

APPENDIX III

TOURISM INFORMATION DATA BASE

EXPENDITURE AND MOTIVATION SURVEY (AUGUST – OCTOBER, 2001)

INTERVIEWER'S GUIDE.

It is important to stress that the outcome of a survey like the one you are participating in here is dependent largely on you the interviewer, your understanding of the questions you ask and on your attitude towards the persons you interview.

This brief Guide has been prepared with a view to assisting you in getting started. At the same time, it is hoped that the manual will become a useful reference document for you throughout the interviewing period.

Some General Hints

When you are interviewing, please remember that you are not only representing the Ministry of Tourism, Trade and Industry, but the whole tourism industry in Uganda. Therefore, be courteous and open when you are interviewing. Speak plainly and clearly – it is important that the visitor understands what you are asking.

Record the answers in clear and readable writing.

Do not force an answer if the visitor does not want to answer-go on to the next question. Otherwise, you may attempt to obtain the answers to some questions indirectly.

It is the intention to cover all international passengers departing from Entebbe International Airport, Malaba and Busia during the survey period. Your work plan has been prepared accordingly and it is essential that you stick to this plan and that you are available for work during the periods set out in the plan.

The personal interview method will be used to obtain more accurate information and may only be complemented by self-completion of questionnaires in difficult circumstances due to say time limitation and where the visitor insists on self-completion.

Before you start.

Before you start your interview, enter your name, the date of the interview and, for airport interviews, also the flight number of the departing aircraft at the beginning of the questionnaire. However, when several flights depart within a short period of time it will be necessary to ask the person where he/she is going to, or directly ask about the flight number.

Selection of Visitors for Interviews

According to our survey plan, we are interviewing only a sample of visitors (tourists) departing through Entebbe, Malaba and Busia. The sample will be drawn by selecting every tenth, fifteenth and eighth tourist reporting at the immigration departure clearance desk at Entebbe, Malaba and Busia, respectively.

In order to ensure that the sample is representative of the entire tourist population, tourists will be selected in the sample in the order in which they report at the immigration Passport clearance desk. The survey will take a duration of 3 months for all the three main entry/exit points of Entebbe, Malaba and Busia.

Your Supervisor or immigration officer will select the tourists according to the survey plan explained above and assign them to you to conduct interviews at the departure point. You are required to position yourself close to the immigration desk in order to enable the Supervisor to assign interviews in turns.

Definition of Terms – ‘Visitor’ and ‘Tourist’

The definitions of terms used for the purpose of this survey are those recommended by the World Tourism Organisation with minor modifications.

Thus, the term 'Visitor' means a Ugandan who is a resident abroad or a resident of a foreign country (irrespective of his nationality) visiting Uganda for non-immigrant and non-employment purposes.

The term 'Tourist' means a visitor to Uganda who stays **at least one night in the country and less than 12 months (1 year) without engaging in any remunerative activity**.

The visitors who do not stay at least one night in the country are called 'Excursionists' (or day visitors). They include for instance airline passengers who break journey to change flights and disembark for a day visit, and traders who cross the border and return the same day, etc.

This survey only covers departing tourists, i.e. **those visitors who have stayed at least one night in the country**. However, the term visitor is also used in this Guide interchangeably for better reading, but with the same meaning.

How to Present Yourself.

When your Supervisor has assigned a tourist for interview, approach him or her courteously and openly by introducing yourself as follows:

“Good morning (afternoon/evening) Sir/Madam, I am from the Ministry of Tourism. We are conducting a survey among our visitors to obtain some

information about their visit and stay in order to improve our visitor facilities and services. I would like to ask a few questions, if you don't mind"

Now you are ready to start the actual interview.

EXPLANATORY NOTES ON INDIVIDUAL QUESTIONS

Screen Questions

Question 1: Have you been a visitor to Uganda?

(a) a Visitor?

(b) a Ugandan Citizen living in a foreign country.

Please tick (✓) as appropriate and note that non-tourists should not be interviewed.

Question 2: If a visitor or a Ugandan Citizen living in a foreign country: when did you arrive in Uganda?

Write the date of arrival and remember that this information will be used to calculate the number of nights spent in Uganda.

Discontinue interview if the visitor has not stayed at least one night or stayed longer than 12 months (1 year).

Visitor Profile Questions

Question 3: Sex: Tick after observation without asking.

Question 4: What is your usual country of residence?

Note down the name of the country in which the respondent lives.

Question 5: What is your nationality? Write down the nationality as given. You should be familiar with the difference between nationality and citizen!

Question 6: What is your occupation? Write as given by the respondent.

Question 7: To which of these age groups do you belong?

Tick (✓) appropriate box.

Question 8: What is your main purpose of visiting Uganda?

Tick (✓) the appropriate purpose of visit. If the visitor gives more than one reason for his/her visit, stress that you only want to know the main purpose of visit.

If the visitor states a purpose of visit which is not included in the classification, tick (✓) other purposes and specify.

If you are interviewing someone who is following another visitor, for example the wife of a businessman who has come to Uganda to do business, then this accompanying person is also assumed to have come on business.

Question 9: How many times have you visited Uganda before?

Tick the appropriate box for number of times and None if it is the first time.

Question 10: What were your sources of information on Uganda?

Tick appropriate boxes for all that are mentioned by the respondent.

Travel Behaviour Patterns Questions.

Question 11: Are you accompanied or travelling alone on this trip? IF ACCOMPANIED: CONTINUE, IF TRAVELLING ALONE: GO TO QUESTION 13.

In this question, we want to know whether the respondent is travelling alone or travelling with someone else (accompanied). Tick the appropriate box.

If the answer is accompanied, continue with Question 12. If the respondent says "alone", go to Question 13.

Question 12: If accompanied, who else is travelling with you?

In the questionnaire, you will notice that we distinguish between family members and non-family members. We also try to identify the number of family children and other children.

Children are those under 12 years of age; adults are those 12 years of age and above; for purposes of this study.

Write the appropriate number of companions in each box.

Question 13: What are the other African countries you are visiting on this trip?

The respondent may have visited one or more countries before coming to Uganda. He or she may also be visiting one or more countries after leaving Uganda. Write the countries as given by the respondent and tick for None if no other country is being visited on this trip. Record all of these countries in chronological order (in the order that the respondent visits them). Note that the respondent's own country of residence to which he or she will be returning after the trip, should not be included as a country being visited during the trip. If the respondent for example lives in Kenya, this country should not be included as a country visited.

Question 14: Which of the following tours, excursions and boat cruises did you take? Tick all the items given by the respondent.

Question 15: If None, why?

Write down explanation(s) given by the respondent in summary form.

Question 16: Which of the following places, national parks and attractions did you visit while in Uganda?

Tick all those places and attractions mentioned by the respondent. Specify when option does not appear in the list.

Question 17: Where did you stay in Uganda? Please tick against the type of facility and fill the location and number of nights.

Here, we are interested in finding out three things.

First, we want to know what type of accommodation establishments the respondent (including his/her family members, if any) has stayed during the visit to Uganda. He/she may have stayed in several different hotels or other commercial accommodation establishments as well as in non-commercial accommodation such as at friends or relatives. If the respondent states private accommodation, simply tick against "private" in the space provided.

Secondly, we want to know the location of the places where the respondent has stayed. Preferably, we would like the name of the town in which the hotel or other type of accommodation is located. In case the accommodation is located outside urban areas, we may have to do with the name of the district or, if in a national park the name of the park. Make sure that you fully

understand what locations the respondent states and that you record the answers accurately.

Thirdly, we want to know the number of nights spent at each place of stay. Remember that we are interested in the number of nights and not days

Question 18: **Are you travelling on a package tour or did you make your own travel arrangements? IF PACKAGE TOUR: CONTINUE, IF OWN ARRANGEMENTS: GO TO QUESTION 25.**

The difference between package tours and own travel arrangements relates to the payment arrangements made by the visitor.

A package tour is usually bought from a travel agent in the visitor's country of residence and the price normally includes the return air fare, accommodation in Uganda, airport transfers and often, part or all of the meals, and sometimes organised tours as well.

If the respondent does not understand the question, you may assist by explaining the meaning of the term 'package tour'.

If the respondent is travelling on a package tour, tick the package tour box in this question and continue with Questions 19, 20 and 21. If the respondent has made his or her own travel arrangements, go to Question 22.

Expenditure Questions

This is the most difficult part of the questionnaire as the respondent is asked to recall details of expenditure incurred both prior to and during his travel, in connection with his visit to Uganda. It is important to devote a little time and obtain the required information as accurately as possible, by probing deeply.

If the visitor is travelling with one or more members of his family – that is, with spouse and/or children and other close relatives – it is likely that expenditure is incurred in common. In such cases, the family should be treated as an 'inseparable spending unit' and information on expenditure should be obtained in respect of the whole unit, including information on the number of members constituting the unit.

Visitors travelling on PACKAGE TOURS only.

Questions 19, 20 and 21 should be asked only of visitors travelling on package tours.

Question 19: How much did you pay for your package tour? (The cost of the whole family, if in a family group). **ALSO ASK;** How many persons do this expenditure cover?

In this question and in all questions where we ask about money being spent, it is important that you remember to ask which currency was used and the number of persons that the expenditure covers.

Remember to state the currency mentioned by the respondent whatever this may be and make sure that you understand which currency is meant. If the respondent says "Shillings" or "Dollars", ask what type of shillings, or what type of dollars. Do not ever try to convert any currencies mentioned by the respondents.

The number of persons covered is the total number of adults and children.

If the respondent is travelling alone (see Question 11), the number of persons covered by the expenditure must be one.

Question 20: **Apart from the international airfare, what else did the package tour include?**

Tick the box against each service that the respondent mentions.

If the respondent is in doubt about what the package tour included, you may assist him or her by asking: Did it include meals? and so on.

Question 21: **Does the price of the package tour include any stays in other countries?**

Tick the appropriate box and continue with Question 27.

Visitors travelling on OWN ARRANGEMENTS only.

Question 22: **Apart from the airfare, which of the following services did you pay for in advance before coming to Uganda?**

Tick appropriately and if possible include the cost of the individual services (the cost for the whole family, if in a family group).

The costs that we ask for are those paid by the respondent before his or her travel to Uganda. For example, he or she may have made reservations for a hotel and paid part or all of the accommodation costs in advance. The respondent may also have paid for an organised tour or for renting a car at the same time that he/she purchased the international air ticket.

Once again, remember to ask which currency was used and the number of persons, which the expenditure covers. Place a tick in each appropriate box and write the amounts and currencies in the boxes provided. Also write the number of persons covered in the box provided.

ALL VISITORS

Question 23: In all, how much did you (and your family members travelling with you, if any) spend during your stay here in Uganda (excluding all pre-paid expenditure items)? **ALSO ASK: How many persons does this expenditure cover?**

Make sure that the expenditure stated by the respondent is money spent in Uganda and not what has been spent before arriving in the country. Such pre-paid expenditures are already covered in Questions 19 or 22.

The payment arrangement (cash, personal cheques, travellers cheques or credit cards) does not matter – as long as the money has been paid in Uganda for goods and services purchased in the country.

Once again, remember to ask which currency was used and the number of persons that the expenditure covers.

Question 24: Try to give a breakdown of your total expenditure, to the best of your recollection, according to the following broad categories (excluding all pre-paid expenditure and items included in the package tour).

In this question, we are interested in finding out the expenses incurred by the respondent (including family members, if any) during his/her stay in Uganda, i.e. money spent in Uganda only.

These expenses have been divided into nine broad categories. For each category, we want to know the total amount spent and the currency in which the payment was made.

The details given under each category is enough for you to know what each category contains. We are asking the respondent to recollect his various expenditure items and total them into nine broad categories. In the case of large items of expenditure, such as accommodation including both room charges and food and beverage services, domestic airfares, shopping in expensive items, etc., the respondent may be in possession of bills to which he/she can refer.

Remember that certain items of expenditure may have been pre-paid, in which case, these should have been recorded under Question 19 or 22. These can include accommodation, domestic (internal) air transport, hotel and airport transfers, sightseeing tours and excursions, etc., and should not be included here.

Also remember that guide fees and any payments for the services of travel agents as well as petrol for rented cars should be included under category 6, Other Transport.

For each category, write the amount spent and currency used in the space provided. Remember to ask about the number of persons, which the expenditure covers and write this number in the box provided. The total amount of all expenditure in this question should equal the amount stated in Question 23.

You are required to probe and assist the respondent so that you will be able to obtain information on expenditure under each category, as accurately as possible.

Question 25: **If you have used any of the following facilities and services, how would you in general rate their standards?**

Insert the appropriate rank given by the respondent, e.g. If Hotel is ranked as adequate, then write 3, if poor then write 1, and so on.

Question 26: **Did the stay fulfil your expectations?** Tick the appropriate box.

Question 27: **How likely is it that you will return to Uganda for a holiday visit during the next five years?** Tick appropriate box and write down the reasons given for the answer.

Question 28: **Would you recommend Uganda to your friends and relatives for a holiday visit?** Tick appropriate box.

Question 29: **What is your best and worst memory or experience of Uganda?** Summarise respondent 's explanation and record places where corresponding events occurred.

Question 30: **Please give suggestions or comments to improve tourism in Uganda?** Write the suggestions and comments concisely.

Say: **"Thank you very much for your time and kind co-operation"**
(and perhaps wishing them an enjoyable trip home).