



# Development of Domestic Tourism Statistics System in the Philippines

PHILIPPINE DEPARTMENT OF TOURISM

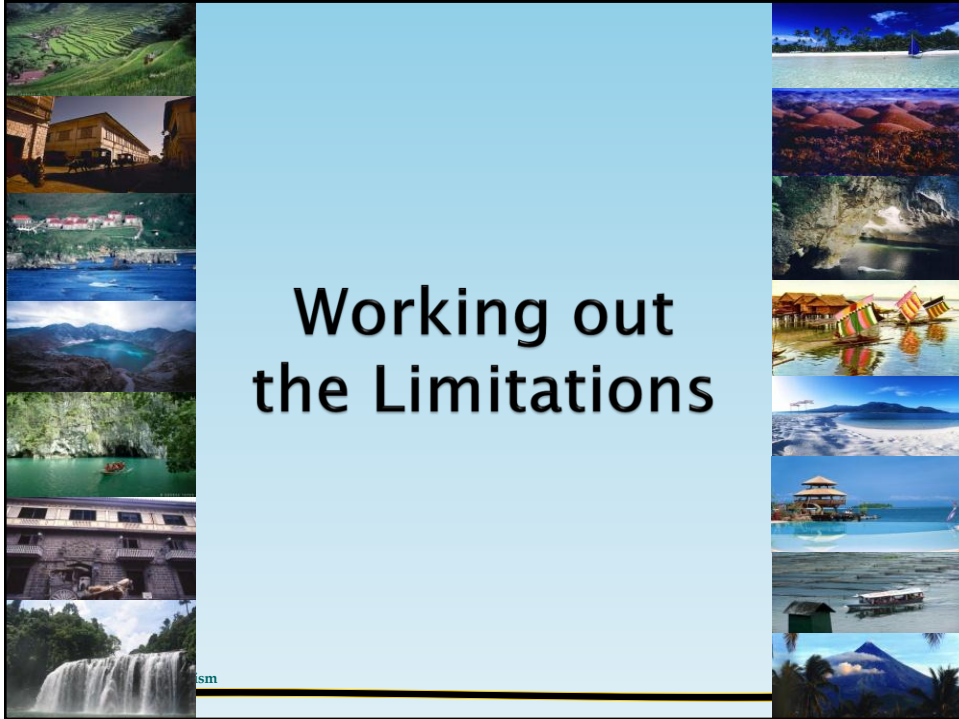
## Outline of the Presentation

- Limitations Presented in the 1<sup>st</sup> Workshop
- Progress of Programs / Projects Initiated



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### Limitations presented during 1<sup>st</sup> Workshop

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.

**LIMITATIONS BOIL DOWN TO 3 THINGS:**

**Scope**

**Capacity**

**Appreciation**

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## Progress of Programs/Projects for the Development of Domestic Tourism Statistics

### 1. Development of Tourism Statistics System for Local Government Units (Sub-National Level)

- ❖ The program aims to develop a standard system for local tourism statistics as well as to capacitate the local government in the compilation and use of tourism statistics in tourism development planning.
- ❖ *System Components Standardized:*
  - ❖ Basic Tourism Concepts
  - ❖ Data Sources
  - ❖ Data Recording and Reporting Forms
  - ❖ Schedule of Collection and Reporting



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## Progress of Programs/Projects for the Development of Domestic Tourism Statistics

### 2. Development of Standard Training Modules for Local Government Units

- ❖ Standard Training Modules being developed
  - ❖ **Basic Tourism Statistics Training (BTST)**
    - ❖ Aims to develop awareness of the importance of tourism statistics in the local level and introduce the standard tourism statistics system to the LGU.
    - ❖ The training would help expand the coverage of domestic tourism statistics compilation while capacitating the LGUs with development planning tools.
    - ❖ Emphasize the use of current common software and communication channels



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## Progress of Programs/Projects for the Development of Domestic Tourism Statistics

### 2. Development of Standard Training Modules for Local Government Units

- ❖ Standard Training Modules being developed
  - ❖ **Basic Tourism Statistics Training (BTST)**
    - ❖ Coverage:
      - ❖ Supply – side data: number of accommodation establishments, rooms and employees, inventory of tourist attractions
      - ❖ Demand – side data: tourist arrivals, no. of guest nights, no. of rooms occupied, volume of same – day visitors, volume of MICE participants, volume of MICE events



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## Progress of Programs/Projects for the Development of Domestic Tourism Statistics

### 2. Development of Standard Training Modules for Local Government Units

- ❖ Standard Training Modules being developed
  - ❖ **Advanced Tourism Statistics Training**
    - ❖ Aims to provide tools to capture visitor profile thru surveys as well as tools to integrate data captured in the basic data gathering and the visitor surveys.
    - ❖ Coverage:
      - ❖ Visitor Survey in major ports (air/sea) of entry/exit and in accommodation establishments.



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## Progress of Programs/Projects for the Development of Domestic Tourism Statistics

### 2. Development of Standard Training Modules for Local Government Units

- ❖ Standard Training Modules being developed
  - ❖ **Advanced Tourism Statistics Training**
    - ❖ Compilation of data such as average expenditure, length of stay, purpose of visit, age group market, activities done, male/female ratio, visitor residence.



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## Progress of Programs/Projects for the Development of Domestic Tourism Statistics

### 2. Development of Standard Training Modules for Local Government Units

- ❖ Standard Training Modules being developed
  - ❖ **Tourism Development Planning Training**
    - ❖ Aims to develop analytical skills of LGUs in order to come up with their tourism development plan.
    - ❖ Emphasis on extensive use of statistics to come up with the local tourism scenario.
    - ❖ The training is an important aspect in the appreciation and use of tourism statistics in planning.



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## Progress of Programs/Projects for the Development of Domestic Tourism Statistics

### 3. Implementation of the Tourism Data Capture Form for Local Government Units

- ❖ *Under DOT - DILG Cooperation*
  - ❖ The project seeks to collect tourism supply data from each sub-national government units as well as indicators on tourism sector prioritization on the local level.
  - ❖ One of the major feature of the project is its on-line encoding and processing capability. Each unit can encode data in an online form and process information using the same.
  
- ❖ The form and information is now disseminated to the sub-national local level for compliance this year.



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## Progress of Programs/Projects for the Development of Domestic Tourism Statistics

### 4. Household Survey on Domestic Visitors in the Philippines

- ❖ Enhancement/improvement of the questionnaire is currently being discussed
- ❖ Initial processing of the 2010 results of the HSDV is currently being done by the National Statistics Office which includes additional questions on Holiday Economics
- ❖ Initial preparations for the HSDV to be included in the System of Designated Statistics



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# thank you

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