Mobile Positioning Data for Tourism Statistics
Presentation outlines

1. Mission and Vision of INSTAT
2. Current Situation
3. Legal framework
4. Challenges
The Mission of INSTAT

- INSTAT's mission is to provide transparent, neutral and timely statistics that help the user to judge on the developments of the transformation processes within the country.

The Vision of INSTAT

- As only used statistics are useful statistics, INSTAT strives to become the major source of statistical information providing decisions makers, research and education in Albania as well as in the international community with relevant, reliable and comparable statistical information. With a learning attitude and systematic network for marketing and disseminating statistical information making use of modern networking structures and information technology.
Current Situation

- The current system of tourism statistics consists of two main sources:
  - National tourism – Based on Administrative sources;
  - Internal tourism – Business statistical concepts (Based on statistical surveys);
Administrative Sources

- Indicators:
  - Number of arrivals and departures of Albanian and foreign citizens;
  - Arrivals of foreign citizens by air, by sea and by land;
  - Arrivals of foreign citizens by the purpose of travel: personal and business purpose;
  - Arrivals of foreign citizens by world regions: America, Asia, Europe, etc;

- Quarterly, annually;

- Source: Ministry of Interior (General Directorate of State Police);

Statistical Sources

- Short term statistics
- Structure business statistics
- Measures by Bank of Albania through statistical survey on borders point carried by INSTAT
Legal framework

- **LAW ON PROTECTION OF PERSONAL DATA**

  Article 10  Processing for historical, scientific and statistical research

- **LAW No. 9180, date 5.2.2004 “On Official Statistics”**

  Article 15 Confidentiality

- **OSP 2012-2016**

- **LAW ON ELECTRONIC COMMUNICATIONS IN THE REPUBLIC OF ALBANIA**

  Article 123 Communication confidentiality; Article 126 Location data

- **LAW ON TOURISM**
AKEP

Electronic and Postal Communications Authority (AKEP) is the regulatory body in the field of electronic communications and postal service which supervises the regulatory framework defined by this law, and by the Law on postal service and the development policies defined by the Council of Ministers.

MNOs in Albania

Albania in 2014 had 4.9 million subscribers, out of which there were 3.3 million active users.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Operator</th>
<th>Technology</th>
<th>Active Subscribers</th>
<th>Share of Active Subscribers (%)</th>
<th>Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Vodafone Albania</td>
<td>GSM-900/1800 MHz (GPRS, EDGE) 2100 MHz UMTS, HSDPA, HSUPA, HSPA, HSPA+, DC-HSPA+1800/2600 MHz LTE</td>
<td>1,549,498</td>
<td>46</td>
<td>Vodafone</td>
</tr>
<tr>
<td>2</td>
<td>Telekom Albania</td>
<td>GSM-900/1800 MHz (GPRS, EDGE) 2100 MHz UMTS, HSDPA, HSUPA, HSPA, HSPA+, DC-HSPA+1800/2600 MHz LTE</td>
<td>1,117,070</td>
<td>33</td>
<td>Deutsche Telekom</td>
</tr>
<tr>
<td>3</td>
<td>Eagle Mobile</td>
<td>GSM-900/1800 MHz (GPRS, EDGE) 2100 MHz UMTS, HSDPA, HSUPA, HSPA, HSPA+, DC-HSPA+1800 MHz LTE</td>
<td>431,772</td>
<td>13</td>
<td>ALBtelecom</td>
</tr>
<tr>
<td>4</td>
<td>Plus</td>
<td>GSM-900/1800 MHz (GPRS, EDGE) 2100 MHz UMTS, HSDPA, HSUPA, HSPA, HSPA+,</td>
<td>261,314</td>
<td>8</td>
<td>Plus Communication</td>
</tr>
</tbody>
</table>
MNOs and legal authorities

• Vodafone Group Plc has published in June 2014 a global sustainability report including a set of privacy principles applicable in relation to government access to communications and data across the Vodafone global footprint. These principles state that Vodafone Group and its operating companies (including Vodafone Albania) will not allow any form of access to any customer data by any agency or authority unless Vodafone is legally obliged to provide this, and that Vodafone will insist that all agencies and authorities comply with the law and due process.
Possible scenario

MNO 1 → AKEP → INSTAT
MNO 2
MNO 3
MNO 4
Access Challenges

• Consent given from subscribers or users
• Data processed in anonymous form
  • Transfer of encrypted data sets
• MNO obligation to provide the data
Technological Challenges

• Human resources (data scientist)
• Proper infrastructure
• Automation of processes
Methodological Challenges

• Responsible body for:
  • Data anonymization
  • Data processing

• Methodological model and definitions to be used