

# **APPENDIX I**

ICB-PAMSU PROJECT

MINISTRY OF TOURISM, TRADE AND INDUSTRY

PROPOSAL FOR THE UGANDA VISITOR EXPENDITURE AND MOTIVATION  
SURVEY SCHEDULED FOR JULY – OCTOBER 2001

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## **1.0 TECHNICAL ASPECTS OF THE SURVEY**

### **1.1 BACKGROUND AND OBJECTIVES**

The need for reliable and up to-date tourism statistics is currently an outstanding issue both for the private and public tourism sectors of Uganda. This need was clearly put in the Country's Integrated Tourism Master Plan (1992/93) where various recommendations were made. Activities were recommended for implementation in a progressive manner from then and corresponding protocols designed for the purpose. The recommendations covered key tourism statistics components, namely; Tourist Arrivals and Departures (Migration), Tourism Inventories, Accommodation Occupancy and Employment and Expenditure Surveys.

However, it was not possible to implement most of the recommended activities for a properly operational tourism information data base due to capacity problems and limited facilitation from Government.

The ICB-PAMSU Project (1999 –2001), in conjunction with the EU Tourism Support, has so far facilitated implementation of re-prioritised activities for the tourism data base. The re-prioritised key activities include identifying and making recommendations on the primary deficiencies of the existing tourism statistical systems; establishing inventories on the Uganda's accommodation establishments, attractions and other tourism related activities; and conducting employment and expenditure / motivation surveys. With the exception of the latter, all the above mentioned activities have been completed.

At this stage therefore, the Ministry of Tourism, Trade and Industry wish to undertake implementation of the Visitor Expenditure and Motivation Survey with the aim of capturing data on visitor profiles and travel and expenditure patterns. The outputs of the activity are intended to facilitate planning, policy formulation, marketing and promotion of tourism in Uganda.

### **2.0 METHODOLOGY OF THE SURVEY**

Due to a limited budget, the survey will be undertaken as an in-house project of the Ministry of Tourism, Trade and Industry; using the ICB-PAMSU Data Base Consultant as lead Consultant. Personnel from relevant key stakeholder departments and organisations will be co-opted to assist in supervising some activities of the survey.

However, it is worthwhile to briefly explain the research methodologies intended to be used in this expenditure survey. This will include timing, scope/coverage,

sampling design and determination of sample size. These areas are discussed in the following sections.

### **2.1 Timing**

Following the Master plan recommendations, this survey is intended to give indications on the visitor profiles and travel and expenditure patterns for the country's peak period of July – October 2001. A similar survey for the low season is also recommended to take place annually during the period Feb – April.

### **2.2 Scope/Coverage**

The survey will be conducted at the country's three most important exit/entry points of Entebbe, Malaba and Busia. In order to obtain more meaningful results, a uniform survey period of three months, August – October 2001, has been adopted for all the three places.

### **2.3 Sampling Design**

The survey will be conducted by means of a questionnaire with most questions pre-coded for analysis. The personal face to face interviews will be adopted and complemented by self-administering only in difficult circumstances such as time limitations, for more accurate results.

The population under study has been assumed to be heterogeneous (varying) to a certain extent. In such a case systematic sampling is the most appropriate sampling technique as the method helps distribute responses more randomly among respondents. Systematic sampling technique will therefore be applied to select the respondents.

### **2.4 Sample Size**

The sample sizes will be determined separately as  $n_1, n_2$  and  $n_3$ , for Entebbe, Malaba and Busia, respectively.

The sample size has been determined using the following general statistical formula:

$$n = \frac{Z_{\alpha/2}^2 pq}{\epsilon^2}$$

Where n is the sample size,

Z is the values of the Z score at a given confidence interval determined by  $\alpha/2$ . In this survey a 95% level of confidence will be used and hence  $\alpha$  will be 5%. This implies that the value of the Z score will be 1.96.

p is the probability of selecting the tourists from the total passenger departures. Historical data for 1998 has been used to obtain the value of p. The 1998 data was used due to the distortions created by the introduction of new form for East Africans for 1999 and 2000 tourist data.

q is the probability of not selecting the tourists from the total passenger departures. q is equal to (1-p).

p<sub>1</sub> and q<sub>1</sub>, p<sub>2</sub> and q<sub>2</sub>, p<sub>3</sub> and q<sub>3</sub> correspond to the p and q values for the sub-samples of Entebbe, Malaba and Busia, respectively.

ε is the error term. This is the desired precision and has been fixed at 2% and 3%, for air and road transport, respectively. The lower error term of 2% was set for Entebbe because of the higher tourist traffic outflows there compared to the road traffic.

**For Entebbe Airport the sample size was computed as follows:**

Making appropriate substitutions from the formula above the p<sub>1</sub> and n<sub>1</sub> values were obtained as shown below.

$$p_1 = \frac{23653}{43395} = 0.545$$

$$q_1 = (1-0.545) = 0.455$$

$$n_1 = \frac{1.96^2 * 0.545 * 0.455}{0.02^2} = 2,382$$

**For Malaba the sample size was computed as follows:**

$$p_2 = \frac{14,976}{23,357} = 0.641$$

$$n_2 = \frac{1.96^2 * 0.641 * 0.359}{0.03^2} = 982$$

**For Busia the sample size was computed as follows:**

$$p_3 = \frac{5978}{25326} = 0.236$$

$$n_3 = \frac{1.96^2 * 0.236 * 0.764}{0.03^2} = 770$$

n, the total sample size in general is 4134

## 2.5 Selection Criteria for the respondent

As illustrated above the systematic random sampling method will be applied in the survey. The method requires having a random start and a sampling interval. The first identified tourist on a day of the survey will be the random start.

To obtain the sampling interval, k, the following general formula has been applied:

$$k = \frac{N}{n}$$

Where k is the sampling interval;

N is the total number of departing tourists;

n is the computed sample size.

The corresponding sampling intervals  $k_1$ ,  $k_2$  and  $k_3$  for Entebbe, Malaba and Busia, respectively, were computed as follows:

$$k_1 = \frac{23653}{2382} = 10$$

$$k_2 = \frac{14976}{982} = 15$$

$$k_3 = \frac{5979}{770} = 8$$

So every 10<sup>th</sup>, 15<sup>th</sup> and 8<sup>th</sup> tourist at Entebbe, Malaba and Busia will be interviewed to achieve the required total number of respondents. It should be noted that any attempts to reduce the sampling interval in order to reduce costs will lead to lower distribution or randomness of the responses.

### 3.0 MANAGEMENT AND FINANCIAL ASPECTS OF THE SURVEY

The management and financial aspects of the survey are reviewed below.

#### 3.1 Team Composition and Task Assignments

1. Technical and Managerial staff		
Name	Position	Task
Mr Dhizaala.S Moses	Consultant Tourism Data Base (EU)	Lead Consultant – responsible for overall project
Ms Nshakira Blandina	Director Tourism, Trade & Industry	Supervisor – responsible for awareness/ information regarding survey
Mr David Abura	Director, ICB-PAMSU Project	Advisor on overall Project
Mrs Grace A. Mbabazi	Assistant Commissioner Tourism development(MTTI)	Supervisor – responsible for co-ordination of survey activities
Mr Joseph Kitandwe	Senior Tourist Officer	Supervisor – responsible for overseeing enumerators and their supervisors
Mr John Bosco Asiimwe	Local Consultant	Computer Programming
Mr Kanuma	Principal PRO, Immigration Dept.	Immigration facilitation and sensitisation of Immigration Staff
Mr Mugarura	Private Sector	Supervisor – Entebbe
Ms J. Etima	Tourist Officer – UTB	Supervisor – Entebbe
Mrs Mutyaba	Principal Marketing Officer-CAA	Supervisor – Entebbe
Mr Kawaase	Statistician – UBOS	Supervisor – Malaba & Busia
4 Enumerators	Graduates	Enumerators - Entebbe
2 Enumerators	Graduates	Enumerators – Malaba
2 Enumerators	Graduates	Enumerators – Busia

### **3.2 CURRICULUM VITAE FOR THE LEAD CONSULTANT**

The full Curriculum Vitae for Mr Dhizaala S. Moses was submitted to the ICB-PAMSU Project. However, the summary of his key qualifications and experience is given below:

#### **Key Qualification and Experience**

Moses Dhizaala is a professional Statistician with wide experience in designing and conducting surveys. He has significant knowledge and experience of the tourism industry, both locally and internationally, where he has worked for the last seven years. His expertise also includes data collection, analysis and modeling; designing performance indicators, management information and organizational systems; and business planning. Mr Dhizaala holds a Master's Degree of Statistics, a Post-Graduate Diploma in Statistics and a Bachelor of Science Degree; from Makerere University. He has, in addition, received specialised training in areas of planning, in India; Quality Assurance Management, by planned Parenthood of USA; and the Statistical Package for Social Studies (SPSS), in Nairobi.

Mr Dhizaala is currently working as a local Consultant with the ICB-PAMSU Project and is in charge of developing the Uganda Tourism Information Data Base. He has recently completed conducting a national tourism baseline survey of tourism establishments, attractions and employment. Having worked as Statistician/Planning Officer in the Civil Aviation Authority for five years, he is quite familiar with the operational problems of data collection at the country's entry/exit points.

### 3.3 ACTIVITY WORK SCHEDULE

Activity (Work)	July			Aug				Sep				Oct				Nov				Dec							
Finalisation of interview questionnaires including consultations with MTTI, BOU, UBOS, Immigration Dept., CAA, Programmer, etc			x x																								
Selection and training of Interviewers			x x																								
Testing / piloting of survey questionnaires			x x																								
Finalisation of interviewing work plans			x x																								
Survey interviewing				X	X	x	x	xx	x	xx	x	x	x	x	x												
Supervision of survey interviewing				X	x	x	x	xx	x	xx	x	x	x	x	x												
Computer programming and data entry					x	x	x	xx	x	xx	x	x	x	x	x	X	x										
Analysis and writing of Visitor Survey Report																X	x	x	x								
Printing and Submission of Visitor Survey Report																								x	x		
																								x	x		

### 3.4 SURVEY BUDGET

Item	Description	Unit Price (USHS)	Quantity	Total Amount	Source
1.	Photocopying paper for survey questionnaires and Enumerator's Guide	9,000=	40 Reams	360,000=	WB
2.	Transport Costs (Fuel)	1300=	4,600 litres – Entebbe (Twice a day)	5,980,000=	WB
		1300=	1,200 litres – Malaba & Busia(Once a week)	1,560,000=	WB
3.	Communication Costs (Air Time)	60,000= per wk for Enumerators	720,000= airtime worth	720,000=	WB
4.	Accommodation rent for enumerators	7,000= @ day at Malaba & 210,000= @ month at Busia	4 Hotel Rooms	2,576,000=	WB
5.	Interviewers' Allowances	20,000= @ per day for Entebbe	4 Enumerators	7,360,000=	WB
		30,000= @ per day for Malaba and Busia	4 Enumerators	11,040,000=	WB
6.	Data Entry Clerk	200,000 per month	3 Months	600,000=	EU
7.	Supervision		7 Supervisors	5,470,000=	WB
8.	Driver's Allowances	120,000= @ per month for Busia & Malaba	1 Driver, 4 times a month	360,000=	WB
		30,000= per night	92 Nights	2,760,000=	WB
	<b>Total</b>			<b>38,786,000=</b>	<b>WB</b>
9.	Programing costs	5,000,000=	5,000,000=	5,000,000=	EU
11.	Miscellaneous			2,000,000=	EU