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Mission Report

from a short-term mission on Tourism Statistics

23 September- 5 October 2007

TA for the Scandinavian Support Program to Strengthen the Institutional
Capacity of the National Statistics, Mozambique

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List of abbreviations

DBA	Database Administrator
CO	Scanstat Coordination Office in Statistics Denmark
Danida	Danish International Development Assistance
DKK	Danish Kroner
DSt	Statistics Denmark
EUR	European Euro
INE	Instituto Nacional de Estatística, Mozambique
INE-P	Instituto Nacional de Estatística, Portugal
IIS	Internet Information Server (A Microsoft product)
LTA	Long Term Advisors
STA	Short Term Advisors
MZM	Mozambique Meticais
NOK	Norwegian Kroner
PX	Family of Software produced by Statistics Sweden
Scanstat	Consortium between Statistics Denmark, Statistics Norway and Statistics Sweden
SCB	Statistics Sweden
SDMX	Statistical Data and Meta data exchange
SEK	Swedish Kronor
SSB	Statistics Norway
SQL	Structured Query Language
USD	US Dollars
XML	Extendable Mark up Language
ZAR	South African Rand

1 EXECUTIVE SUMMARY

1.1 Scope of the mission

The mission should result in the fulfilment of The Terms of Reference for the mission. These are included in the report as appendix 2.

1.2 Background

The background of the mission was a need identified by INE for a follow up of two previous missions conducted by Mr Rolf Svensson, Statistics Sweden, in 2003 and 2004. These missions resulted in a number of recommendations on how to precede the planning and implementation of a border survey.

1.3 Summary

The overall conclusion of this mission is that a lot of effort has been made in favour of tourism statistics in Mozambique during the last couple of years. Most of the recommendations made after the previous mission have been followed and a border post survey has been planned and implemented.

The focus of this mission had been on evaluating the ongoing Border Post Survey and giving recommendations for its improvement. This report concludes the recommendations made for improvements on the questionnaire and on the methodology. Finally the consultants give some recommendations on what steps to be taken to continue this work in general and especially if deciding on the implementation of a Tourism Satellite Account (TSA).

2 INTRODUCTION

2.1 Background

The background for the mission was a need identified by INE and MITUR (Ministry of Tourism) due to the fast growth of the tourism sector in last years. To allow the government of Mozambique to have solid information on time and an efficient way to define tourism polices that meet the international tourism requirements, it's was found important to collect information about tourist expenses to facilitate the processing of tourism receipts. It was decided that for international tourism this could best be done by implementing a Border Survey. This survey should give information about the international tourism in Mozambique and its impact on the economy.

2.2 Present situation

The Statistical System for tourism in Mozambique rest on three pillars;

1. Accommodation statistics collected monthly by INE

2. Inbound/outbound statistics collected from Migração, using information from embarkation /disembarkation cards.
3. Border Post Survey (Tourism expenditure survey) conducted by INE in cooperation with MITUR and Migração. During 2007 three quarterly surveys has been conducted and a fourth is being planned for December 2007. Results obtained in these surveys haven't been expanded to all tourist universes because the methodologies are not yet decided.

The main focus of this mission has been on the Border Post Survey but some attention has also been paid to the other parts.

3 CONCLUSIONS AND RECOMMENDATIONS

One of main objectives for this mission was to make a follow up of the recommendations from the previous mission. This has been done by Mr Svensson. The overall conclusion of this mission is that a lot of effort has been made in favour of tourism statistics in Mozambique. Most of the recommendations made after the previous mission have been followed and a border post survey has been planned and implemented. The following recommendations are mainly suggestions on improvements for the survey and also for steps to be taken to support the work on this subject.

3.1 Evaluation of the survey on Tourism Expenditure

3.1.1 Purpose

Most countries put a high priority on measuring the number of visitors crossing their borders from abroad, i.e. international flows or, in other words, inbound movement. Such visitors are an important source of revenue for most national governments.

Generally speaking, the information about inbound tourism is crucial not only in estimating foreign exchange earnings, the balance of international payments and, in general, the economic impact of those visitors. It is also very useful in analysing the characteristics of both the visitors and the trips and studying their motivations and holiday behaviour.

When conducting a Border Post Survey it is important to be clear of the purpose of the survey. If the purpose is to get information on how the tourists experienced the country you must ask other questions than if the purpose is to get information of spending patterns.

After discussions with MITUR it was stated that the overall purpose of the Border Post Survey is to get information on the impact of tourism on the economy of Mozambique and as input for a forthcoming Tourism Satellite Account (TSA). The questionnaire should therefore be concentrating on questions relating expenses before and during the trip, witch also is the case.

3.1.2 The questionnaire

The questionnaire has been evaluated by the consultants and found generally very suitable for its purpose. However the consultants have some proposals to further improvements of the questionnaire. These suggestions are stated in Appendix 4.

3.1.3 Methodology

Regarding methodology used for the survey some observations made by the consultant is worth commenting. These comments are stated below but do not cover all steps in the process. For a complete manual the consultants recommend the “*Methodological manual on the design and implementation of surveys on inbound tourism*” put together by the statistical office of the European Union, Eurostat. <http://circa.europa.eu/irc/dsis/bmethods/info/data/new/embs/tourism/inbound/part2.pdf>

Efficient sampling

Conducting a Border Survey is a very costly operation for any country and it is important to be as efficient as possible. At this stage it might be appropriate to evaluate the survey to see how to optimize the given resources. When analysing the results from the surveys done it might be recognised that some border posts could be excluded from the survey. This is the case, for example, if it is found that about 90 percent of all tourists pass via, let's say, three border posts. In this case it can be argued that these 90 percent can represent the total of the tourists. In that case the survey could be concentrated to these border posts.

The survey period

In order to maximise the probability of obtaining an exhaustive framework of the target population, the survey should be planned over a year. Then this period has to be divided into sub-periods taking into account the seasonality which characterises visitor flows. This has been done in this case since the survey period is set to one week per quarter.

It is advisable that the survey periods are spread out over the quarter, in order to avoid systematic errors which could give biased results.

Sample size

The sample size should relate to the total number of departing foreigners or to some minimum sample number if the total number of departing foreigners is big. However, the sampling rates could differ between the selected border posts in order to maximize the spread of interviewees. At airports a higher sampling rate might be used than at the road crossing points to South Africa. The reason would be to increase the number of interviews according to the number of visitors from other countries.

Sampling method

To get as good estimates as possible and to avoid biased results it is of great importance that a sampling method is used. The consultants are aware of the difficulties the interviewers face and that it can be difficult to follow this method in every situation, but it is important that their instructions are to do so.

If it is known that the sampling method has been changed from the planned method way it is necessary to take that into account when analysing the data. This will result in less precise estimates.

The Interview

The consultants have visited the Border posts at Ressano Garcia, Goba and Mavalane Airport during the survey period and have had the opportunity to study the interviewers in action. The consultants found their work performed in a professional way and according to instructions given.

Regarding the instructions to the interviewers it is recommended that they:

- are updated and easily accessible for the interviewers
- Include instructions on how to note non-responses. Non-responses should be noted on each questionnaire or on a special form. The reason for the non-response should be noted: lack of time, language problem etc.
- Include instructions on the importance of noting accurately and clearly the values of expenditure.
- Point out the difference between a “Zero” and “don’t know” answer referring to expenditure. If the respondent answers that he/she has had no expenses for a certain item than the interviewer should note a “zero”. If the respondent, on the other hand, says that he/she does not know or does not remember how much he/she has spent than this should be noted with “don’t know”. This is crucial when analysing the results. If this is not followed the result will be an underestimation of the expenditure.

Checking the results

It is important to check the data in every step of the process and try to identify incorrect or not logical answers. This is foremost important for expenditures. If one answer is found not to be realistic (outlier) it could be treated in different ways:

- A maximal expenditure per person per day can be decided. If this sum is exceeded it can be changed to the maximum sum. In this case the weight for this person can be set to 1 so that he/she only represents himself.
- The answer could be deleted and treated as a “Don’t know”.

Re-weighting of sample

The re-weighting procedure is important for balancing the sample results according to the sampling plan previously arranged and, consequently, according to the composition of the target population. The methodology used for the adjustment of the sample results depends on the information available for the target population.

We need to use information about the inbound visitors' population that may be available from administrative records, i.e. data from Migração. The optimal solution here is to use data on total visitor/tourist flows or on visitors/tourists by country of residence and by border point and means of transport.

For example, considering a survey at entry/exit points, if 70 percent of the sample is composed of air visitors, but a register data indicates that only 40 percent of the actual inbound visitors arrive and depart by air, then it is necessary to adjust the sample to approximate this distribution. This process will produce factors that are used to weight each case so that it represents its appropriate proportion of the target population. In the above examples, each answer provided by an air visitor should receive a weighting of $0.40/0.70=0.57$, (while the 30% non-air visitors receive a weighting of $0.60/0.30=2.0$, if no additional information on way of transport is available).

Expansion of results

The aim of the expansion methodology is to know volume estimates of total visitors for each visitor characteristic, in addition to percentage breakdowns provided by the sample results. The expansion method involves calculating an expansion factor for each respondent having a certain characteristic, from complete counts of visitors. Once this has been done, each response represents the behaviour of a corresponding group in the target population rather than just the sample in terms of visits, nights spent, expenditure and other measures of visitor activity. The more the expansion factors can be estimated for homogenous sub-groups in terms of characteristics (e.g. tourists by nationality instead of total tourists, and so on) the more the expansion procedure will be successful in giving reliable results.

We will give just one example to demonstrate the importance of segmenting the monitored population as much as possible.

The government of one country knows from administrative counts that about 100 000 Italian residents arrived as visitors in 2006. The country conducts a survey of 10 000 departing inbound visitors and identifies 250 respondents who live in Italy, of which 230 were leisure visitors. The expansion factor for Italian visitors is equal to: $100\ 000/250=400$. Multiplying the leisure visitor respondents by the expansion factor ($400*230$) provides an estimate of 92 000 leisure visitors from Italy for the year. In this case, we do not know the true number of Italian tourists who visited for leisure purposes; so we have to calculate the expansion factor using a proxy, taken from the total number of visitors coming from Italy, whatever the main purpose of visit is.

If only the total number of international visitors is known and nothing more about their country of origin or other characteristics, then the expansion factor has to be computed from this. If the country hosted 6 million inbound international visitors in 2006, then the expansion factor for each international respondent to the survey would be $6\ 000\ 000/10\ 000 = 600$. In this case, the estimated number of Italian leisure visitors is $600* 230 = 138\ 000$.

For this reason it is of great importance to get as much information from existing administrative data as possible. In the end every observation will be given one weight calculated out of this information.

To be able to gross-up the data the following information will be needed:

- Information on the total number of foreign visitors/tourists leaving the country, preferably divided on border post, nationality, month of departure, mean of transport etc.

- Existing data should be evaluated to see that number of arrivals, more or less, correspond to number of departures for example.
- Out of this data the number of tourists should be estimated, including: Non-residents, if possible both with Mozambique nationality and other. These will be the base for calculating the weights.

3.1.4 Documentation

To be able to evaluate and improve the survey it is important that every step in the process is documented. This documentation should include not only information on the methodology but on instructions to interviewers, instructions for checking data, registration program etc. It could also include notes taken at the summing-up meetings held after every survey period and other experiences.

4 NEXT STEP

One of the main purposes of the Border Post Survey is to get information on the impact of tourism on the economy of Mozambique and as input for a forthcoming Tourism Satellite Account (TSA). For that reason the consultants have made a first review of what steps to be taken to continue this work.

4.1 TSA

Before deciding on building a TSA it is important to investigate the possibilities for this. The National Accounts of the country need to be suitable for this purpose. An introduction to TSA is found in Appendix 5.

The consultants have had a short meeting with some senior staff at the National Accounts at INE to discuss this question. They made clear that INE probably initially will need some assistance with this, if decided prioritized.

4.2 Domestic tourism

One of the objectives for this mission was to define a methodology for a survey on domestic tourism. This survey should give additional information on the tourism in Mozambique, but the main purpose would be as input to a TSA.

The consultants have looked into this question and the recommendation is to post-pone this survey. The reason for this recommendation is that these kinds of surveys are very costly and a large sample needs to be drawn to get sufficient data. In many countries these questions are therefore included in the Household Budget Survey. As INE is planning a new HBS in the near future it would be advisable that this possibility is investigated.

4.3 Concluding remarks

To conduct in a Border Post Survey is a big investment for any country, and even more so for a developing country as Mozambique. The recommendations given in this report might be found difficult to fulfil in a short perspective but should be seen as ways to maximise this investment in the long run.

Finally the consultants would like to express their thanks to all officials and individuals met during the mission. They all provided us with the necessary information in a kind and open atmosphere, which greatly facilitated our work in Mozambique. But specially, we would like to thank Mr. Lars Carlsson and Ms Julia Cravo for being excellent hosts and for a very constructive sharing of thoughts on the project and Mr. Cirilo Tembe for taking the time to patiently answering all our questions and meeting out requests.

It should be noted that this report contains our best personal professional opinions as a consultant, and that they therefore do not necessarily correspond to the views of Statistics Sweden, Danida or INE.

5 APPENDIX 1. List of persons met

INE

Mr. Azarias Nhanzimo, National director, DESE

Mr. Cirilo Tembe, Chefe de Departamento

Ms. Mónica Magaua, Head of the Department for National Accounts

Migração

Mr. Cofe Jemusse

MITUR

Mrs. Dina Ribeiro

Mr Tomé Muluana

Scanstat Consortium, LTA:

Mr. Lars Carlsson, Team Leader

Mrs. Julia Cravo, LTA on Business Statistics

Mr. Jan Redeby, former LTA on National Accounting, has kindly given comments on TSA and National Accounts.

6 APPENDIX 2. Terms of Reference

TERMS OF REFERENCE

FOR

A CONSULTACY ON TOURISM STATISTICS

1. BACKGROUND INFORMATION

In the context of the implementation of Tourism Policy, the government took measures to facilitate the entrance of tourists in the country, by opening the Airports of Vilankulos and Pemba for International traffic and introduction of boarder Visa which allows the visitors which do not obtained it in their country of origin to have it at the arrival time.

Due to the fast growth of tourism sector in last years, the introduction of regulatory instruments in the entrance points becomes important. To allow the government to have solid information on time and an efficient way to define tourism polices that meet the international tourism requirements, it's important to collect information about tourist expenses to facilitate the processing of tourism receipts.

Looking to that, in November 2006 Instituto Nacional de Estatistica (INE), Directorate of National Planification and Cooperation, from the Ministry of Tourism, National Directorate of Migration from the Ministry of Interior, did a pilot survey about tourist expenses in 8 entrance points of the country (3 airports, Mavalane, Vilankulos, and Pemba and 5 road points such as: Ponta D'Ouro, Goba, Ressano Garcia, Giriyondo and Machipanda). The results of this survey allowed the group the adjustment's of the questionnaire in order to reduce the difficulties faced during the process of data collection, mainly in road entrance points. These changes were summarized in a reduction of the number of questions to consume a shorter time exploring the needed information about tourist expenses.

In January and April, the first and second quarterly survey, took place in the same 8 entrance points. Now the group is preparing the third quarterly survey to be done from 23rd to 29th September in the same 8 border posts.

The collected data is processed using the combination of the following IT programs; Access, Excel e SPSS. However, the results obtained in these surveys haven't been expanded to all tourist universes because the methodologies are not yet decided.

OBJECTIVES

The work to make the tourism statistics available has been assisted from the very beginning by the Scandinavian cooperation, with most of the work done from 10th to 29th November, 2003 by the consultant Rolf Svenson from Statistics Sweden.

In the process of production of Tourism Statistics, especially concerning Tourist Expenditure, it's necessary to have a short term consultancy with the following objectives:

- To do the follow up of the recommendations of the previous mission, verifying the compliance of recommended activities;
- Evaluate the actual survey about Tourist expenditure, and give recommendations for its improvement;
- Define methodology for expansion of the data's survey for the tourist universe to empower the results produced in the first survey and in the following.
- Define the methodology of the survey of domestic tourism

PRINCIPAL BENEFICIARIES OF THE MISSION

The principal beneficiaries of the mission will be INE, MITUR (Ministry of Tourism), and Migration (Ministry of Interior), through direct participation of technicians involved in the process.

EXPECTED RESULTS

At the end of the mission, it is hoped to have from the consultant:

- A clearly defined methodology to process the collected data about the tourist expenditure, including its publication for tourists universe to ensure the consistence in the results of the survey
- A defined system of integrated statistical information related with international arrivals, guests and nights sleeps, actually processed by Instituto Nacional de Estatísticas, focusing on:
- Lodging capacities per category, processed by “Direcção de Planificação e Cooperação” from Ministry of Tourism;

- International tourism receipts, which the processing procedures will be guided by the assistance of consultant
- A better use of administrative information given by Migração in compilation of results of survey about tourist expenses.

AGENDA FOR THE CONSULTANCY

(To be defined on arrival)

COUNTERPARTS

The place of work will be Instituto Nacional de Estatística, at the Directorate of Sectorial Statistics and Enterprises.

The consultant will work in Maputo City with some trips to the principal entrance points of the country and to some Provincial Directorate of Tourism if necessary as well as to some of the provincial Delegations of Instituto Nacional de Estatísticas

MITUR : Direcção Nacional de Planificação e Cooperação
Dina Ribeiro – Directora
António Muluana – Chefe de Departamento

INE : Direcção de Estatísticas Sectoriais e de Empresas
Azarias Nhanzimo – Director
Cirilo Tembe – Chefe de Departamento
Júlio Fagema – Técnico
Jorge Chemane - Técnico

MIGRAÇÃO: Direcção Nacional de Migração
Cofe Jemusse – Técnico
Esperança Mathe – Técnica

DURATION OF MISSION

The mission will take approximately two weeks and it would be useful if the consultant could be present during the week of data collection, which will take place from 23rd to 29th September current year. Anyway, once the time from now to the operation is short, if the consultant couldn't be present in that period, he can suggest other, after the data collection, because the main goal in this mission, is to define the methodology for data processing to allow data dissemination till the end of this year.

REPORTING

Before departure from Mozambique, the consultant should present a draft of the mission report to be discussed by the different stakeholders. It should be about the progress of the process as well as the partial results of processed data's.

Two weeks after the mission, the consultant of the mission should present the final reporter.

7 APPENDIX 3 Activities during the mission

The following activities were conducted during the mission:

Monday 24

The mission started with an introductory meeting with Team Leader and main counterparts, where a summary was given on the actions taken since the last mission. A plan for this mission was drawn up. It was decided that the first week should be devoted to studying the fieldwork on an ongoing survey. A meeting with Migracao was suggested.

The consultants visited the border posts at Goba.

Tuesday 25

Study of the questionnaire used in the present survey and the data from the previous surveys.

Wednesday 26

Visit to border post Ressano Garcia.

Thursday 27

Work at INE, i.a. study of the “new” form.

Friday 28

Visit to Mavalane airport.

Monday 1 October

Visit at the Ministry of Migration to study data registration and to get information on data retrieved from the border posts.

Tuesday 2 October

Meeting with National Accounts to see what possibilities there are to build a TSA for Mozambique.

Wednesday 3 October

Meeting with responsible staff at INE, MITUR and Migracao summing up experiences from the survey conducted the week before. Supervisors from all surveyed border post gave a short summary of experiences and problems faced during the week.

Ms Eriksson Gothe gave an overview of our observations made thus far.

Friday 5 October

Summing up of the mission.

Frequent contacts with Mr Cerilo Tembe for discussions and information have been of great help to the consultants, for which they would like to express their gratitude.

8 APPENDIX 4 Suggested improvement of the questionnaire

The following suggestions on improvements on the existing questionnaire can be followed if possible. Some are more crucial than others and are stressed with bold text.

- Question 1 (Q1) + Q3 could be put at the end
- Q3: it is advisable to present age in intervals, for suggestion:
18-26 years
27-35 years
36-42 years
43-50 years
51-59 years
60-65 years
66 and over
- Q2 and Q5: the purpose of these questions and how they will be analysed is not clear. Could they be excluded?
- **Q4, Q6 and Q7 are filter questions and should be put first in the questionnaire**
- **Q8 the alternative “Tourism” could be excluded.** Maybe also “Work”? The internationally used alternatives are:
leisure, recreation and holidays
visiting friends and relatives
business and professional (congresses, fairs, meetings, etc.)
health treatments
religion and pilgrimage
other (specify)
.....
- **Q9: move to questions on expenditure. Clarify that it is the number of people who are included in the travel party and for whom the expenditures given.**
- **Q10: the alternative “taxi” need to be clarified in English as “taxi/mini-bus”**
- Q11: could be moved to after questions on expenditures.
- Q13: Add question on items included in the package:
return travel
accommodation
car rental
meals at restaurants
tickets for museums, exhibitions, etc.
mini cruise
local tours
other (specify)
.....
- **Q14: “Taxa de aeroporto dente do país” need to be translated with “Airport tax for domestic flights”. Now it is translated with airfare witch is totally wrong. These results must be studied very carefully before published.**

For more detailed suggestions and recommendations, especially on questions on expenditure, look in: *Methodological manual on the design and implementation of surveys on inbound tourism, Appendix B The Questionnaire design*

9 APPENDIX 5 Introduction to Tourism Satellite Account (TSA)

A satellite account in the context of national accounts indicates that it is something connected to the core of the national accounts system. The objective of satellite accounts is to explore some specific parts of the national accounts, which are not given enough detail in the central framework of the 1993 SNA. Tourism, for instance, is not an explicitly defined branch in the national accounts but connected to and constituting a part of various branches. Therefore it is not possible to show or sort out the effects of tourism in a country by the standard representation of accounts. The branches of national accounts are also built up from the perspective of who is producing or offering a certain product. From this point of view the national accounts is a recording from the supply side.

Tourism on the other hand is primarily not a supply side phenomenon. The fundamentals of tourism are built on the demand side. Without a demand for certain activities there would be no tourism. Tourism is built on the fact that people move from one place to another for some reasons. In the TSA the focus is on tourism consumption from the demand point of view and on the direct servicing to visitors from the supply point of view.

There could be a certain advantage in measuring activities in an economy from the consumer side perspective. This is that there is maybe not the same interest in hiding expenses as in hiding how much revenue you have had on producing a certain service or other activity. The amount of money spent by visitors/tourists may therefore not coincide with the amounts that specific tourist establishment reports as having received. On the other hand, it could be hard to capture the correct amounts spent by tourists, depending on the kind of information available and on the way it is collected.

It is natural to recognize the benefits brought by the 1993 SNA to the compilation of a TSA. But the detailed breakdown of the items related to the TSA calculations can also help to improve the overall quality of the national accounts.

The conceptual framework of TSA provides a classification of goods and services into tourism specific ones and other, non-specific products. Goods and services *specific* to tourism are also *broken down into tourism characteristic and tourism connected* products. Tourism characteristic goods and services have been defined centrally, providing for *international comparability*.

TSA is a conceptual framework developed under the responsibility of the World Tourist Organization. TSA represents a comprehensive, consistent and flexible set of recommendations concerning classifications, definitions, tables and aggregates linked to the standard tables of the 1993 SNA.

TSA enjoys the widespread acceptance which official national accounts' measures provide. In many countries there may be other estimates of the economic contribution of tourism, published, but they do not have the element of international comparability that is offered in the TSA.

The scope of TSA is presented in a progressive form so that Statistical Offices can develop it at their own pace and according to the information available.

It may be worthwhile to stress that tourism in the context of TSA is a wider concept than is usually thought of as it includes the consumption expenditure generated by private visitors as well as business visitors. Another prerequisite is that these visits should be made outside the usual environment and not last for more than 12 months.

Definitions, classifications, contents, etc, are described in "Tourism Satellite Account: Recommended Methodological Framework"¹

¹ An joint publication by the World Tourism organization, United Nations, OECD and Commission of the European Communities.

10 APPENDIX 6 List of Literature

All mission reports from the Scandinavian programme are available online on: www.dst.dk/mozambique

For this mission I would also like to refer to the report:

Mission Report from a short-term mission on Tourism Statistics 25 October – 8 November 2004 by Rolf Svensson ; MZ:2004:29

Eurostat, EU: Methodological manual on the design and implementation of surveys on inbound tourism.

<http://circa.europa.eu/irc/dsis/bmethods/info/data/new/embs/tourism/inbound/part2.pdf>