



INCREASING LOCAL ECONOMIC BENEFITS FROM THE ACCOMMODATION SECTOR IN THE EASTERN CARIBBEAN

Supplement II
Questionnaire used in survey of accommodation providers

A report by
Travelwatch
for
The Travel Foundation

Supported by the UK Foreign and Commonwealth Office



Foreign &
Commonwealth
Office

INCREASING LOCAL ECONOMIC BENEFITS FROM THE ACCOMMODATION SECTOR IN THE EASTERN CARIBBEAN

Supplement 2. Questionnaire¹

Identifying the economic benefits of accommodation establishments in the Caribbean

This piece of work has been commissioned by the Travel Foundation, a UK-based charity created to work alongside the tourism industry to help it manage tourism to ensure the quality of the tourism experience and long-term future of destinations. The Foundation aims to change the practice of outbound tourism from the UK so that it makes a greater contribution to people, environment and economy in the destination countries. The work of the Travel Foundation is supported by the British Foreign and Commonwealth Office and from passenger contributions made by UK tourists and tour operators.

This project will examine the way in which the accommodation sector in Jamaica, St Lucia, Grenada, Dominican Republic, Trinidad and Tobago and Antigua contributes to society and the local economy. It will identify opportunities through which tourism businesses can increase this contribution to benefit themselves and the islands in which they are located.

Please be assured that any information that you provide will remain **confidential** to the project and will only be reported in broad terms as a part of a wider analysis, in which your business will simply be listed as a participant. No-one will be able to identify the data you have given us within the aggregate statistics we produce. Please discuss any concerns you may have with the researcher.

Thank you for agreeing to participate.

Information about you	
1.1 Name	<input type="text"/>
1.2 Job title	<input type="text"/>
1.3 Establishment name	<input type="text"/>
1.4 Address	<input type="text"/>
1.5 Tel:	<input type="text"/> Fax: <input type="text"/>
1.6 E-mail:	<input type="text"/> @ <input type="text"/>
Information about the business	
2.1 Is the business (tick all that apply):	
▪ An all inclusive resort	<input type="checkbox"/>

¹ Please note that this report has not been edited or formatted to the same standard as the main report.



<ul style="list-style-type: none"> ▪ A hotel ▪ A guest house/bed and breakfast establishment ▪ A self catering villa, apartment or cottage ▪ Other (please state) 	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<p>2.2 Please can you indicate whether the business offers accommodation which is:</p> <ul style="list-style-type: none"> ▪ Of a five star or exclusive standard ▪ Of a four star or premium standard ▪ Of a three star or mid range standard ▪ Of a one or two star or budget standard. ▪ Please state which quality grading scheme this standard relates to (e.g. specific tour operator/Grenada Tourist Board) 	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

2.3 Is the business (tick all that apply):
 For managers/owners of establishments who are also residents of the island, please also note whether the individual is a national of the island.

- Owned by someone resident on this island or a company whose head office is based on this island
- Owned by someone resident of the Caribbean region or a company whose head office is based in the Caribbean region.
- Owned by an individual or organisation that is based outside of the Caribbean region
- Managed by someone who is a resident of this island
- Managed by someone who is a resident of the Caribbean region
- Managed by an individual or organisation that is based outside of the Caribbean region.
- Other (please state)

2.4 Approximately how many letting rooms were available over the period 1 January to 31 December 2004, or the standard accounting year that includes 2004?

2.5 For the period 1 January to 31 Dec 2004 (or the standard accounting year for 2004), can you indicate average room occupancy during:
 Please note exact percentage if available.

▪ Peak season (15 December to 15 April)?	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ Off peak season (16 April to 14 December)?	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%

2.6 In 2004 (or the nearest financial accounting period), did all or parts of your business close during low season? Yes No

- If YES, how many rooms were closed or out of order?

2.7 Can you estimate the number of covers that were served on the premises over the period 1 January to 31 Dec 2004 (or your nearest accounting year)?

2.8 Approximately what was the total turnover (revenue) of the business over the period Jan 1 – 31 Dec 2004 (or the nearest financial accounting period)? Please indicate the currency in your response.

- Please note the year that the data covers if it is not for 2004.

2.9 Over the period 2004, can you indicate the average price achieved per room per night by guests staying at your establishment?

- During peak season Average price Currency
- During off peak season Average price Currency

Information about the organisation's employment practices

3.1 Approximately how many staff were employed by your organisation in 2004 (including seasonal and part time staff)?
Please note exact percentage if available

<ul style="list-style-type: none"> • what percentage of these are full time and permanent? • what percentage of these are part time and permanent? • what percentage of these are seasonal? • approximately what % of seasonal staff return to work for you each year? 	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%

3.2 Approximately how much did your establishment spend on wages and staff costs between 1 Jan to 31 Dec 2004 (or the nearest accounting year)

EITHER estimate total expenditure on wages and staff costs (including the currency)
OR estimate these costs as a percentage of turnover

Please include the cost of salaries, overtime, holiday pay, sick pay temporary staff and employment taxes in your answer.

3.3 Approximately how much did your establishment spend on training over the period 1 Jan to 31 Dec 2004 (or the nearest accounting year)?

EITHER estimate total expenditure on training (including the currency)
OR estimate these costs as a percentage of turnover

3.4 Approximately how much did your establishment spend on employee benefits over the period 1 Jan to 31 Dec 2004 (or the nearest accounting year)?

EITHER estimate total expenditure on employee benefits (including the currency)
OR estimate these costs as a percentage of turnover

Please include the cost of pensions, private medical care, employee meals in your answer.

3.5 Thinking about the following positions, can you provide an estimate of the % of employees who: Please note a precise percentage if available.

	Are nationals of the island	Are nationals of the Caribbean region	Are nationals of other countries
• Senior management (executive management team)	0 – 10%	11 – 50%	> 50%
• Middle management (department heads)	0 – 10%	11 – 50%	> 50%
• Rank and file employees	0 – 10%	11 – 50%	> 50%

3.6 Does your business experience difficulties when seeking to recruit local employees? Yes No

If YES, please rank the three reasons from the list below that are most important in preventing you from recruiting more staff locally (1 = most important and 3 least important factor)

- Poor access to tourism training on the island
- High labour costs
- Poor image of the industry on the island
- Perception of poor pay in the industry
- Lack of experience of local people
- Poor level of general education on the island
- Lack of availability of specific skills (e.g. chefs)
- High local employment in other industries
- Attitude of many locals is inappropriate to establishment needs.
- Other (state)



Information about your clients

4.1 Thinking about the tourism market over the last year, can you indicate the percentage of your total market that is made up of guests of the following nationalities?

Where precise percentages are available, please indicate by writing percentage or total number of guests.

▪ British	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ German	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ Other European	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ American	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ Canadian	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ Caribbean	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ South American	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ Asian	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ Other	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%

4.2 For leisure travellers, can you indicate the percentage of total room nights that were generated in 2004 through:

Where precise percentages are available, please indicate by writing percentage or total number of guest nights

▪ International tour operators	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ Local tour operators or tourist boards	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
• Cruise lines for leisure travellers (as part of their package or pre-cruise)	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ Individual leisure travellers booking through the internet.	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%
▪ Individual leisure travellers booking directly by phone/fax, arriving without a booking or other means).	0 – 20%	21 – 40%	41 – 60%	61 – 80%	81 – 100%

4.3 In 2004, did your business accommodate business travellers? YES NO

If YES, can you indicate the percentage of total room nights over the period of the year that were generated by:

Where precise percentages are available, please indicate by writing percentage or total number of guest nights.

• Airline staff	0 – 2%	3 – 5%	6 – 10%	11 – 20%	> 20%
• Cruise line staff	0 – 2%	3 – 5%	6 – 10%	11 – 20%	> 20%
• Government, business organisations or other agencies (excluding MICE – see below)	0 – 2%	3 – 5%	6 – 10%	11 – 20%	> 20%
• Meetings, incentive, conference or exhibitions (MICE)	0 – 2%	3 – 5%	6 – 10%	11 – 20%	> 20%
• Other (please specify)	0 – 2%	3 – 5%	6 – 10%	11 – 20%	> 20%



Information about your organisation's policies to support the local economy or promote environmental conservation

5.1 Does your organisation have a policy statement that describes (tick all that apply):

<input type="checkbox"/> its aims towards the environment (for example, to identify and then minimise its environmental impacts)	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<input type="checkbox"/> the way in which it aims to treat the people it employs (for example, to uphold equal opportunities)	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<input type="checkbox"/> the way in which it aims to integrate into and cooperate on any significant local issues which impact the business (for example, to purchase products locally whenever possible).	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>

5.2 Does your business participate in any specific initiatives to (tick all that apply):

<input type="checkbox"/> Improve the quality of the local environment (for example, by participating in local clean up campaigns)	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<input type="checkbox"/> Preserve biodiversity (for example, fishing using sustainable techniques)	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<input type="checkbox"/> Improve understanding among local people of the role tourism plays in the economy (for example, by building partnerships with local schools)	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<input type="checkbox"/> Support local farmers (for example, by sourcing fresh produce locally)	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<input type="checkbox"/> Help local people access the economic benefits of tourism (for example, by making space within the establishment for local small businesses, purchasing and displaying local art and craft work)	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<input type="checkbox"/> Don't know	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
<input type="checkbox"/> Other (please describe)	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>

Communication with guests

6.1 Does your business encourage guests to explore the local area

Yes No

If YES, how does it encourage this (tick all that apply)?

- We invite local community groups in to make presentations about the local ecology/culture
- We offer excursions for guests to locally owned attractions, restaurants or events
- We work with inbound tour operators to provide excursions to locally owned attractions, restaurants or events
- We include information on the locale in the room guide
- We provide information to encourage guests to explore the local area in the lobby and other public areas of the hotel
- We ensure all our staff know about the local area and are able to help guests explore the culture, history and environment.
- We offer guests the opportunity to participate in tours of the local flora and fauna (e.g. the rainforest)
- Other (please specify)

6.2 Which types of business (outside of those owned by the establishment) does the hotel actively promote to guests (tick all that apply).
Active promotion means organising excursions, hosting leaflets in the lobby or in the in-room information pack, providing staff with training or familiarisation visits.

- Restaurants
- Craft stores
- Beauty/massage/spa treatments
- Excursions to historical monuments
- Excursions to cultural/community events
- Shops
- Cycle hire
- Theatre or cinema
- Visitor attractions
- Sports and leisure activities
- Other (please state)

6.3 Does your establishment provide any of the following (tick all that apply)?

	Space provided at no cost to the user	Space provided at cost to the user
• Space for local trades people to sell produce to tourists		
• Space for local fishermen to use to launch their craft and/or land their catch		
• Space for external beauty specialists to use		
• Space for performing arts		
• Space for local art to be displayed/sold		
• Space for local community groups to display information/local produce		
• Other (please specify)		

Information about the organisation's purchasing practices

7.1 Does the business currently purchase products through a centralised purchasing system? YES No (Go to Q 7.3)

7.2 What sorts of products/services are listed on the centralised purchasing system (tick all that apply)?

• Frozen foods	
• Fresh fish	
• Fresh meat	
• Fresh eggs	
• Fresh fruit and vegetables from the Caribbean region	
• Imported fruit and vegetables from non-Caribbean countries	
• Bakery products	
• Dairy products	
• Alcoholic beverages	
• Non-alcoholic beverages	
• Cleaning chemicals and laundry products	
• Guest toiletries	
• Uniforms, table, bed and bathroom linens	
• Printing and stationary products	
• IT and computing equipment	
• Furniture, fixtures and other equipment	
• Crockery and glassware	
• Golf course supplies	
• Spa supplies	
• Accountancy services	
• Marketing services	
• Laundry and dry cleaning	

7.3 Does the business have a policy to buy products/services:

• From this island?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
• From the Caribbean region?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

7.4 Thinking about most purchases of products that are imported from other Caribbean countries or other parts of the world, does the business:

• Import products and services directly?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
• Buy imported products and services through a local distributor (e.g. a supermarket)?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

7.5 Thinking about all purchases of all products and services made, can you estimate the percentage that are sourced from:

• Suppliers based on this island	<input type="checkbox"/> 0 – 20%	<input type="checkbox"/> 21 – 40%	<input type="checkbox"/> 41 – 60%	<input type="checkbox"/> 61 – 80%	<input type="checkbox"/> 81 – 100%
• Suppliers based in the Caribbean region	<input type="checkbox"/> 0 – 20%	<input type="checkbox"/> 21 – 40%	<input type="checkbox"/> 41 – 60%	<input type="checkbox"/> 61 – 80%	<input type="checkbox"/> 81 – 100%

7.6 Can you indicate the main products that are currently sourced locally?

Detailed data about expenditure

Please indicate approximately how much your establishment spent on each of the following commodities/services and the percentage that were brought from primary producers, wholesalers or other intermediaries (e.g. supermarkets) on the island.

Please provide data for the period 1 Jan – 31 Dec 2004 or the nearest financial accounting period. If the accounting period is not 1 Jan – 31 Dec 2004, please state the accounting period covered:

OPERATED DEPARTMENTS

ROOMS

- 8.1 Can you provide us with an estimate of expenditure in the rooms department (excluding all staff costs):
- EITHER As an absolute figure Including currency
OR As a percentage of total turnover?
- 8.2 Thinking about all products/services that you purchase for the rooms department can you estimate the percentage that are sourced from traders based on this island?

FOOD

- 9.1 Does the establishment provide meals to guests and/or employees?
- YES** **NO (Go to Q 10.1)**
- 9.2 Can you provide us with an estimate of the total cost of sales of food (excluding all staff costs):
- EITHER As an absolute figure Including currency
OR As a percentage of total turnover?
- 9.3 Thinking about all food products/services that you purchase can you estimate the percentage that are sourced from traders based on this island?

BEVERAGE

- 10.1 Does the establishment provide beverages to guests and/or employees?
- YES** **NO (Go to Q 11.1)**
- 10.2 Can you provide us with an estimate of total expenses on beverages (excluding all staff costs) as a percentage of total turnover?
- EITHER As an absolute figure Including currency
OR As a percentage of total turnover?
- 10.3 Thinking about all beverages that you purchase can you estimate the percentage that are sourced from traders based on this island?

GOLF COURSE

- 11.1 Does the establishment have a golf course?
- YES** **NO (Go to Q 12.1)**
- 11.2 Can you provide us with an estimate of total expenses on the golf course (excluding all staff costs) as a percentage of total turnover?
- EITHER As an absolute figure Including currency
OR As a percentage of total turnover?
- 11.3 Thinking about all golf course products and services that you purchase can you estimate the percentage that are sourced from traders based on this island?

GUEST LAUNDRY

- 12.1 Does the establishment have a guest laundry?
- YES** **NO (Go to Q 13.1)**
- 12.2 Can you provide us with an estimate of total expenses on the guest laundry (excluding all staff costs) as a percentage of total turnover?
- EITHER As an absolute figure Including currency
OR As a percentage of total turnover?
- 12.3 Thinking about all guest laundry products and services that you purchase can you estimate the percentage that are sourced from traders based on this island?



HEALTH CENTRE

- 13.1 Does the establishment have a health centre or spa YES NO (Go to Q 14.1)
- 13.2 Can you provide us with an estimate of total expenses on the health centre (excluding all staff costs) as a percentage of total turnover? EITHER As an absolute figure Including currency
OR As a percentage of total turnover?
- 13.3 Thinking about all guest laundry products and services that you purchase can you estimate the percentage that are sourced from traders based on this island?

SWIMMING POOL

- 14.1 Does the establishment have a swimming pool? YES NO (Go to Q 15.1)
- 14.2 Can you provide us with an estimate of total expenses on the swimming pool (excluding all staff costs) as a percentage of total turnover? EITHER As an absolute figure Including currency
OR As a percentage of total turnover?
- 14.3 Thinking about all swimming pool products and services that you purchase, can you estimate the percentage that are sourced from traders based on this island?

THINKING ABOUT PURCHASING IN GENERAL

- 15.1 Would you like to purchase a higher percentage of products and services from island traders? YES NO (Go to Q 16.1)
- 15.5 Are there any particular products or services that you would like to source from the island?

- 15.6 What prevents you from buying these products or services from traders based on this island (rank the three main reasons where 1 = most important and 3 least important reason)?
- Price
 - Limited availability
 - Quality
 - Lack of knowledge
 - Health and safety concerns
 - Company policy
 - Other

OTHER OPERATED DEPARTMENTS

16.1 For the accounting period of 2004, please provide us with an estimate of (excluding salaries, wages and staff benefits) on the following:

	The value of purchases of these items (as a % of total turnover or as an absolute value)	Currency	The percentage of items in this category that were purchased from suppliers on this island
Information systems			
Security services			
Guest entertainment			
Marketing and franchise fees			
Transportation			
Property operation and maintenance			
Utilities as follows:			
• Electricity			
• Gas			
• Telephone			
• Broadband/wireless			
• Oil			
• Steam			
• Water			
• Waste water			
• Other fuels			
Management fees			

Government taxes			
Commissions and other fees			
Interest charges			
Your business' aspirations for the future of tourism in the destination			
17.1	In your view, what are the critical issues for accommodation operators on this island? (e.g. security, practices of tour operators)		
17.2	In your view, what prevents accommodation establishments from addressing these issues?		
17.3	In your view, how important are these issues to the future of the destination?		
17.4	In your view, who should be responsible for addressing these issues?		
17.5	What three things do you think could improve the economic benefits to the local community on this island?		

The Caribbean Hotel Association are currently engaged in a project examining further the ways in which accommodation businesses contribute to the local economy. Would you be prepared to provide information for this programme?

YES

NO

Thank you for your help.