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GUYANA TOURISM AUTHORITY

RESIDENT SURVEY - REPORT (2019)

INTRODUCTION

The main purpose of this survey was to capture critical information from Guyanese residents on their perception of the tourism sector; their level of awareness and understanding of the benefits of the sector; and for residents to provide suggestions on how the sector can improve.

The survey was executed online through the GTA's social media platforms -- Instagram and Facebook -- and also, through a field exercise that was conducted in Georgetown at the City Mall and Giftland Mall on the East Coast of Demerara during the period: May 20th - June 25th.

A resident sample of 410 participants (from a set target of 400) was collected and analysed to assist the GTA with valuable information relating to the tourism sector. This represents an overall response rate of approximately 103%.

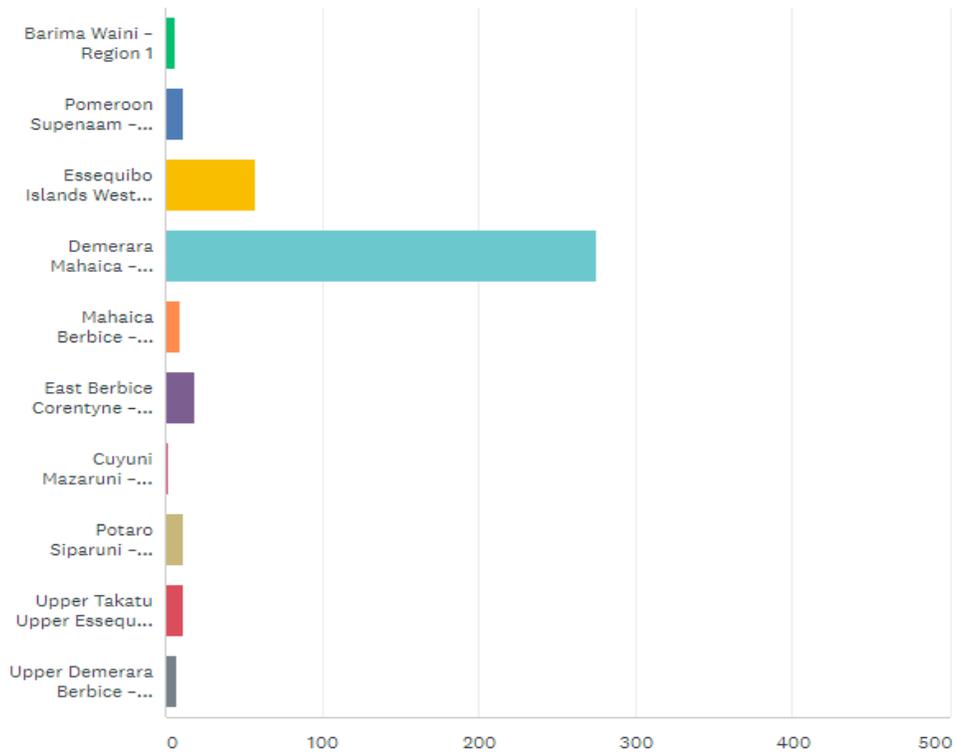
The survey was analysed and a report was produced with assistance from the Survey Monkey application.

ANALYSIS

Demographics and Domestic Travel

Q1: Region of Residency

Answered: 410 Skipped: 0

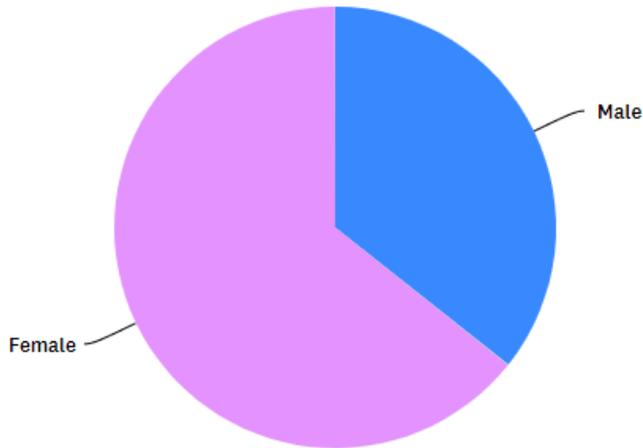


ANSWER CHOICES	RESPONSES	
▼ Barima Waini – Region 1	1.46%	6
▼ Pomeroon Supenaam – Region 2	2.68%	11
▼ Essequibo Islands West Demerara – Region 3	14.15%	58
▼ Demerara Mahaica – Region 4	67.07%	275
▼ Mahaica Berbice – Region 5	2.20%	9
▼ East Berbice Corentyne – Region 6	4.63%	19
▼ Cuyuni Mazaruni – Region 7	0.49%	2
▼ Potaro Siparuni – Region 8	2.93%	12
▼ Upper Takatu Upper Essequibo – Region 9	2.68%	11
▼ Upper Demerara Berbice – Region 10	1.71%	7
TOTAL		410

The highest number of residents who participated in this survey were from Region 4 - Demerara Mahaica which was represented by 67% (275); followed by the second highest (Region 3) - Essequibo Island West Demerara with 14% (58); and Cuyuni Mazaruni (Region 7) recording the least number of respondents with less than one percent.

Q2: What is your gender?

Answered: 409 Skipped: 1

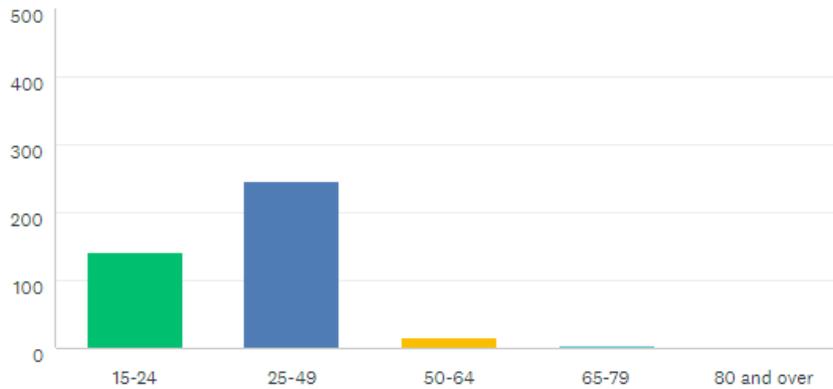


ANSWER CHOICES	RESPONSES	
▼ Male	35.70%	146
▼ Female	64.30%	263
TOTAL		409

Of the 409 participants, 263 were females, while 146 were males. One person did not indicate their gender and opted to skip this question.

Q3: What is your age group?

Answered: 410 Skipped: 0

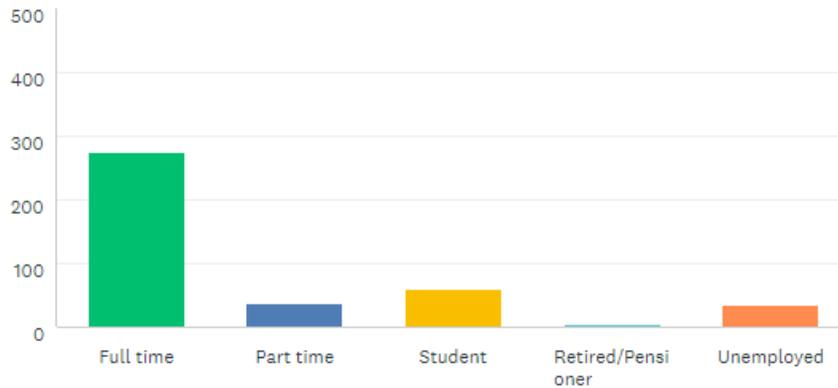


ANSWER CHOICES	RESPONSES
15-24	34.63% 142
25-49	60.24% 247
50-64	3.90% 16
65-79	1.22% 5
80 and over	0.00% 0
TOTAL	410

Most of the respondents were between the age ranges 25-49 (60%) and 15-24 (35%). The least being between 65-79 (1%).

Q4: Which describes your employment status?

Answered: 410 Skipped: 0

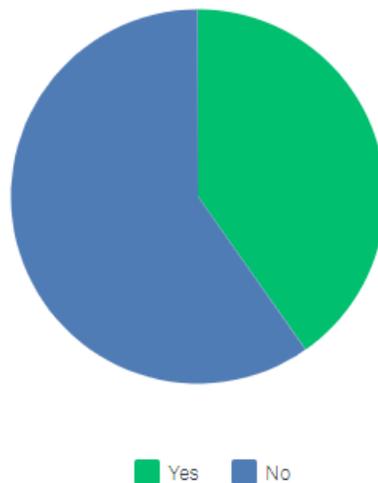


ANSWER CHOICES	RESPONSES
Full time	66.83% 274
Part time	9.02% 37
Student	14.39% 59
Retired/Pensioner	0.98% 4
Unemployed	8.78% 36
TOTAL	410

Two hundred and seventy-four (274) residents were full-time employees; while fifty-nine (59) respondents indicated that they were students. Both part-time and unemployed residents were almost equal in their responses (37 & 36 respectively).

Q5: Have you visited any tourist attractions (a place of interest visited for leisure for e.g. Kaieteur Falls, St. George's Cathedral etc.) in Guyana during the last six months?

Answered: 410 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	40.24%	165
No	59.76%	245
TOTAL		410

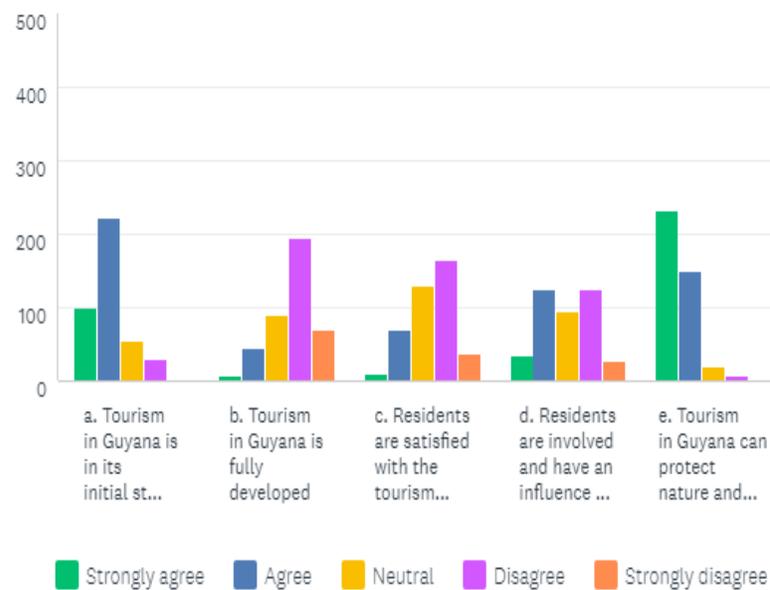
- a) In the last six months, 245 Residents (60%) stated that they have not visited any tourist sites as compared to 165 (40%) who would have visited.
- b) When asked “if yes, where”, the most popular tourist attractions visited were:
- i) Landmarks – 28%
 - ii) Resorts/Lodges – 23%
 - iii) Regions – 22%
 - iv) Water Falls – 19%

National Monuments secured the least percentage (6%) – see below chart.

Beaches/Creeks		7.78%	13
Gardens/Park		10.78%	18
Landmark		28.14%	47
National Monuments		5.99%	10
Other		11.98%	20
Regions		22.16%	37
Resorts/Lodges		22.75%	38
Water Falls		19.16%	32

Q6: Perception of Guyana's Tourism Sector

Answered: 410 Skipped: 0



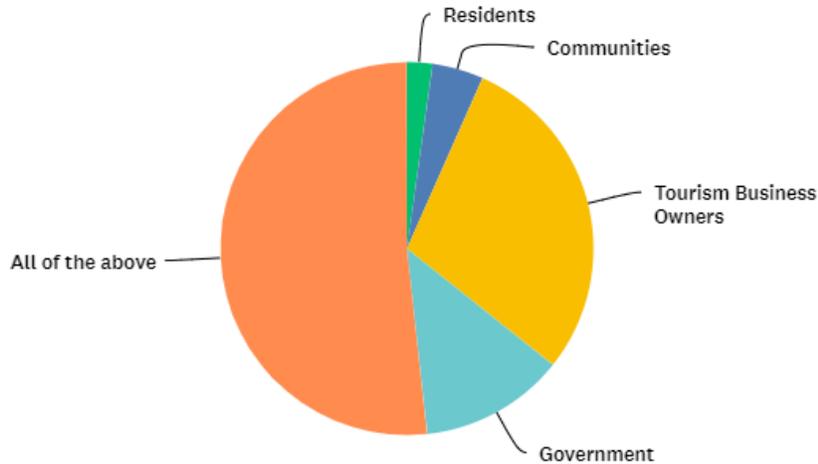
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
a. Tourism in Guyana is in its initial stage of development	24.39% 100	54.39% 223	13.66% 56	7.07% 29	0.49% 2	410	2.05
b. Tourism in Guyana is fully developed	1.71% 7	10.98% 45	22.20% 91	47.80% 196	17.32% 71	410	3.68
c. Residents are satisfied with the tourism sector in Guyana	2.44% 10	16.83% 69	31.46% 129	40.00% 164	9.27% 38	410	3.37
d. Residents are involved and have an influence in the development of tourism in Guyana	8.54% 35	30.73% 126	23.41% 96	30.73% 126	6.59% 27	410	2.96
e. Tourism in Guyana can protect nature and our cultural heritage	56.59% 232	36.59% 150	4.63% 19	1.95% 8	0.24% 1	410	1.53

This particular question required respondents to rate their responses from strongly agree to strongly disagree. Below were the responses:

- a. 54% of the respondents agreed that tourism in Guyana is in its initial stage of development.
- b. 48% of the respondents disagreed that tourism in Guyana is fully developed.
- c. 40% of the respondents disagreed that residents are satisfied with the tourism sector in Guyana.
- d. 31% of the respondents agreed, while the same percentage disagreed, that residents are involved and have an influence in the development of tourism.
- e. 57% of the respondents strongly agreed that tourism in Guyana can protect nature and our cultural heritage.

Q7: Who benefits the most from tourism and visitor revenue in Guyana?

Answered: 406 Skipped: 4

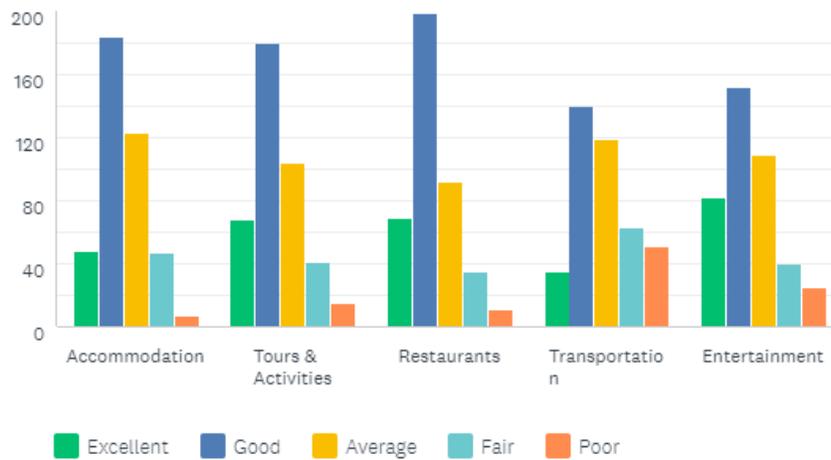


ANSWER CHOICES	RESPONSES
Residents	2.22% 9
Communities	4.43% 18
Tourism Business Owners	29.06% 118
Government	12.56% 51
All of the above	51.72% 210
TOTAL	406

From the responses collected, 210 participants indicated that residents, communities, tourism business owners and government (52%) collectively benefits from visitor revenue in Guyana; while 118 respondents (29%) believed that Tourism Business Owners directly benefit from same.

Q8: Please rate overall the quality of the following tourism services in Guyana

Answered: 410 Skipped: 0



	EXCELLENT	GOOD	AVERAGE	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Accommodation	11.74% 48	44.99% 184	30.07% 123	11.49% 47	1.71% 7	409	2.46
Tours & Activities	16.67% 68	44.12% 180	25.49% 104	10.05% 41	3.68% 15	408	2.40
Restaurants	17.00% 69	49.01% 199	22.66% 92	8.62% 35	2.71% 11	406	2.31
Transportation	8.58% 35	34.31% 140	29.17% 119	15.44% 63	12.50% 51	408	2.89
Entertainment	20.10% 82	37.25% 152	26.72% 109	9.80% 40	6.13% 25	408	2.45

Question 8 required the respondents to rate their responses from Excellent to Poor. Below were the responses:

- a. 45% of the respondents agreed that accommodation is good.
- b. 44% of the respondents agreed that Tours and Activities is good.
- c. 49% of the respondents agreed that Restaurants is good.
- d. 34 % of the respondents agreed that Transportation is good.
- e. 37% of the respondents agreed that Entertainment is good.

Q9. How would you rate the GTA in the execution of its responsibilities stated below?

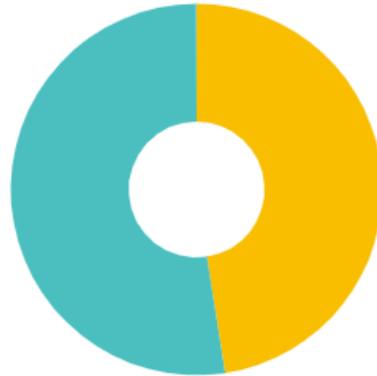
	EXCELLENT	GOOD	AVERAGE	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Promoting Guyana locally and internationally in print and non-print media	22.44% 92	35.37% 145	27.07% 111	10.00% 41	5.12% 21	410	2.40
Assisting Communities to develop their tourism products	11.71% 48	39.76% 163	27.56% 113	11.71% 48	9.27% 38	410	2.67
Providing training in customer service, first aid, culinary arts, etc for the tourism sector	12.20% 50	30.73% 126	31.46% 129	11.95% 49	13.66% 56	410	2.84
Licensing tourism businesses in the areas of safety, quality, and sustainability	11.22% 46	37.56% 154	31.22% 128	11.95% 49	8.05% 33	410	2.68

For this question, participants were asked to rate GTA in the execution of its responsibilities - ranging from excellent to poor. Below were their responses:

- 35% of the respondents indicated that GTA is performing good as it relates to promoting Guyana locally and internationally in print and nonprint media.*
- 40% of the respondents believed that the organization is performing good in assisting communities to develop their tourism products.*
- 31% of the respondents was of the view that GTA is doing good in providing training in customer service, first aid, culinary arts, etc. for the tourism sector.*
- 38% of the respondents is of the opinion that the organization's execution of licensing tourism businesses in the areas of safety, quality and sustainability is good.*

Q10: Have you ever visited the GTA's website (www.guyanatourism.com)?

Answered: 410 Skipped: 0



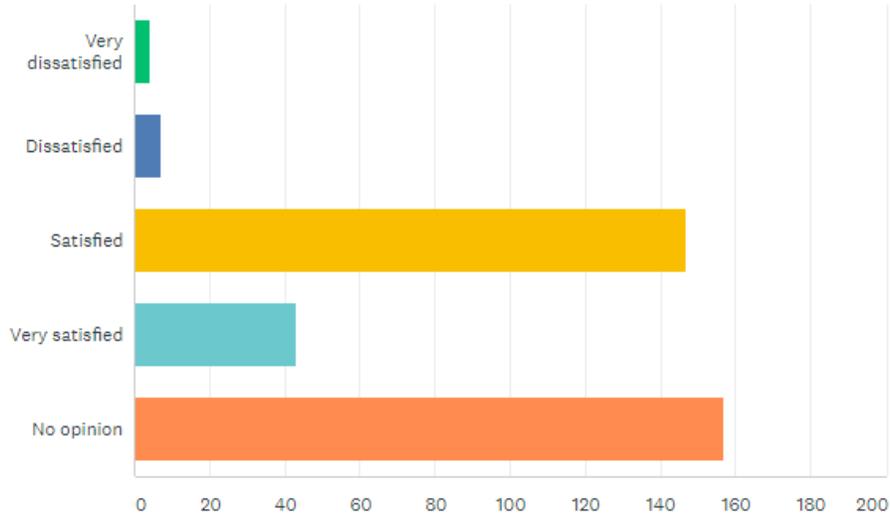
Yes No

ANSWER CHOICES	RESPONSES
Yes	47.56% 195
No	52.44% 215
TOTAL	410

The Guyana Tourism Authority's website was not visited by a majority of the respondents which was represented by 52% (215), compared to 48% (195) who visited.

Q11: If yes, how satisfied are you with the website in terms of promoting Guyana?

Answered: 358 Skipped: 52

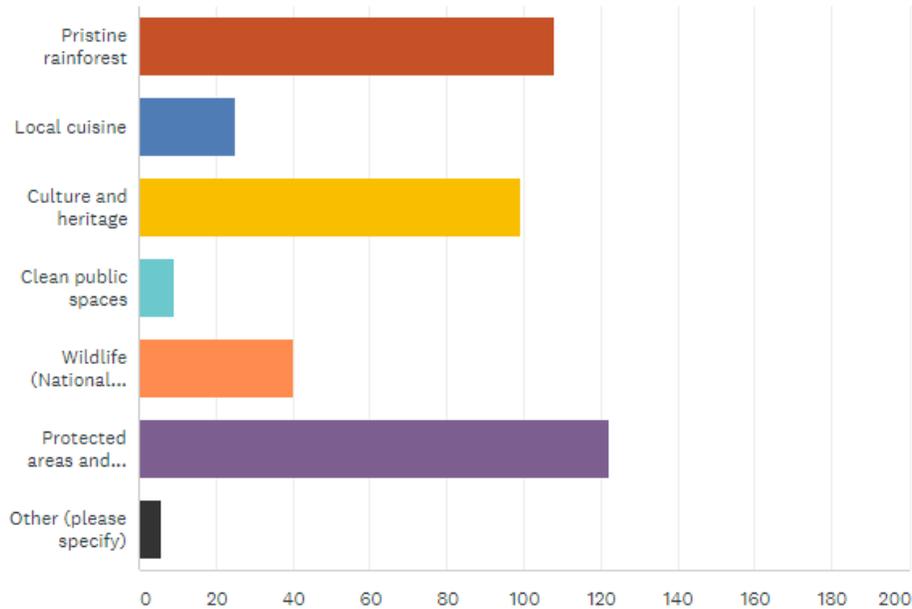


ANSWER CHOICES	RESPONSES
Very dissatisfied	1.12% 4
Dissatisfied	1.96% 7
Satisfied	41.06% 147
Very satisfied	12.01% 43
No opinion	43.85% 157
TOTAL	358

This question was a follow-up to the previous question (**Q. 10**). From a total of 358 respondents who answered the question, 157 (44%) indicated that they have no opinion; while 147 (41%) said that they were satisfied.

Q12: In your opinion, what is most representative of Guyana's National Pride?

Answered: 409 Skipped: 1



ANSWER CHOICES	RESPONSES
▼ Pristine rainforest	26.41% 108
▼ Local cuisine	6.11% 25
▼ Culture and heritage	24.21% 99
▼ Clean public spaces	2.20% 9
▼ Wildlife (National animal and flower, etc.)	9.78% 40
▼ Protected areas and natural attractions (waterfalls, mountains, etc.)	29.83% 122
▼ Other (please specify)	Responses 1.47% 6
TOTAL	409

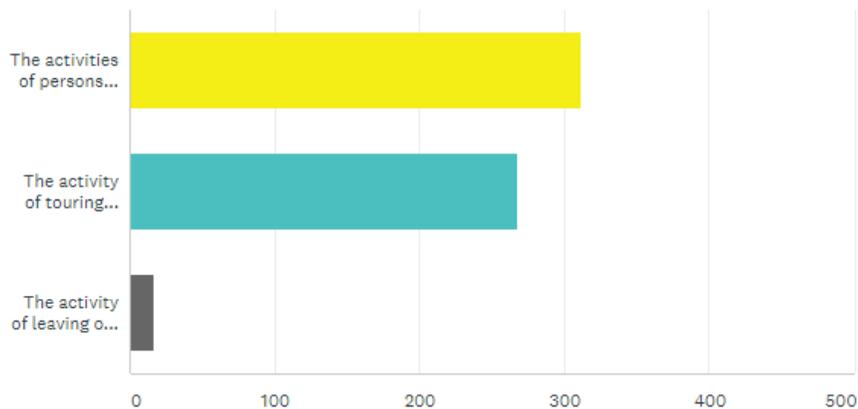
An overall total of 329 respondents stated that the most representative of Guyana's national pride are the protected areas and natural attractions (122 – 30%); Pristine rainforest (108 – 26%); and our culture and heritage (99 – 24%). The least number of respondents chose clean public places (9 – 2%).

Awareness of Tourism and the Tourism Sector in Guyana

NB: Please note that questions 13 – 17 required multiple responses. Respondents were asked to check all that applies.

Q13: How do you define tourism (check all that apply)?

Answered: 410 Skipped: 0

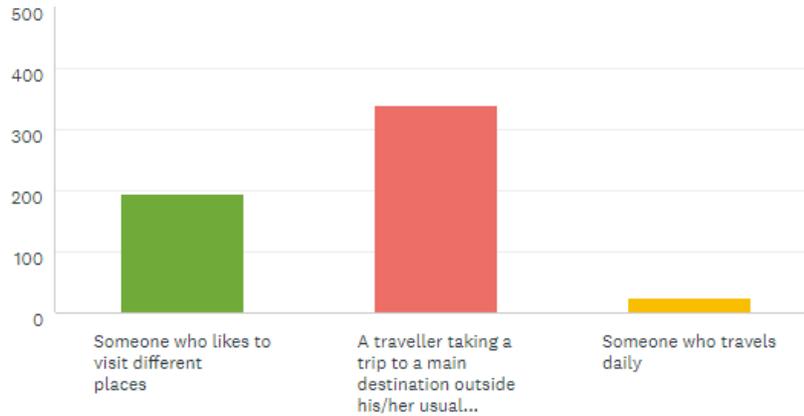


ANSWER CHOICES	RESPONSES
▼ The activities of persons traveling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes	76.10% 312
▼ The activity of touring different places	65.37% 268
▼ The activity of leaving one country to take up residency in another	4.15% 17
Total Respondents: 410	

Seventy-six percent (76%) of the respondents defined tourism as “the activities of persons travelling to and staying in places outside their usual environment for not more than a year for leisure, business and other purpose”, while 65% sees it as just the activity of touring different places. The least number of residents (4%) believed that it is “the activity of leaving one country to take up residency in another”.

Q14: How do you define a visitor (check all that apply)?

Answered: 410 Skipped: 0



ANSWER CHOICES	RESPONSES
Someone who likes to visit different places	47.32% 194
A traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for leisure, business and other purposes	82.93% 340
Someone who travels daily	5.85% 24

According to most of the respondents (83%), a visitor is “a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for leisure, business and other purposes”; while just below 50% refer to a visitor as “someone who likes to visit different places” and close to 6% sees it as “someone who travels daily”.

Q15: How can you get involved in tourism (check all that apply)?

Answered: 410 Skipped: 0

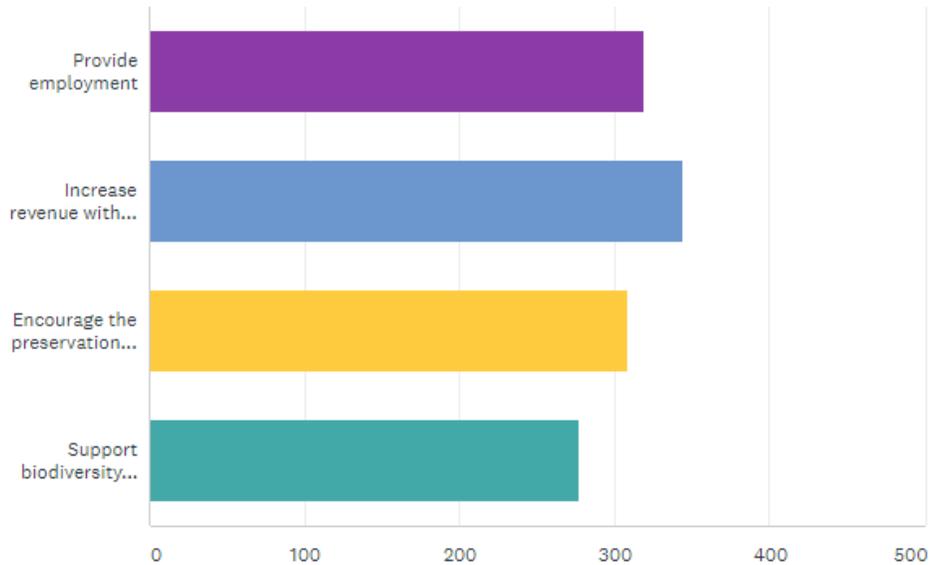


ANSWER CHOICES	RESPONSES
Encourage persons to visit Guyana	75.37% 309
Visit different places in Guyana and share your experience on social media	84.39% 346
Keep the environment clean	68.29% 280
Treat visitors kindly	66.10% 271
Offer one-of-a-kind tourism experiences	56.10% 230

Most respondents believed that they can get involved in tourism by “*visiting different places in Guyana and sharing their experiences on social media*” (84%), while seventy-five (75%) indicated that “*encouraging persons to visit Guyana*” is another way to get involved. “*Keeping the environment clean*” and “*treating our visitors kindly*” attracted a significant response of over sixty percent (60%), while “*offer one-of-a-kind tourism experiences*” attracted 56% of the respondents.

Q16: What are the benefits of tourism (check all that apply)?

Answered: 410 Skipped: 0



ANSWER CHOICES	RESPONSES
Provide employment	77.80% 319
Increase revenue within host communities	83.90% 344
Encourage the preservation of culture	75.37% 309
Support biodiversity conservation	67.56% 277

From the responses garnered, over eighty percent (80%) believed that “increase revenue within host communities” is one of the benefits of tourism. “Providing employment” and “encourage the preservation of culture” received the second highest response – close to eighty percent (78% & 75% respectively). “Support biodiversity conservation” was also recognized within the solicited responses (68%).

Q17: Which sectors form part of the tourism sector (check all that apply)?

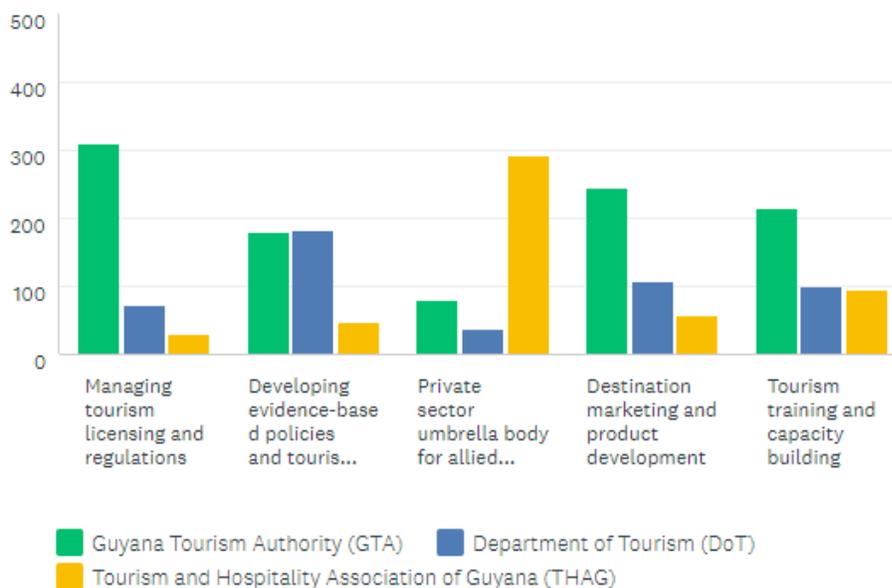


ANSWER CHOICES	RESPONSES	
Accommodation	80.98%	332
Food and Beverage	77.32%	317
Festivals and Events	80.98%	332
Transportation	74.88%	307
Tours and Activities	93.17%	382
Total Respondents: 410		

Seventy-five percent and over (75%+) of the respondents selected all of the options provided (Accommodation, Food and Beverage, Festivals and Events, Transportation, Tours and Activities) as being part of the tourism sector.

Q18: Please select which Agency/Organisation you think is responsible for the following:

Answered: 410 Skipped: 0



	GUYANA TOURISM AUTHORITY (GTA)	DEPARTMENT OF TOURISM (DOT)	TOURISM AND HOSPITALITY ASSOCIATION OF GUYANA (THAG)	TOTAL	WEIGHTED AVERAGE
Managing tourism licensing and regulations	75.37% 309	17.56% 72	7.07% 29	410	1.32
Developing evidence-based policies and tourism strategies	44.15% 181	44.39% 182	11.46% 47	410	1.67
Private sector umbrella body for allied, tourism and hospitality operations	19.76% 81	9.02% 37	71.22% 292	410	2.51
Destination marketing and product development	59.51% 244	26.34% 108	14.15% 58	410	1.55
Tourism training and capacity building	52.20% 214	24.63% 101	23.17% 95	410	1.71

The responses to this question were as follows:

- a. *Seventy-five percent (75%) of the respondents believed that GTA has the mandate to manage the tourism licensing and regulations.*
- b. *Most respondents rated GTA and DOT equally as the responsible agencies for developing evidence-based policies and tourism strategies (44%).*
- c. *Seventy-one (71%) of the respondents believed that the Private Sector umbrella body for allied tourism and hospitality operations is the responsibility of THAG.*
- d. *Approximately sixty percent (60%) of the respondents indicated that GTA deals with the destination marketing and product development for tourism.*
- e. *The GTA was also seen as the agency responsible for tourism training and capacity building by fifty-two percent (52%) of the respondents.*

Q19: Please suggest some ways in which you think Guyana's tourism sector can be further improved

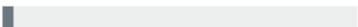
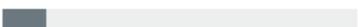
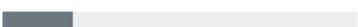
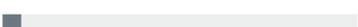
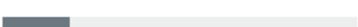
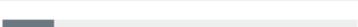
Answered: 349 Skipped: 61

RESPONSES (349) WORD CLOUD TAGS (8)

+ New Tag

Search responses  

You've added 8 tags

Increase Marketing		18.05%	63	View all	Edit	Delete
Clean city		7.45%	26	View all	Edit	Delete
Cultural identity		3.15%	11	View all	Edit	Delete
Hospitality		12.32%	43	View all	Edit	Delete
Other		20.06%	70	View all	Edit	Delete
Reduce crime		5.44%	19	View all	Edit	Delete
Decrease fares		18.91%	66	View all	Edit	Delete
Tourism awareness		14.61%	51	View all	Edit	Delete

For this particular question, the responses were grouped and the following were the general suggestions. It is important to note that 61 persons chose to skip this question, while 349 responded.

From the responses, twenty percent (20%) gave random answers that could not have been grouped in a particular category. However, 66 respondents (19%) believed that decreasing fares can improve our tourism sector; 63 respondents (18%) indicated that the GTA should increase our marketing efforts; followed by creating more awareness on tourism (15%). Hospitality also garnered a response of 12%. The least response grouped were in the aspect of our cultural identity that was represented by only 3%.

CONCLUSION

Two hundred and seventy-five (275) respondents who participated in this survey were from Region 4, Demerara Mahaica. This accounts for 67% of the overall respondents. Out of this 275,263 (64%) were females within the age range 25-49.

More than 50% of the participants (223) felt that **the tourism sector is in its initial stages of development**. They further expressed their confidence in the tourism sector's continuous ability to promote the preservation of Guyana's pristine landscapes, exotic wildlife and cultural heritage.

Local residents are travelling domestically. 40% of the respondents indicated that they have visited tourism establishments such as resorts/lodges, landmarks and natural attractions within the last six months.

The perceptions of service quality are higher than expected. 56% of the overall respondents rated the quality of tourism services (Accommodation, Tours & Activities, Restaurants, Transportation, and Entertainment) as being good/excellent.

Increasing marketing and reducing the cost for travel will increase domestic tourism. 129 respondents, which accounts for 37% suggested that in order to improve the tourism sector, an increase in marketing tourism products and reducing transportation fees (air, river and land) attached to visiting certain destinations should be implemented.

There is strong national pride in our natural heritage. 230 respondents which accounts for 56% acknowledged that Guyana's tourism sector, and by extension, National Pride in Guyana is reflected in our pristine, untouched rainforests, protected areas and natural attractions. Further, respondents suggested that Guyanese locals should place more emphasis on being hospitable, becoming more aware of the tourism sector and keeping the city and its environs clean to improve the tourism sector.

Further, the respondents indicated a first base knowledge of the roles and responsibilities of the tourism agencies: Department of Tourism, Guyana Tourism Authority, and the Tourism and Hospitality Association of Guyana.