



TOURISM STATISTICS WORKSHOP

A REGIONAL WORKSHOP ON TOURISM SURVEY MANAGEMENT, STATISTICAL DATA COLLECTION, ANALYSIS AND
THE ESTIMATION OF VISITOR SPENDING

December 2009

CTO, Barbados 7 – 11 December 2009

TOURISM STATISTICS WORKSHOP



TABLE OF CONTENTS

	<u>Page</u>
1. Tourism Statistics and Surveys - Managing the process Visitor Survey Operations Manual By Winfield Griffith	5
2. Expenditure Methodology by Winfield Griffith	21
3. Instructions for Designing forms in SPSS DE II by Stephen Aymes	29
4. Signing into Web Opac by Sophia Lashley	36
5. Frequently Used Tourism Related organization websites	37

**VISITOR SURVEY
OPERATIONS MANUAL
Mr. Winfield Griffith**

Visitor Survey

EXPLANATORY NOTES

For Survey Staff only

1. PURPOSE OF THE SURVEY

Tourism is an important industry with considerable potential for growth and development. Its major benefit is that of foreign exchange and employment generation. In order to maximize these benefits, information about the industry must be available for planning and decision-making. The cruise passenger survey provides some of this information by cruise visitors when they are about to leave the country. The survey is designed to determine why visitors chose the country as their destination, if they spent any money, how much, what they spent that money on and whether the visit was up to their expectations.

The survey will normally be conducted at selected periods (rounds) over the entire year. There will be several such periods and each one will last at least one week. Rounds of the survey are usually selected in such a way as to capture activities in the Winter Season as well as the Summer Season separately. The survey will be done by self-completed questionnaire.

1.1. *Who Completes the Questionnaire*

During the survey, visitors should complete questionnaires before they leave the country (e.g. at cruise ship ports).

FOR EACH FAMILY: Only one person in the family group (spending party) should complete the questionnaire.

FOR INDIVIDUALS: Each person must complete a questionnaire when not travelling with immediate family.

1.2. Identifying the Visitor

It is extremely important that **questionnaires are distributed to cover all visitors** included in the sample during the survey periods. To do this successfully the visitor must be properly identified.

There are three characteristics that distinguish visitors from other departing passengers. These are: -

(a) Country of Residence

All visitors will be permanently residents outside of the country. Note that the emphasis here is on *residence*. In this respect, nationals who permanently reside abroad and make a visit are included as visitors.

(b) Reason for visit

Among reasons why persons may visit are:-

- | | |
|-----------------------------|----------------------------|
| - vacation/holiday | - accompany family/friends |
| - recreation | - honeymoon |
| - entertainment | - prize/ incentive trip |
| - business/ company retreat | - family reunion |

(c) Length of Stay

Stay-over visitors spend periods greater than 24 hours but not exceeding 365 days at the destination

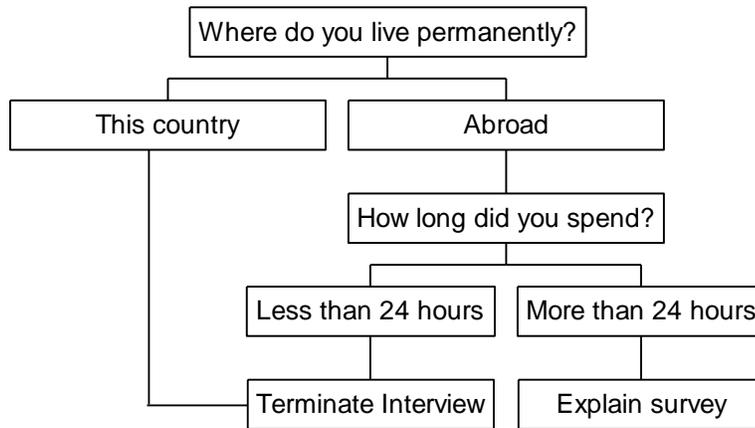
Cruise visitors arrive by ship and spend periods not exceeding 24 hours at the destination.

NOTE: Departing passengers must satisfy the criteria of residence (a) and length of stay (c) described above to be eligible for interview.

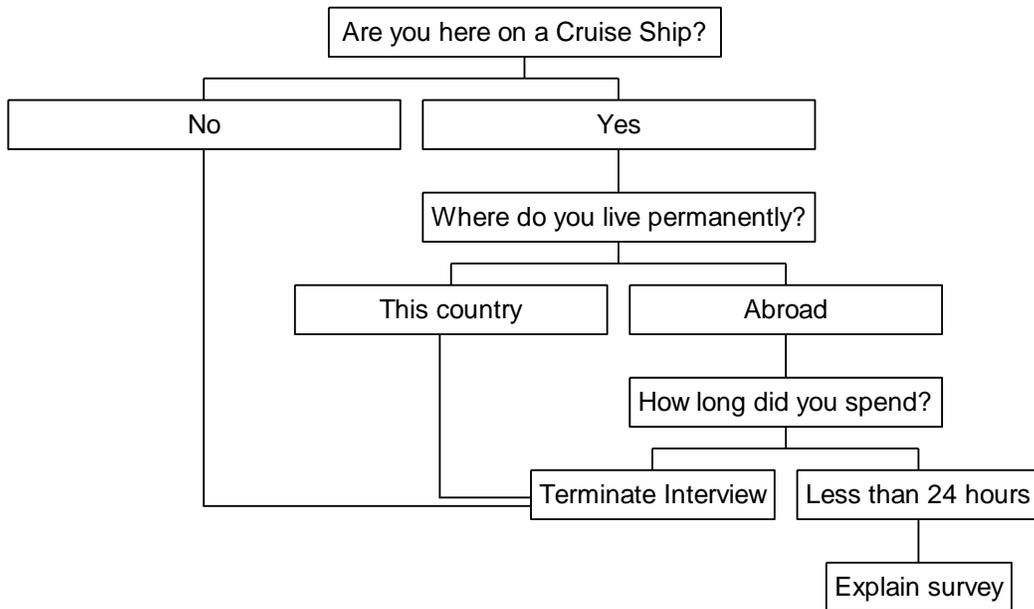
IDENTIFYING THE VISITOR

This procedure could be used when you are *not* sure whether the departing passenger is a visitor.

Identifying the Stayover Visitor



Identifying the Cruise Visitor



1.3.

Distributing the Questionnaire

In order to ensure that the survey is successful: -

(a) All visitors falling into the sample must be handed a questionnaire
Visitors are not always easily identifiable. This will be particularly the case with visitors from other parts of the Caribbean or nationals of the country who live abroad.

Where you are not sure whether an individual is a visitor, ask the questions on the preceding page so that you can decide whether he should be given a questionnaire.

- (b) The questionnaire must be handed out early enough to allow time for completion.
- (c) All completed questionnaires must be collected and properly stored.
- (d) You must be capable of answering any questions about the purpose or content of the survey that may be asked.

1.4. Response to the Survey

To better guarantee the success of the survey, you must try to ensure that as many departing visitors as possible complete their questionnaires.

Many visitors will complete the questionnaire readily, regarding it as an opportunity to articulate their experiences. Others will not be so keen and will need to be convinced. Generally, reluctant respondents are unsure of the **PURPOSE** of the survey. They will want to know **WHY** the information is required and **HOW** it will be used.

IF YOU CAN IMPRESS THEM ABOUT THE IMPORTANCE OF THE SURVEY AND HOW IT WILL BE USED TO DEVELOP A BETTER PRODUCT AS WELL AS TO ASSURE THEM THAT THEIR RESPONSES WILL BE TREATED WITH THE UTMOST CONFIDENCE, YOU WILL WIN MANY CONVERTS!

Experience has shown that visitors from some countries respond more readily than others. Americans, for example, generally have higher response rates than Europeans. Yet the information collected from the survey must be representative of all visitors. Otherwise the results will be biased. You must make a special effort, therefore, to obtain the cooperation of visitors of all nationalities.

2. THE QUESTIONNAIRE

The questionnaire is broadly divided into four sections as follows:-

- (a) Background information
- (b) Motivation
- (c) Expenditure
- (d) Satisfaction
- (e) Household Income

2.1. Background Information

This section will provide information which, when linked to responses in the other sections, will make the analysis of the data more meaningful.

The questions in this section are largely self-explanatory. The main points to remember are:-

Question 2: "Where do you live permanently?"

If the visitor is from the USA, the state in which he lives should also be given. Similarly the province should be given by visitors from CANADA and the country by visitors from EUROPE, the CARIBBEAN and OTHER COUNTRIES.

Question 3: "Number of times visited before"

The "number of times visited before" should not be included in the current visit. For example, if the current visit is the third one, the "number of times visited before" should be two (2).

Question 4:

2.2. Motivation

The information on motivation is particularly useful for planning and developing strategies to market the destination.

Question 7: "Main source of information"

If the "main source of information" is NEWSPAPER or MAGAZINE then the visitor should *also* indicate whether the source was an ARTICLE or an ADVERTISEMENT.

2.3. Expenditure

The questions in this section are central to the survey. This information will provide an estimate of the contribution tourism makes to the country in terms of dollars.

Question 16: "Expenditure at the destination"

This question refers to the expenditure made by the visitor or his spending party/family group after arriving at the destination.

Part (a) refers to the total expenditure and should equate to the sum of the expenditures listed in part (b).

WHERE THE VISITOR IS UNABLE TO RECALL THE EXACT EXPENDITURE ON ANY ITEM IN PART (B), HE SHOULD BE ENCOURAGED TO GIVE HIS BEST ESTIMATE.

2.4. Satisfaction

The section on satisfaction is intended to provide information on the quality of the tourist product as perceived by the visitor. The questions are largely self-explanatory and provide a natural climax to the investigation. The information provided will be useful in the process of product development.

Question 17: "Destination characteristics"

The visitor is required to respond to each of the items in this question.

Question 19: "Open-ended comments"

This space has been provided to give the visitor a chance to make any additional statements on the visit. For example, he may use it to qualify any of his earlier responses or he may address an aspect of his visit that has not been covered by the questionnaire.

3 EDITING

The survey data will be processed using the computer. Editing and coding are important survey management activities that take place after the completed questionnaires have been handed in but before they can be processed.

The major purpose of these activities is to ensure that the data to be processed are meaningful and complete.

3.1. Editing

Editing comprises the examination of the completed questionnaires and the resolution of any obvious inaccuracies, omissions or other inconsistencies.

Editing the cruise survey questionnaire is a relatively straightforward task with the exception of the section on expenditure. The editing of the expenditure responses call for particular attention to be paid to ensuring that the arithmetic is correct. There must always be a balance between total expenditure and the sum of the individual items.

3.1.1 Invalid or Missing Responses

Individual questions will occasionally not have a valid response. Reasons for this will include:-

- (i) An accidental or unavoidable omission
- (ii) An unclear response, for example ticking two boxes instead of one box, as should be the case.
- (iii) A deliberate decision by the visitor not to respond to the question.

Generally, the required action will be to insert a "not stated" code when there is no response. However, in a few cases, a more definite imputation can be made. For instance, where a visitor

indicates that he and his party participated in organised tours and/or water sports but did not show corresponding expenditure in the detailed expenditure, an imputation is possible using information on tour and water sports costs from the respective ground tour and water sport operators. Where no expenditure was obviously incurred, 0 is entered rather than not stated.

3.1.2. Inconsistencies

In some cases, the answer to one question will not correspond with the answer to another question. These are called inconsistencies and can often be resolved by careful study of the questionnaire. Fortunately, the individual questions in the survey are seldom strongly related and inconsistent responses will be very few.

3.1.3 Suggested Edits

Cruise Ship:

Where the ship is not stated for a particular questionnaire the batch of questionnaires surrounding it may provide a strong basis for deducing the correct ship.

Country & State/Province:

The state or province given must be consistent with the country indicated.

Travel companion:

If no response (or more than one response) is given to this question then clues that will facilitate an appropriate edit may be found in the “*persons in spending party*” question that appears later in the questionnaire.

Number of persons in your party (a) & number of persons coming ashore (b) – CRUISE ONLY:

The number in part (b) of this question must never exceed that in part (a). If this appears on a completed questionnaire edit (b) to read the same as (a) except where (b) is consistent with the number in the “*persons in spending party*” question that appears later in the questionnaire. In the latter case, edit (a) to read (b).

First Visit & number of Previous Visits:

If the response is >FIRST VISIT= then number of previous visits must be "0" (zero).

However, if a number is written in (e.g. 4) when first visit is indicated, it may be more reasonable to edit the response to read >VISITED BEFORE=.

EXPENDITURE

Editing Expenditure Responses

The successful editing of expenditure by visitors will sometimes require the use of information additional to that given on the questionnaire

- Package operator brochures
- Local operators providing services, such as ground transportation, tours etc.
- Cruise line local representatives.

Package operator brochures will provide the special discount rates offered by various hotels in the destination. Rack rates can be obtained from the hotels' brochures.

These local operators will provide per capita costs of the specific services offered, such as the per head cost of various tours.

Cruise line representatives will be able to give further information on tours purchased on board ship and cost of any other services offered.

Expenditure data must be coded in U.S dollars. If a different currency has been used, it should be converted to U.S dollars. In different cases the characteristics of the visitor can prove useful. Obviously a visitor from the U.S is more likely to quote U.S dollars than a Canadian.

Check that the individual expenditure components add to total expenditure.

Visitors naturally recall their total expenditure more easily (and accurately) than the money spent on the individual components. Sometimes the total expenditure will be given without a breakdown. On other occasions the total given will not add to the sum of the individual components.

Rationalisation of these inconsistencies requires a good dose of commonsense. Always look out for obviously unreasonable replies. For example, it is unlikely that a person staying for a few hours would spend US\$8000 although this target can be easily reached in the areas of gambling, jewellery and crystal it will hardly ever be true for an individual item of tours, transportation, meals and drinks or communication. A frequent error is for respondents to inadvertently score say, \$8000 for \$80.00.

The information on total expenditure is useful even when there is no expenditure breakdown.

Where total expenditure as reported by the visitor does not add to the individual components on the questionnaire but the figures are nearly the same, use the reported total and adjust the individual items (usually the "other spending" figure) to make them equal.

Where the total expenditure figure is substantially different from the sum of the individual components and these cannot be reasonably imputed - for example by using supplementary package information - only the total expenditure figure should be coded.

4 CODING

4.1 Coding Practices

Coding is the process of translating the responses on the questionnaires into numerical format to facilitate processing by computer.

Each question has a fixed number of possible responses. Each response is associated with a specific code as outlined below.

The following rules must be followed when coding:-

- (a) Code with a red pen so that the code will be distinguishable from the information provided by the visitor.
- (b) Codes must be clearly and conspicuously written

4.2 Identification Code

For control purposes, each questionnaire must be dated and numbered and these numbers should be in sequence for every round. This must be done before they are distributed to visitors for completion.

The identification code will be a five-digit number as follows: -

1997	(Jan. - April)	-	Round 1:	10001,10002,10003 etc.
	Winter	-	Round 2:	20001,20002,20003 etc.
1998	(May - Dec.)	-	Round 3:	30001,30002,30003 etc.
	Summer	-	Round 4:	40001,40002,40003 etc.

4.3 Coding The Questionnaire (Sample List of Codes)

Ship: What is the name of your ship?
(Enter codes from list of cruise liners)

Add more codes as list of ships increase.

Country of Residence: Where do you live permanently?

<i>Response</i>	<i>Code</i>
USA	1
OTHER COUNTRIES	(Enter code from list of country codes)
Not stated	99

COUNTRY (use list of country codes)
STATE (use list of state codes for U.S.A.)
PROVINCE (use list of province codes for Canada)

Travel Companion: With whom did you travel?

Response	Code
Alone	1
Spouse/Partner	2
Family	3
Group/Friends	4
Other	5
Not stated	9

Travel Party (CRUISE ONLY):

Excluding you, (a) how many persons are there in your party?

(b) How many came ashore?

Circle number of persons given (a) and (b).

First Visit: Is this your First Visit to this country?

Response	Code
First visit	1
Visited Before	2
Not stated	9

(a) How many times before?

Circle the number given in the response. For example, if the visitor has visited the country two times before, the correct code is "2".

(b) Type of visits before?

Land-based	1
On cruise	2
Both	3
Not stated	9

Note: If this is the first visit, the code for "number of times visited" must be "0".

Previous Caribbean Visit: Excluding this visit, have you visited any other country in the Caribbean before?

<i>Response</i>	<i>Code</i>
Yes	1
No	2
Not stated	9

(a) How many times before?

Circle the number given in the response. For example, if the visitor has visited the country two times before, the correct code is "2".

(b) Type of previous visits?

Land-based	1
On cruise	2
Both	3
Not stated	9

Note: If this is the first visit, the code for "number of times visited" must be "0".

Activities: Which of the following did you participate in during your visit?

(Each activity must be treated separately)

Response	Code
Yes	1
No	2
Not stated	9

Expenditure: What was your total expenditure in this country?
How much of this money did you spend on?

Enter each amount after ensuring that: -

TOTAL EXPENDITURE = the sum of the individual items

Persons in spending party: How many persons does this expenditure cover?
A very important question. Crosscheck with the "**Travel Companion**" question. Circle the number given.

Willingness to return: Would you come back to this country?

Response	Code
Definitely	1
Probably	2
Probably Not	3
Definitely Not	4
Not Stated	9

Income Group: What is your household income per year in US\$?

Response	Code
Under 25,000	1
25,000 - 40,000	2
40,001 - 60,000	3
60,001 - 80,000	4
80,001 - 100,000	5
Over 100,000	6

Comments: Please indicate below anything else you particularly liked or disliked about your visit to this country.

Type comments briefly and clearly.

EXPENDITURE METHODOLOGY

Winfield Griffith

Estimation of visitor Expenditure

Data Definitions

In the case of Barbados, the international definitions advocated by the World Tourism Organization (WTO) have been followed, namely:

Visitor: Any person visiting a country other than that in which they normally reside, for not more than one year, and whose purpose of visit can be classified under one of the headings in the following table:

Purpose of Visit	Type of Activity
Leisure and visiting friends and relatives	recreation, holiday, shopping, sports and cultural events, visit family/friends,
Business	mission, meeting, paid study & research
Other	Health treatment, religious pilgrimage, aircraft & ship crew

There are two types of visitors, tourists and same-day visitors, which are defined as follows:

- < **Tourists** are visitors staying at least 24 hours in the country visited, and;
- < **Same-day visitors** are visitors staying less than 24 hours in the country visited.

Within the context of these definitions, the following special categories should be noted:

- < *Cruise Passengers* are regarded as a special type of same-day visitor (even if the ship overnights at the port).
- < *Yacht Visitors* are included among the tourist (stay-over) or same day population based on their length of stay.

It also follows that nationals of Caribbean countries who permanently reside abroad should be categorized as tourists when they return on a temporary visit for any of the reasons listed above. This definition is now followed by most Caribbean destinations.

CTO's Estimate of Average daily Spending

CTO's uses a direct approach to the estimation of visitor expenditure. The quarterly Visitor Expenditure and Satisfaction Survey (VESS) for which interviewing is conducted monthly at the exit ports of Barbados provides average daily expenditure for stay-over as well as cruise passengers. The daily average is based on the reported spending of the visitor.

Visitors who come to Barbados on their own arrangement are usually in a position to provide full detailed information on the cost of the individual goods and services purchased during the trip. This along with the reported actual length of stay of the visitor permits the determination of the average daily spending for these visitors.

Prepaid package visitors are unable to specify individual cost of items included in the package. Background information from tour operators regarding the cost of the various goods and services quoted in the package provides a legitimate basis for estimating the average daily expenditure on detailed item groups.

The VESS allows the determination of average daily expenditure taking into account the various demographic and other characteristics of the visitor. Tabulations are prepared for the characteristics of such variables as country of residence; purpose of visit; place of stay; length of stay and others. In the final analysis total spending is determined in great measure by these characteristics.

Total Visitor Arrivals

Total visitor arrivals in accordance with the CTO adopted definition is derived from the E/D card data file and used in the process of calculating total visitor expenditure. This information covers the entire population and its distribution is preferred to that coming from a sample survey since it is free of sampling error which is inevitable in a sampling distribution.

Average Length of Stay

For the same reason offered in the case of total visitor arrivals the average length of stay provided by the E/D card data is employed in the estimation. This length of stay represents the intended length of stay for the visiting population. In the survey, visitors report their actual length of stay. The available evidence suggests that expected length of stay in reality does not depart significantly from the actual length of stay.

Average daily visitor spending produced by the VESS is derived by summing the quotient of total spending and number of nights spent, this aggregate is then divided by the total persons spending.

Generally,

$$\text{Total Spending per Visitor per day} = \varphi(s_i/N_i)$$

S - total party spending for trip (i=1,...n)

N - number of nights spent in Barbados (i=1,...n)

$$\text{Average Spending per Visitor per day } S = \varphi_{S_i/N_i} / \varphi_{P_i}$$

P - number of persons in spending party (i=1,.....n)

More specifically, estimates are done for spending by various population characteristics, for example country of residence in particular is:

Total Spending per Visitor per day by country of residence of visitor

$$= \varphi S_{ic} / N_{ic}$$

S - total party spending for trip (i =1,....n₁) by visitor's country of residence (c=1,...)

N - number of nights spent in Barbados (i =1,....n₁) by visitor's country of residence (c= 1,.....)

Average Spending per Visitor per day by visitor's country of residence is

$$S_C = \varphi(S_{ic}/N_{ic}) / \varphi P_{ic}$$

P - number of persons in spending party (i=1,.....n₁) by visitor's country of residence (c= 1,.....)

Total Visitor Expenditure by country of visitor is then calculated as

$$A_C * L_C * S_C$$

Where A_C is total visitor arrivals by country of residence c , L_C is the average length of stay by country of residence c , and S_C the average spending per departing visitor per day by country of residence c .

Similarly,

Total Visitor Expenditure by type of accommodation used by the visitor is then calculated as

$$A_a * L_a * S_a$$

Where A_a is total arrivals by accommodation type a , L_a is the average length of stay for accommodation type a , and S_a the average spending per visitor per day for accommodation type a .

Weighting of the average daily spending per stay-over visitor (S).

It is clear that total visitor spending is a function of such variables as the country of residence; place of stay; length of stay; and purpose of visit. From the VESS CTO produces estimates of average expenditure for these variables. However, total visitor spending is subject to the influence of the relative changes in the distributions of these variables in any given period. In particular, it was discovered the distribution of the variable Type of Accommodation was a significant determinant. In order, therefore, to fine tune the average spending an adjustment is made to take into account the weight not only of the country of residence but of the type of accommodation. The adjustment is calculated as follows:

$$\varphi(A_{ca} * L_{ca}) = \varphi V_{ca} \text{ the total visitor days.}$$

$$\varphi(A_{ca} * L_{ca} * e_{ca}) = \varphi E_{ca} \text{ weighted total visitor expenditure}$$

A_{ca} - visitor arrivals by country of residence and type of accommodation during the survey period.

L_{ca} - visitor length of stay by country of residence and type of accommodation during the survey period.

e_{ca} - sample average expenditure by country of residence and type of accommodation

$\varphi E_{ca} / \varphi V_{ca} = O_{ca}$ weighted total average daily visitor expenditure per person

Total Visitor Expenditure is then calculated as the product

$$A_C * L_C * O_{ca}$$

Where A_C is total visitor arrivals by Country of Residence, L_C is the average Length of stay by Country Residence, and O_{ca} the average weighted spending per visitor per day weighted by Country of Residence and Type of Accommodation (See **Table 1**). There is the further school of thought which advocates further weighting to capture the relative influence of purpose of visit.

Table 1. Total Visitor Expenditure by Country of Residence

April - June

	Arrivals ('000)		Length of Stay (Days)		*Weighted Average Daily Expenditure Visitors (US\$)		Total Expenditure (‘000 US\$)	
	2008	2009	2008	2009	2008	2009	2008	2009
United States	34.4	29.6	8.0	8.9	173.87	172.66	47,842	45,455
Canada	9.9	12.0	10.7	11.8	146.60	152.17	15,452	21,510
United Kingdom	53.1	42.5	10.7	11.7	224.51	200.78	127,567	99,770
Other Europe	6.8	6.6	10.0	11.4	216.31	198.75	14,759	14,938
Caribbean	24.6	22.4	8.0	9.8	156.45	139.09	30,828	30,570
Other	6.3	5.3	8.5	9.8	202.85	202.74	10,885	10,469
Total	135.1	118.3	9.4	10.6	194.03	177.65	247,334	222,711

*The averages shown in these columns are derived through weighting on the proportions of visitors from the major markets staying in the various types of accommodation.

Components included in the estimates of visitor expenditure as derived from the visitor exit survey are highly aggregated groups of goods and services purchased by visitors during their stay. Such groups as accommodation, other meals and drinks purchased outside the place of stay, Taxi/car rental, tours, entertainment/recreation, shopping and other spending are among the broad groups regularly used. Accommodation often includes other expenditure incurred in the accommodation establishment. There is

clearly a need for further studies to determine the detailed commodity flows through the tourism sector.

INSTRUCTIONS FOR ESIGNING FORMS IN SPSS DE - II

Stephen Aymes, Data Processing Officer

INSTRUCTIONS FOR DESIGNING FORMS IN SPSS DE – II

ACCESSING DE - II

Go to the Command Prompt

At C:\> type CD\SPSS (enter)

At C:\SPSS> type SPSSPC /DE

Before you can enter, modify or manipulate data you must first open a file (if it already exists) or create a new file.

OPEN AN EXISTING FILE

To open (get) an existing file in DE, press **Shift-F2** to enter the file branch of DE. Then press **F2**, press **Enter** at the “File Type to Get” window. In the “File to get.” window, type the file name, hit **Enter** and a red rectangular box will appear on the screen. Press the **space bar** to remove the red box and **Shift-F5** to proceed to enter data. To see the data in a spreadsheet layout instead of the usual data entry view, press **F10**.

CREATE A FILE

Where no file currently exists one must first be defined by **Shift-F2** then **F4**. At “New File”, enter the name that you want the file to have. File names are restricted to a maximum of 8 characters in length plus a 3 character extension e.g. StaySurv.frm

Files in DE are set up to accept data from questionnaires or other documents. A single answer to each question or part of a question must be identified and entered. Each question or item is called a variable since the answers may change from record to record. Before this can be done, a list of short titles or variable names must be prepared for all questions or parts of questions for which information should have been collected.

In order to define a file, a **dictionary** of variable names must first be prepared. Shift F4 to go to the dictionary branch. F2 allows you to define all variables identified in your document.

While defining all your variables you will want to insert **variable labels**. Variable labels are the full descriptions of the variable names. DE allows you to do this immediately after typing your variable names. Try to keep your labels as brief as possible.

A variable may be **numeric** or a **string**. Numeric means the codes (values) to be used for the variable will be all numbers. Strings may be all characters or a combination of alphabetic characters and numbers.

The variable length refers to the number of digits or characters in the code used for the variable, e.g. code 245 has a length of 3. Decimal places may be used in numeric variables codes.

Edit in display mode allows you to go back and make changes in your data entry, while verify and display have other uses and do not allow changes.

VALUE LABELS

Information for each variable is entered in coded form, which makes it easy for data manipulation, by the computer. Since codes mean nothing to outside readers of the computer output, labels for these codes must be inserted.

Press Shift-F4, press the space bar to remove the menu from the screen then F5. The variables then shown are accessible by moving up and down with the arrow keys. Move to each variable for which you need value labels and press F5, this allows you to enter the numeric code (value) first. Hit Enter then type in the

label for that code. Press Ctrl F10 to complete the value label entry for that variable. Repeat the process for all variables requiring value labels.

PLACING THE VARIABLE

Shift F3 for the forms branch. Press space bar to clear menu. Here you can type all the text on your questionnaire or document. You may want to type the entire set of questions or some variation of them on the screen. Then proceed to place the field into which the data will be entered next to the question to which it applies. This procedure is highly recommended since the close visual association between the data screen and the actual questionnaire will facilitate less data entry errors.

Put the cursor in the position next to the question where you want to enter the information. Type F3 to get list of variables not placed. Use the arrow key to go to the variable being placed and press enter. Repeat process until all variables are placed in the required positions on the form. Use the Page Up and Page Down keys to move from page to page on the form.

MOVING AN AREA

Remain in shift F3. F7 allows an area to be shaded using the arrow keys. Press enter to activate the move. At this point the area will disappear from view. Move to the page and position where you want to place the moved block. CTRL F10 will complete the move. This feature is needed frequently as you shift text from place to place in the process of deciding the most efficient data entry screen layout as well as the best visual presentation. The ability to appropriately structure and organize the screen to facilitate data entry by whoever is required to perform this task is critical to proper FORMS CUSTOMIZATION.

ENSURING THE CORRECT ORDER OF VARIABLES

After placing variables it is still necessary to ensure that the order in which the variables are entered is the correct one. In order to do this:

- (1) Shift F5 and enter the data branch.
- (2) Press the space bar to clear menu from screen.

You will see the blank form you have created. At this point you may also enter data into the form. However, no serious data entry should be done at this point since there will be other controls added to minimize avoidable data entry errors.

- (3) Using the left and right arrow keys move the cursor from variable to variable. Make a note of each variable skipped out of turn. These are the variables out of order.

PUTTING VARIABLES IN ORDER

To put the misplaced variables in order, do the following:

Shift F3 and enter the forms branch

Place the cursor on the variable that is out of order

Press F8 and a list of variables will appear with the cursor on the one you have selected.

Move the cursor up until it reaches the intended position in the list.

Press enter to complete the process. Repeat the process until all variables are placed.

CONTROLLING DATA BEING ENTERED

The numeric codes or values of each variable are known and finite. This makes it easy to set the limits or ranges within which such variables must fall. This exercise is vital for minimizing the number of illegitimate codes or values erroneously entered by data entry staff.

ENTERING RANGE CHECKS

In order to enter range checks take the following steps

Shift F6 to enter the cleaning branch

F2 for list of variables without ranges

Use arrow keys to select variable

Press enter and type range for that variable

e.g. if the code used for country of residence (Q2COR) are 1 to 6 the range should be written as 1,2,3,4,5,6 or more economically 1 thru 6.

Codes other than the ones stated will result in some rejection by the machine.

CREATING SKIPS IN THE DATA ENTRY FORM

A response to a particular question on a questionnaire may depend on the response of a foregoing question. For example, 'How many times have you visited Dominican Republic?' becomes relevant if the answer to 'Is this your first visit to Dominican Republic?' is 'no'. You may therefore create a condition in your data entry setup that skips the question if it becomes irrelevant.

In order to create skip conditions do the following:

Shift F7 to enter skip/fill branch

Space bar to clear menu

Press F2 and Use the arrow keys to select the variables for which skips are required.

Press enter and type the necessary condition e.g.

IF (Q5 EQ 2) ->Q7;

IF (Q1COR IN 4 THRU 6) ->Q1CTRY;

This command will result in a skip from question 5 to 7 ignoring irrelevant questions in between.

SAVING THE DATA FILE

Remember to save your file intermittently since DE does not save automatically like some other pieces of software. Data entry is tedious work it can therefore be very expensive and distressing to lose large amounts of information through power outages or other incidents, not least of all, accidental exiting of your software without saving.

To save a file in DE:

Shift-F2 to enter files branch

Space bar to clear screen

Press **F3** and hit **Enter** on the “Save File Type” window. Hit **Enter** when the filename appears in the next window. If the filename does not appear, type the file name and press **Enter**. Type Yes when asked whether to “Save in Compressed Mode?”

EXIT DE BY PRESSING SHIFT F10

Basic Cross tab – one variable by another

Statistics menu

Custom Tables

Basic Tables

Place the required variables in the down and across

Statistics – Col% (%) and any other

Totals – Group Total

Title - as appropriate

Ratings - Percentages

Statistics menu

Custom Tables

Table of Frequencies

Place the required variables in the frequencies for

Statistics – Add Col% (%) and any other
Title - as appropriate

Ratings – Indexes (Averages)

Statistics menu

Custom Tables

Basic Tables

Place the required variables in the summaries and the “by” variable in the across

Statistics – Add Mean

Totals – Group Total

Title - as appropriate

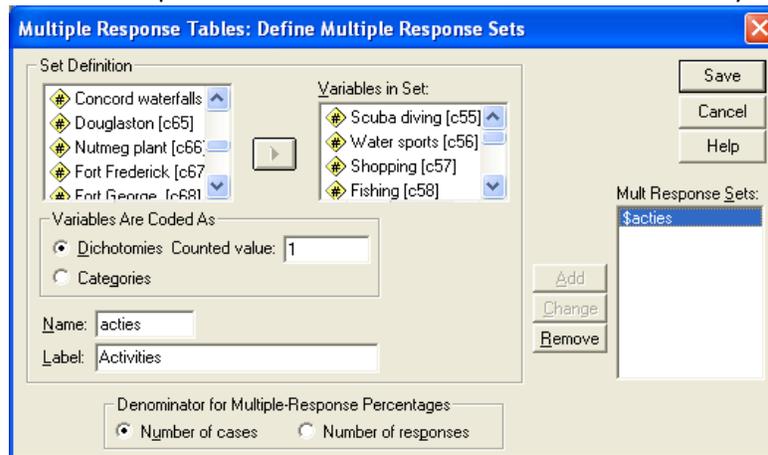
Multi-response - Percentages

Statistics menu

Custom Tables

Multi Response Tables

Place the required variables into the Rows section and the “by” variable in the Columns



*Place the required variables into a Multi-response set
*Then place the set in the Rows and the “by” variable in the Columns

De-select Rows under Nesting Statistics – Select Column Percentages and Totals

Title - as appropriate

Multi Response Tables

Signing into Web OPAC:



Presenter: Sophia Lashley, Librarian

Signing into Web OPAC:

Currently a user ID and password is not required to access the catalog.

Menu Bar Options

- Start – Return to the Start page for Web OPAC
- Search – Display the Search menu.
- Lists – Display the Lists menu.
- My Account – Display the My Account menu.

Note: Currently the “Lists” and “My Account” menus are inactive due to password requirements, as we continue to customize the system to meet user needs these features will be activated.

Searching

- **Simple Search** – Enter a keyword, multiple keywords, or a phrase (a text string within quote marks) and click the **Go** button. A title list is retrieved.

Simple Search allows you to search the catalog by keyword or phrase. You can choose to search by matching all keywords entered, any keywords, or by exact phrase. The application will also search for spelling variations, synonyms, related words, or weakly related words. Additionally, you can limit your search by format, media, language, location, or collection.

- **Browse Search** –Select a field to display the related browse list (click on the down arrow to display the list of available fields). Enter information in the 'Begins with' field and click on the **Go** button to reposition the browse list accordingly.
- **Power Search** –Search multiple fields by selecting the field to be searched and entering a keyword, keywords, or a phrase for the field. Select the linking operator to use between each search phrase and click on the **Go** button.
- **Icon Search** –Search multiple fields by selecting the icon relating to the field to be searched (Author, Subject, Title, All) and entering a keyword, keywords, or a phrase for the field. Select the linking operator to use between each search phrase and click on the **Go** button.

Below is a listing of frequently used tourism/related organization websites publishing free online regional and international tourism and socio economic research.

Compiled by Sophia Lashley, CTO Librarian. slashley@caribtourism.com

NAME OF ORGANIZATION/INSTITUTION	DESCRIPTION OF TOURISM RESEARCH	WEBSITE URL
American Society of Travel Agents	Publishes information related to travel agents and the travel industry	www.asta.org
Association of Caribbean States	Publishes tourism research and training manuals	http://www.acs-aec.org/
Blue Flag Programme	Publishes free documents on coastal zone management and sustainable tourism	http://www.blueflag.org/
Caribbean Alliance for Sustainable Tourism (CAST)	Publishes information on eco-labels for example Blue Flag and Green Globe, also environmental management toolkits available for download	http://www.cha-cast.com/
Caribbean Development Bank	Publishes socio-economic reports, statistics and tourism related documents available for free download. CDB Library OPAC is online	http://www.caribank.org/

Caribbean Digital Library	Publishes tourism and socio-economic documents in full-text for download	http://cdc.eclacpos.org
Caribbean Disaster Emergency Management Agency	Publishes disaster management information and website links to other regional and international disaster management agencies	http://www.cdera.org/
Caribbean Hotel and Tourism Association	Industry-related publications	http://www.caribbeanhotelandtourism.com/
Caribbean Natural Resources Institute	Publishes free online publications on the management of natural resources in the islands of the Caribbean	http://www.canari.org/site.html
Caribbean Regional Negotiating Machinery (CARICOM Office of Trade Negotiations)	Publishes tourism resources related to trade and services	http://www.crn.org/
Caribbean Regional Sustainable Tourism Development Programme	Publications on the subjects of sustainable tourism development available in full-text for download	www.caribtdep.org/ - click "Programme Outputs"
Caribbean Tourism Organization	Publishes tourism resources focusing on market intelligence, statistics and market research, best practices, indicators of sustainable tourism, human resource management and training etc.	www.onecaribbean.org
CARICOM Law	Publishes the laws of member states	http://www.caricomlaw.org/laws.php

CARICOM Regional Statistics	Publishes statistics and statistics legislations for member countries.	http://www.caricomstats.org/
Cruise Lines International Association, Inc.	Publishes cruise industry related documents	www.cruising.org
ECLAC Caribbean Development and Cooperation Committee – Port of Spain Trinidad	Publishes socio-economic research available in full-text for download	www.eclac.org - click left menu “Subregional headquarters” & select “Port of Spain.”
Florida-Caribbean Cruise Association	Publishes statistics, economic impact reports, market trends and other industry related publications	http://www.f-cca.com/
International Air Transport Association	Publishes statistics and intelligence, also downloadable fee-based industry-related publications	http://www.iata.org/ps/intelligence_statistics/
International Hotel and Restaurant Association	Publishes online industry related documents	http://www.ih-ra.com/marketplace/publications.php
Organization of Eastern Caribbean States	Publishes tourism statistics for OECS members	www.oecs.org

Pro-Poor Tourism Partnership	Publishes resources on sustainable tourism development in the Caribbean region and worldwide, includes case studies and guidelines.	http://www.propoortourism.org.uk/
The International Ecotourism Society	Publishes free download ecotourism publications and research	www.ecotourism.org
The World Bank	Publishes over 65,000 free download documents in social and economic development including tourism.	http://www.worldbank.org/reference/
United Nations Educational, Scientific and Cultural Organization (UNESCO)	Publishes free download documents on cultural tourism (keyword “tourism”)	www.unesco.org
United Nations Environment Programme – Tourism and Environment Programme	Publishes free and fee-based documents on the environmental impacts of tourism	http://www.unep.fr/scp/tourism/
World Tourism Organization	Highlights; market trends; tourism indicators, tourism legislation (LEXTOUR database) etc.	www.unwto.org
World Travel and Tourism Council	TSA Research	www.wttc.org