



Tourism Satellite Account (TSA) Development in the Philippines

**3rd Workshop on Tourism Statistics Capacity Building
Programme & Regional Seminar
5-6 March & 8-9 March 2012
Bangkok, Thailand,**

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OUTLINE

- I. Introduction
- II. Statistical Coordination Mechanisms
- III. The Philippine Tourism Satellite Accounts (PTSA)
- IV. Next Steps

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I. INTRODUCTION



Importance of Tourism, Statistics & Tourism Statistics

- Economic contribution of Tourism is recognized worldwide
 - income generation
 - employment generation
 - Investment generation
 - foreign exchange generation
- Countries like France, Thailand, thrive on tourism with share to GDP of 6.3% (2006), and 6.7% (2007), respectively

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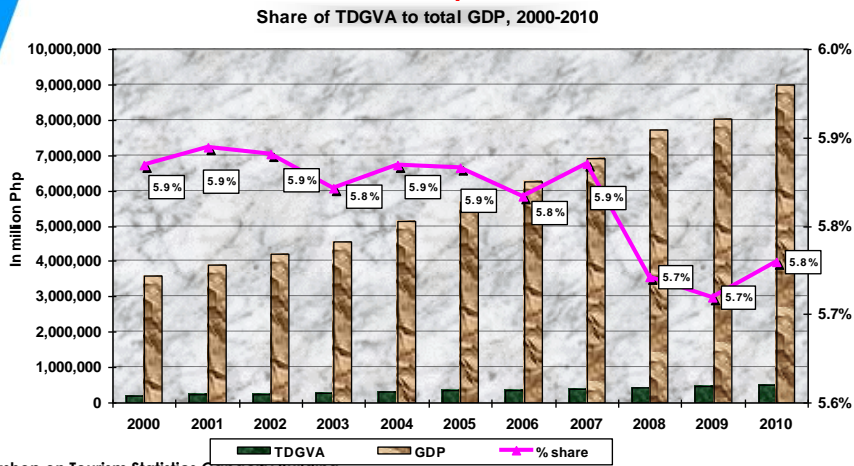


I. INTRODUCTION



In the Philippines,

For the years 2000 to 2010, tourism contributed on the average, about 5.8 percent to GDP



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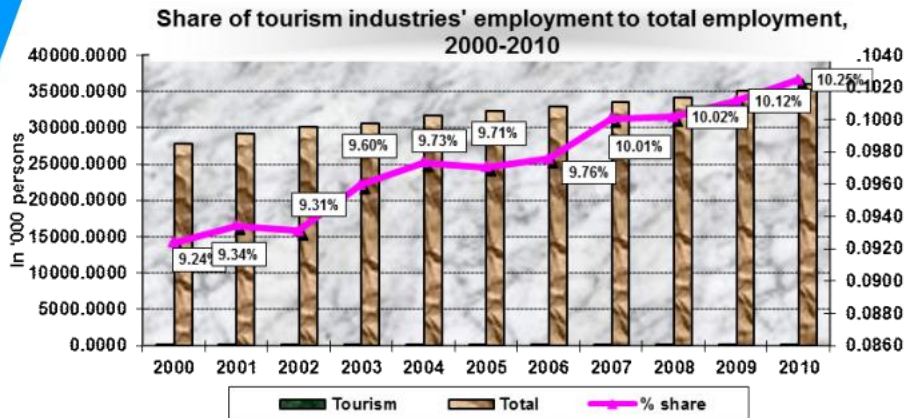


I. INTRODUCTION



In the Philippines

For the years 2000-2010, tourism contributed on the average, about 9.7 per cent to total employment!



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I. INTRODUCTION



Importance of Tourism, Statistics & Tourism Statistics

- However, we have not succeeded in benefiting from the enormous potential of Tourism
- Tourism is now given greater recognition in the PDP as one of the key drivers of our economic growth
- The international development community has recognized
 - The critical role of statistics towards evidence-based decision-making, towards informed decisions, and
 - That better statistics contribute to better development outcomes

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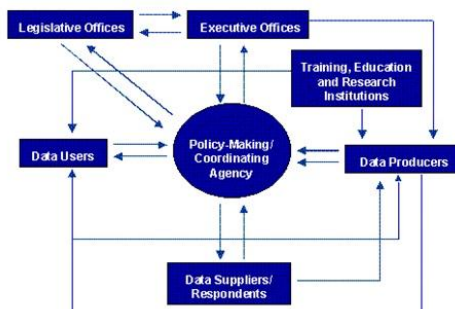
II. STATISTICAL COORDINATION MECHANISMS



Philippine Statistical System (PSS)

- The PSS is the government-wide system of providing statistical information and services to the public
- A decentralized system - policy-making body, data producers, users, research and training institutions, and data providers

Framework of Coordination in the Philippine Statistical System



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II. STATISTICAL COORDINATION MECHANISMS



National Statistical Coordination Board

- The highest policy-making and coordinating body on statistical matters in the country
- Formulates policies on all matters relating to government statistical operations
- Promotes and maintains an efficient statistical system in the government

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II. STATISTICAL COORDINATION MECHANISMS



National Statistical Coordination Board

- Prescribes uniform standards and classification systems in government statistics
- Provides linkages and venues for coordination between and among the stakeholders of the PSS
- Serves as the clearinghouse and liaison with international organizations on statistical concerns

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II. STATISTICAL COORDINATION MECHANISMS



NSCB Statistical Coordination Mechanisms

- Philippine Statistical Development Program (the Philippines' version of NSDS)
 - *sets strategic directions and thrusts and priorities of the Philippine Statistical System (PSS)*
- System of designated statistics
 - *List of critical statistics/indicators*
- Statistical survey review and clearance
 - *mechanism to ensure sound design for data collection; reduce respondents' burden; rationalized data collection*
- Statistical advocacy
 - *user-producer forums, statistical conference*

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II. STATISTICAL COORDINATION MECHANISMS



NSCB Statistical Coordination Mechanisms

- **International cooperation**
 - *adherence to international principles declarations, standards and methodological frameworks; capacity building programmes*
- **Institutional linkages/collaborative efforts**
 - *Collaboration between DOT and NSO on the conduct of the Household Survey of Domestic Visitors (HSDV)*
- **Interagency committees (IAC)**
 - *venue for discussion and addressing statistical issues*

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II. STATISTICAL COORDINATION MECHANISMS



Interagency Committee on Tourism Statistics

- **originally created as Inter-Agency Committee on the Development of a Satellite Account on Tourism (IAC-DSAT) on February 7, 1997 by the NSCB Executive Board**
- **reconstituted and renamed to Interagency Committee on Tourism Statistics (IACTS) through NSCB Memorandum Order No. No. 11, Series of 2003**

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II. STATISTICAL COORDINATION MECHANISMS



Interagency Committee on Tourism Statistics

- provide direction and address the concerns on the improvement of tourism statistics and tourism satellite account through a well established tourism statistical system
- serve as venue for discussion of issues relating to tourism statistics
- composed of representatives from government and non-government organizations involved in production and use of tourism statistics
- NSCB and DOT technical staff serve as the Committee Secretariat

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II. STATISTICAL COORDINATION MECHANISMS



Interagency Committee on Tourism Statistics

Chair: National Statistical Coordination Board
Co-Chair: Department of Tourism

Members: Asian Institute of Tourism
Bangko Sentral ng Pilipinas
Bureau of Immigration
Civil Aeronautics Board
Department of Interior and Local Govt.
National Economic & Devt. Authority
National Statistics Office
Private Associations (*hotels, airline, travel and tour operators, etc*)

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II. STATISTICAL COORDINATION MECHANISMS



Interagency Committee on Tourism Statistics

- Developed conceptual framework of Philippine tourism satellite account (PTSA)
- Initial compilation of PTSA, 1994 and 1998
- PTSA updates, 2000-2010
- Working closely with UNWTO on compilation of tourism statistics and TSA

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Technical Working Group on Tourism Statistics

- serve as the technical arm of the IACTS
- develop improved methodologies for the compilation of PTSA
- formulate standard concepts and operational definition of tourism statistical terms, classification of tourism industries and products relevant to the generation of tourism statistics and compilation of PTSA

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



The PTSA

- Philippine Tourism Satellite Accounts – a set of tables
- One of the satellite accounts developed by the NSCB/DOT to measure the contribution of tourism to the Philippine economy
- Provides a comprehensive set of information on tourism that facilitates its analysis in the context of macro-economic accounts
- It aims to demonstrate the output of tourism industries vis-a-vis the consumption expenditures of tourists
- It explains the impact of tourism through non-monetary indicators such as tourist arrivals, length of stay, types of accommodation and means of transport availed by the tourists

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



PTSA Milestones

Activity	Period
<ul style="list-style-type: none">• NSCB & DOT conducted research study to explore contribution of tourism to the economy using the input-output analysis approach.	1988
<ul style="list-style-type: none">• NSCB, DOT and WTO collaborated to come up with a simulated satellite account on tourism for the Philippines, which showed that travel and tourism accounted for 8.7 percent of the GDP in 1997• NSCB and DOT signed a MOA to support the development of the PTSA.	1996

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PTSA Milestones

Activity	Period
<ul style="list-style-type: none"> NSCB created an Inter-Agency Committee on the Development of a Satellite Account on Tourism (IAC-DSAT) that shall oversee the development of a TSA for the country IAC-DSAT conceptualized the framework for the PTSA 	1997
<ul style="list-style-type: none"> NSCB and DOT forged a project that operationalized the PTSA conceptual framework NSCB and DOT released the preliminary results of the Philippine Tourism Satellite Account (PTSA) covering the years 1994 and 1998 	1999

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



PTSA Milestones

Activity	Period
<ul style="list-style-type: none"> The Philippine experience in developing tourism satellite account was presented in a joint UN-ESCAP/WTO workshop in Thailand The paper "Measuring the Contribution of Tourism to the Economy: The Philippine Tourism Satellite Account" was presented in the 8th National Convention on Statistics 	2001
<ul style="list-style-type: none"> The country paper "Status of the Development of the Philippine Tourism Satellite Account (PTSA) was presented in Second Sub-Regional Workshop on Tourism Statistics and the Elaboration of a Tourism Satellite Account. 	2003

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



PTSA Milestones

Activity	Period
<ul style="list-style-type: none"> The NSCB Executive Board approved the NSCB Resolution No. 4 Series of 2005 "Approving and Adopting the Philippine Tourism Statistical Classification System (PTSCS)". The PTSCS was based on the following: <ul style="list-style-type: none"> § UNWTO-recommended list § 1994 Philippine Standard Industrial Classification (PSIC) § 2002 Philippine Central Product Classification (PCPC) § International Standard Industrial Classification (ISIC) Rev. 2 	2005
<ul style="list-style-type: none"> The NSCB DSAT Team was reconstituted and renamed as the Philippine Tourism Satellite Accounts (PTSA) Team 	2006

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



PTSA Milestones

Activity	Period
<ul style="list-style-type: none"> Presented the country paper "The 1993 Recommendations on Tourism Statistics and the Philippine Tourism Satellite Accounts" during the International Workshop on Tourism Statistics, UNWTO Headquarters, Madrid, Spain, 17-20 July 2006. 	2006
<ul style="list-style-type: none"> The Philippines participated in the worldwide consultation for the revision of the IRTS and the TSA: RMF by providing series of responses to the questionnaires sent by the UNWTO Participated in the Expert Group Meeting in Tourism Statistics, UN Headquarters, New York, USA 	2007

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



PTSA Milestones

Activity	Period
<ul style="list-style-type: none">Updating and refining the PTSA estimation using the IRTS 2008 and TSA RMF 2008. Improvements from the previous estimates include:<ul style="list-style-type: none">Establishment of the link of internal tourism consumption with the supply of goods and servicesImprovement of the coverage of domestic tourism using the results of the Household Survey on Domestic Visitors (HSDV)Compiling the outbound tourism expenditure (Table 3) previously not compiledAvailability of estimates for GVATI, TDGVA and TDGDPCovered data series 2000 to 2007	2006-2008

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



Data Support for PTSA Compilation

Visitor Sample Survey (VSS)

- major source of data for preferences, ratings, psychographic profile, as well as *length of stay* and *tourist spending*

Household Survey of Domestic Visitors (HSDV)

- provide baseline data to measure the *volume of domestic tourism*, determine the profile and travel characteristics of domestic visitors, identify the travel patterns of the Filipino households

Labor Force Survey

- produce statistics on the country's labor force with national and subnational disaggregation

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



Data Support for PTSA Compilation

Meetings, Incentives, Conventions and Exhibitions (MICE) Study

- generates statistics needed in the compilation of *business expenditures for tourism* such as those on average daily expenditures of delegates, host associations and exhibitors

Establishment Surveys such as Census of Philippine Business and Industry (CPBI), Quarterly Survey of Philippine Business and Industry (QSPBI), and Survey of Tourism Establishments (STEP)

- generates information on the *supply/production* of establishments

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



Data Support for PTSA Compilation

Arrival/Departure Cards

- serve as the principal information to determine the *volume of visitors*

Input-Output Table

- the primary data source for the benchmark estimation of the production accounts of tourism and non-tourism industries
- provides disaggregative measures of the economic structure of the country which are not shown in the national accounts

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



Data Support for PTSA Compilation

National Accounts of the Philippines

- serves as the fundamental framework for compiling the Philippine TSA
- provides the output indicators (GVA) used in deriving the production component of PTSA

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



Institution in charge in the compilation

- Economic Statistics Office (ESO),
National Statistical Coordination Board (NSCB)

Institutions in charge in the provision of data

- Department of Tourism (DOT)
- National Statistics Office (NSO)
- National Statistical Coordination Board (NSCB)

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



Guiding Principles

- **International Recommendations on Tourism Statistics (IRTS) 2008**
 - provides the basic concepts and definitions of the different aspects of tourism such as:
 - travelers that qualify as visitor either tourist or overnight visitor or same day visitor or excursionist
 - forms of tourism
 - concept of tourism expenditure
 - different *classifications* that can be used in the analysis of tourism

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



Guiding Principles

- **Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF) 2008**
 - aimed at integrating the measurement of tourism as an economic phenomenon within the mainstream of macroeconomic statistics
 - serves as statistical tool that complements the concepts, definitions, aggregates, classifications already presented in the IRTS 2008
 - the framework to guide countries in the further development of the system of tourism statistics, the main objective being the completion of the TSA

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



What do we have?

- PTSA annual estimates for the period 2000 to 2010

PTSA Table No	Title/derived indicators	Corresponding TSA:RMF Table
1	Inbound tourism expenditure by products, 2000 – 2010	Table 1
1a	Foreign visitors' expenditure by products	
1b	Overseas Filipinos (permanently residing abroad)	
1c	Expenditures paid in behalf of inbound visitors by products Levels (in million Php) Share of each consumption product to total (in %) Growth (in %)	
2	Domestic tourism expenditures by products, 2000 - 2010	Table 2
2a	Domestic tourism expenditure by products	
2b	Expenditures paid in behalf of domestic visitors by products Levels (in million Php) Share of each consumption product to total (in %) Growth (in %)	

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



What do we have?

PTSA Table No	Title/derived indicators	Corresponding TSA:RMF Table
3	Outbound tourism expenditure by products, 2000 – 2007 Levels (in million Php) Share of each consumption product to total (in %) Growth (in %)	Table 3
4	Internal tourism expenditure by products, 2000 - 2010 Levels (in million Php) Share of each consumption product to total (in %) Growth (in %)	Table 4

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



What do we have?

PTSA Table No	Title/derived indicators	Corresponding TSA:RMF Table
5	Production accounts on tourism industries and other industries (in million Php), 2000	Table 5
5a	Comparison of Tourism consumption expenditure and Total outputs by products, 2000	
6	Total domestic supply and internal tourism consumption, 2000	Table 6
6a	Gross Value Added of Tourism Industries (GVATI), 2000 -2010	
6b	Tourism Direct Gross Value Added (TDGVA), 2000 - 2010 Levels (in million Php) Share (in %) Growth (in %)	

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



What do we have?

PTSA Table No	Title/derived indicators	Corresponding TSA:RMF Table
7	Total Employment in the Philippines and Employment in Tourism Industries ('000 persons), 2000 - 2010	Table 7
8	Total Gross Fixed Capital Formation of Tourism and Tourism Industries (on going)	Table 8
9	Tourism Collective Consumption by products and levels of government (on going)	Table 9

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



What do we have?

PTSA Table No	Title/derived indicators	Corresponding TSA:RMF Table
10	Non-monetary indicators	Table 10
10.1	Inbound visitor arrivals by place of residence, 2000 – 2010	
10.2	Overall average length of stay of inbound visitors (in nights)	
10.3	Distribution of regional travellers in the Philippines	
10.4	Overall average daily expenditure of visitors (in US\$), 2000-2010	
	Derived indicators	not specified
11	Share of TDGVA to total GDP (current prices), 2000 - 2010	
11.1	Share of Internal tourism to HFCE (current prices), 2000-2010	
10.2	Share of Internal tourism to total Exports (current prices), 2000-2010	
10.3	Share of Domestic tourism to HFCE (current prices), 2000-2010	
10.4	Share of Inbound tourism to total Exports (current prices), 2000-2010	
10.5	Share of Tourism industry employment to total employment (in '000 persons), 2000-2010	

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



What do we have?

Comparison of the recent PTSA with the previous study covering 1994 & 1998

Major TSA Aggregates	1994 & 1998	Recent PTSA
▪ Inbound tourism expenditure	✓	✓
▪ Domestic tourism expenditure	✓	✓
▪ Outbound tourism expenditure	X	✓
▪ Internal tourism consumption	✓	✓
▪ GVATI	✓	✓
▪ TDGVA	X	✓
▪ TDGDP	X	✓
▪ Employment of tourism industries	✓	✓

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



General Methodological Approach

Tourism expenditure estimates

Followed the general idea of getting the total expenditure using the volume of visitors, length of stay and average daily expenditures

$$\begin{aligned} &\text{Tourism expenditure} \\ &= \\ &\text{average daily expenditure for each of the expenditure items} \\ &\quad \times \\ &\text{average length of stay} \\ &\quad \times \\ &\text{Volume of visitors} \end{aligned}$$

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



General Methodological Approach

IO based estimates

- The 2000 Input-output (IO) table published by the NSCB was the main data used for the benchmark estimation of the production accounts of tourism and non-tourism industries
- Generation of major tourism aggregates followed the approach discussed in the TSA:RMF 2008 (Table 5 & Table 6)
- For the period 2001 to 2010, output indicators were used to extrapolate the benchmark TDGVA

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III. THE PHILIPPINE TOURISM SATELLITE ACCOUNT (PTSA)



Consumption products categories

- 1) accommodation services for visitors
- 2) food and beverage serving services
- 3) transport services
- 4) travel agencies and other reservation services
- 5) entertainment and recreation
- 6) shopping of country-specific tourism characteristic goods
- 7) miscellaneous

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IV. NEXT STEPS



- Continued review/updating of PTSA estimates
- Advocacy on the use of tourism statistics and PTSA through dialogue/forum with tourism industries, planners and policy makers and other stakeholders
- Implementation of the various statistical programs on tourism statistics in the PSDP 2011-2017, among which are:

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IV NEXT STEPS



- **Enhancement of administrative and reporting forms of tourism-related agencies for the compilation of statistics on inbound, outbound, domestic tourism, and TSA**
 - **Arrival/departure cards**
 - **Regional Travellers Report**
 - Capturing data from non-accredited establishments
 - segregation of same-day visitors from the tourists

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IV NEXT STEPS



- **Improvement of tourism surveys in terms of coverage, sampling design, methodology to provide more disaggregated data**
 - **Visitor Sample Survey**
 - **Household Survey of Domestic Visitors**
 - **Survey of Tourism Establishments**
 - **Meetings, Incentives, Conventions and Exhibitions**

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IV NEXT STEPS



- **Improvement of data on travel services in the balance of payments (BOP) compilation**
- **Improvement in the compilation and updating of the Philippine Tourism Satellite Accounts (PTSA)**
 - Use of latest results of HSDV and STEP
 - Use of employment data from other sources to complement data from Labor Force Survey
 - Conduct of research in aid of development/improvement of the frameworks and methodologies for the generation and compilation of PTSA

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IV NEXT STEPS



- **Capacity building workshops and trainings on TSA compilation**
 - there is a need to enhance the technical capability of the compilers of the PTSA in order to ensure and sustain the accuracy and sustainability of estimates
 - Capacity building is also necessary for the users of the TSA to improve appreciation and meaningful utilization of information

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IV NEXT STEPS



- **Development of regional TSAs or TSA in tourism-specific destinations**
 - **Local government units must be capacitated in the collection and generation of their own tourism statistics**
 - **Continued implementation of DOT's program on the capacity building of local government units**

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