. This excludes the following:

- The value of the depreciation of fixed assets.
- Valuables bought such as works of art, precious metals and stones, ornaments and jewellery.
- Major renovations, reconstructions, or enlargements of existing fixed assets enhancing their efficiency or capacity, or prolonging their expected working lives.

It includes the following:

- Operating expenses such as the rentals paid on the use of fixed assets leased, and also fees, commissions, royalties, etc., payable under licensing arrangements.
- The value of goods or services used as inputs into ancillary activities such as purchasing, sales, marketing, accounting, data processing, transportation, storage, maintenance, security, etc.
- The ordinary, regular maintenance and repair of fixed assets used in production.
- Expenditures on durable producer goods which are small, inexpensive and used to perform relatively simple ongoing operations.
- Expenditures on research and development, staff training, market research and similar activities.
- Rentals paid on buildings or equipment under an operating lease.

6.38 Compensation of employees (CE) is a statistical term used in national accounts, to refer basically to the total gross (pre-tax) wages paid by employers to employees for work done in an accounting period, such as a quarter or a year.

6.39 Gross Fixed Capital Formation

Gross fixed capital formation is measured as the total value of a producer's acquisitions, less disposals, of fixed assets during the accounting period plus certain additions to the value of non-produced assets realised by the productive activity of institutional units. Expenditure on mineral exploration and military ware not used purely for war purposes are included in GFCF. However, intangible assets, such as copyrights, computer software etc, are not included due to unavailability of reliable data.

6.40 Fixed Assets

Fixed assets are tangible or intangible assets produced as outputs from processes of production that are themselves used repeatedly or continuously in other processes of production for more than one year.

6.41 Consumption of Fixed Capital

Consumption of fixed capital constitutes the decline in the value of the fixed assets owned by an enterprise, as a result of their physical deterioration and normal rates of obsolescence and accidental damage. In other words it is the wear and tear of an asset during the accounting period.

6.42 Dwelling Unit

Dwelling units are structures where people live. Within a structure, there may be one or more dwellings (or housing) units. A dwelling unit is a room or group of rooms occupied by one or more households. Within a dwelling unit, there may be one or more households.

7.0 THE ROLE OF RESEARCH ASSISTANTS

The Research Assistant will play a central role in the survey implementation. The ultimate outcome of the survey depends on how they will conduct the interviews. It is, therefore, important for the interviewer to be consistent in the way he/she puts the questions to the accommodation facility officials they will be seeking information from. In cases where a response is not clear, the Research Assistant should probe further. Below is a summary of some of the important points to note.

In general, the responsibilities of the Research Assistants will include:

- a) Locating the accommodation facilities of interest to the survey;
- b) Explaining the survey, its objectives and key concepts;
- c) Explaining the questionnaire and how to fill it;
- d) Collecting completed questionnaires at the agreed dates and time;
- e) Checking completed questionnaires to be sure that all questions were asked and those responses are neatly and legibly recorded;
- f) Making following-up where necessary;
- g) Preparing the debriefing notes for the supervisor on the problems encountered;
- h) Forwarding to the supervisor all completed questionnaires and relevant notes;
- i) Liaising with the supervisor to correct any mistakes in the questionnaires; and
- j) Prepare a brief report to the supervisor at the end of the exercise.

8.0 HOW TO HANDLE INTERVIEWS

The interviewer and the facility management are most likely strangers to each other. It is therefore the task of the interviewer is to establish the right personnel to fill the questionnaire. Remember the first impression and the way you introduce yourself will determine the type of reception you will receive. Your appearance should therefore be formal and neat.

At the facility reception, the first thing you do is to introduce yourself, stating your name, organization you are working for, the objectives of the survey, and what you want the facility. The Research Assistant or Interviewer is advised to avoid long discussions on issues which are not related to the survey and which may consume a lot of his/her time.

Specifically, the following guidelines will guide you on how to handle interviews:

- Ensure that you understand the exact purpose of the survey and the terms applied;
- Explain the questionnaire in the order it is arranged;
- Stress confidentiality and have a positive approach;
- Check the whole questionnaire before you leave the establishment to be sure it is completed correctly
- Thank the establishment management for cooperating and avoid overstaying.

9.0 FIELD PROCEDURES

Field work for the survey will proceed according to a timetable. The survey will therefore be successful only if each member of the interviewing team understands and follows correct field procedures, which are reviewed in the following section:

(a) Preparatory Activities

Every morning, your supervisor will brief you about the expected day's work and explain how to locate the facilities assigned to you. When you are assigned a particular facility, ensure you fill the identification particulars on the summary sheets provided. Such information will include the area/park/reserve, location/street, contact details, number of stay units and bed capacity. The assignment sheet will serve as a summary of the results of your work in the field for each facility. At the end of the day, you will be responsible for recording the final outcome and editing the work collected.

(b) Locating the facilities

All the facilities of interest to the survey will be covered within the assignment areas.