

## DOT Data Gathering Activities:

### 1. Compilation of Data from Accommodation Establishments

- ❖ *Data Compiled*
  - Guest Arrivals
  - Number of Rooms Available
  - Average Occupancy
  - Average Length of Stay



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## DOT Data Gathering Activities:

### 2. Accommodation Capacity Survey in Selected Destinations

- ❖ *Major Data Compiled*
  - Number of Accommodation Establishments
  - Number of Rooms Available
  - Number of Employees



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## DOT Data Gathering Activities:

### 3. Volume of Endorsed Tourism-related Investments

- ❖ *Major Data Compiled*
  - Total Investments per type

### 4. Number of Accredited Establishments

- ❖ *Major Data Compiled*
  - Number of Establishments per type



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## DOT Data Gathering Activities:

### 5. M. I. C. E. Surveys

- ❖ *Major Data Compiled*
  - Number of Events and Volume of Participants
  - Average Expenditure



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## Other Data Gathering Activities:

### 1. Household Survey on Domestic Visitors (HSDV)

- ❖ *Implemented by the Philippine National Statistics Office (NSO) as a rider to their Regular Labor Force Survey*
  - ❖ 2006 - First Full Implementation
  - ❖ 2009 - Partial Implementation (for Core Indicators)
  - ❖ 2010 - Full Implementation
- ❖ *Major Data Compiled*
  - Number of Trips, Volume of Domestic Travelers and their profile and characteristics
  - Average Expenditure



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## Limitations of the Current Methodologies





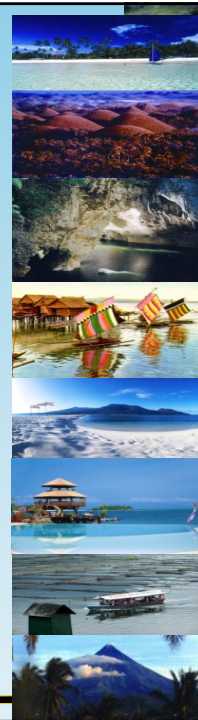
1. Dependent on cooperation (private and LGUs), resulting in under estimation.
2. Most of the compilation is being done by the national agencies specifically the Department of Tourism, limiting the scope of the tourism database due to lack of resources.
3. Lack of interest in tourism statistics.
4. Legal and Administrative hurdles at the sub-national level (no permanent tourism officers, lack of regulatory policies, local program prioritizations, etc.
5. Capacity of tourism data producers both public and private, in the sub-national level limited the implementation of any standard tourism statistics system.



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## Innovations in the Compilation of Domestic Tourism



## 1. National Tourism Act of 2009 (Republic Act 9593)

Recognizing the significance of tourism in the present world economy, the National Government labored to set a monumental task of providing a National Tourism Policy that will set the direction and the infrastructure to sustain the tourism development in the Philippines



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## *Institutionalizing Tourism Statistics Reporting of Local Government Units thru the Tourism Act of 2009 (RA 9593)*

**Reports.** – In order to monitor the resources of the Department and to ascertain the economic and social impact of tourism, all LGUs shall provide an inventory of all the resources available to the Department for use in the implementation of this Act. They shall likewise periodically report to the Department on the status of tourism plans and programs, tourist arrivals and tourism enterprises, among others, within their jurisdictions.

– Section 38, RA 9593



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## 2. Progressive Tourism Statistics Capacity Building for Sub-national Public and Private Sector

Recognizing the limitations of both the compilation of regional travellers' statistics and the data users' access to tourism statistics, DOT aims to bring the tourism database building to the roots by empowering the sub-national government units as well as the private sector in their jurisdiction with standard tourism statistical tools.



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## 3. Domestic Tourism Data Compilation Cooperation/Resource Sharing between National Agencies

### a. With the Department of Interior and Local Government

Thru the Local Governance Performance  
Management System (LGPMS) - Tourism Module



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### 3. Domestic Tourism Data Compilation Cooperation/Resource Sharing between National Agencies

#### b. With the National Statistics Office

- i. **Household Survey on Domestic Visitors:**
  - The success of the Household Survey on Domestic Visitors have led to designating the survey as a regular data gathering activity and implementing it fully this year.
- ii. **Survey on Tourism Establishments in the Philippines**
  - In relation to that success, a new tourism survey rider to NSO's regular surveys is now being implemented that will capture supply data particularly the capacity of tourism establishments and employment generated by the same.



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### 4. Partnership with Academic and other Research Institutions

#### a. Tourist Expenditure and Preference Survey for Specific Product Markets

(Medical and Wellness, ESL/Aviation Program, Scuba Diving, Second Homes)

It obtained information on the profile of health and educational and dive establishments, second homes, profile of tourists specific to the markets under study, expenditure patterns and other travel characteristics.



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## In conclusion

- Domestic Tourism is an important component of the tourism sector that needs to be measured and appraise on a regular basis.
- Data Gathering methodologies are employed and improved regularly in order to have a better picture of domestic tourism.
- Specific measures has targeted empowering local government units to compile their own tourism data and report the same towards a better representation of what is happening to local tourism sector



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# thank you!



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