



Conducting a Survey of Tourism Establishments: the Philippine Experience

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Workshop on UNWTO Tourism Statistics
 Capacity Building Programme
 Traders Hotel, Manila July 4-6, 2011



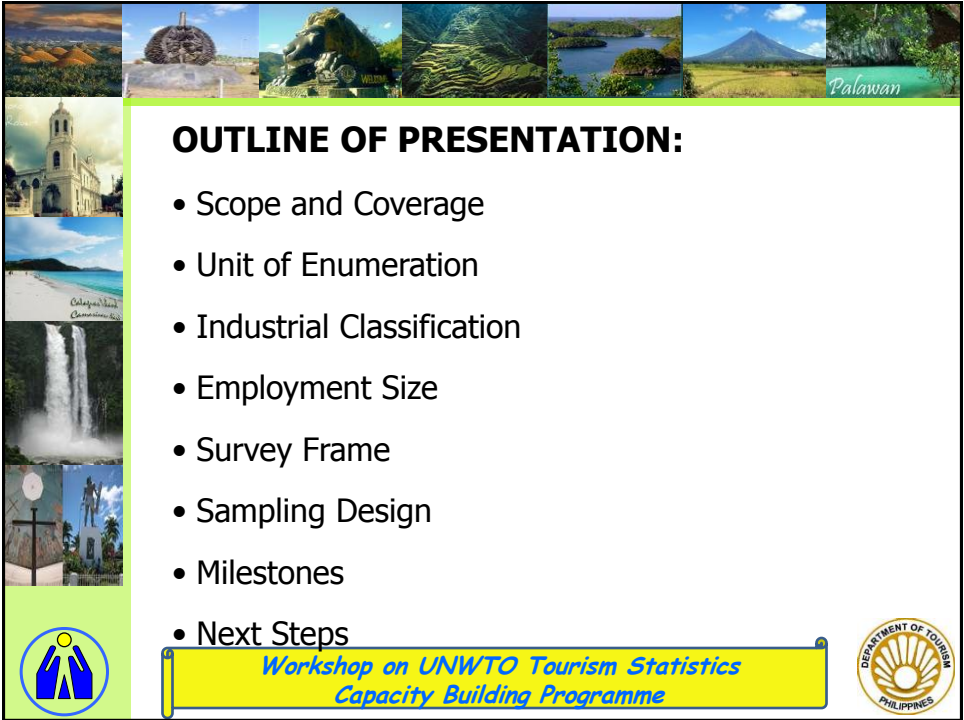
OUTLINE OF PRESENTATION:

- Background
- Objectives of the 2009 STEP
- Legal Authority
- Confidentiality of Information
- Uses of the STEP Data
- Types of Questionnaires
- Selected Data Items
- Reference Period



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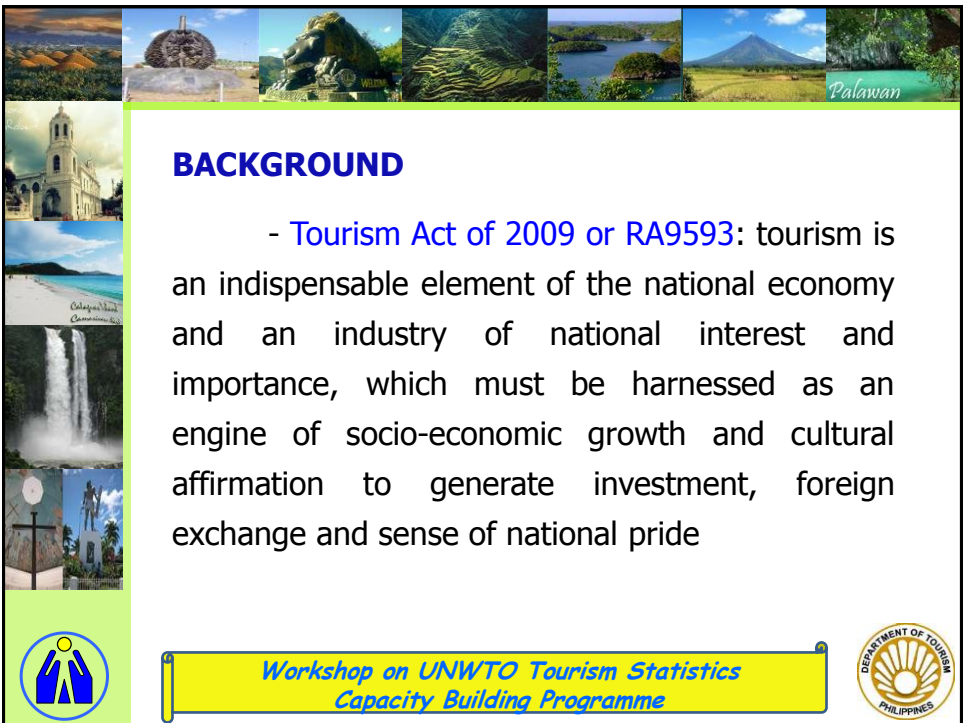


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OUTLINE OF PRESENTATION:

- Scope and Coverage
- Unit of Enumeration
- Industrial Classification
- Employment Size
- Survey Frame
- Sampling Design
- Milestones
- Next Steps

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BACKGROUND

- **Tourism Act of 2009 or RA9593**: tourism is an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and sense of national pride


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BACKGROUND

- Philippine Statistical Development Plan provides the blueprint of development of the tourism industry
- recognition of the importance, role and impact of tourism on the Philippine economy
- Need to measure economic contribution of tourism as an input to effective and efficient policy research, monitoring, analysis and development of the tourism industry




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BACKGROUND (Rationale)

- **Philippine Tourism Satellite Account (PTSA)** a framework to measure economic contribution of tourism
- NSCB Resolution No. 4 , Series of 2005, basis for generation, consolidation, dissemination and analysis of tourism statistics, specifically in the compilation of the PTSA.




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BACKGROUND

- PTSA is limited by the dearth of information on the industry
- the first-ever Survey of Tourism Establishments in the Philippines (STEP)
 - a rider to the 2009 Annual Survey of Philippine Business and Industry (ASPBI)




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BACKGROUND

- shall collect information on the available supply of tourism goods, products and services, which are valuable inputs in the compilation of the PTSA



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BACKGROUND

The Philippine Tourism Statistical Classification System (PTSCS) identifies characteristic and connected tourism products (goods and services) and industries








BACKGROUND (Rationale)

- *Tourism characteristics products* are goods and services which **would cease** to exist in meaningful quantity or those for which the **level of consumption** would be **significantly reduced in the absence of visitors** (e.g. accommodation services)
- *tourism characteristic industries* – activities from which the products were created







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BACKGROUND

- *Tourism connected products* are goods and services that are affected significantly without tourism; or are important to tourism, independent of level of usage of the product by tourists.
- *tourism connected industries* – activities from which the products were created

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OBJECTIVES of 2009 STEP


General Objective:

- Provide benchmark data on tourism characteristic establishments in the country

Specific Objectives:

- provide data on the supply and capacity in terms of facilities and services
- gather data on employment by sex
- gather data on revenue generated
- provide information on indicators for future expansion plans

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LEGAL AUTHORITY


- **Commonwealth Act No. 591**
 - Section 3 – Penalty Clause
 - Section 4 – Confidentiality Clause
- **Presidential Decree No. 418**
- **Executive Order No. 121**
- **Executive Order No. 5**

CONFIDENTIALITY OF INFORMATION

Section 4 of Commonwealth Act No. 591



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USES of the STEP DATA

The data collected from the 2009 STEP will be valuable in measuring progress in tourism in the country. The results will be used in:

- providing inputs in the compilation of Philippine Tourism Satellite Accounts (PTSA)
- assessing tourism resources, and available infrastructure of the tourism sector

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USES of the STEP DATA


The results will be used in:

- determining employment and revenue generated through tourism transactions
- determining future expansion plans of tourism establishments.

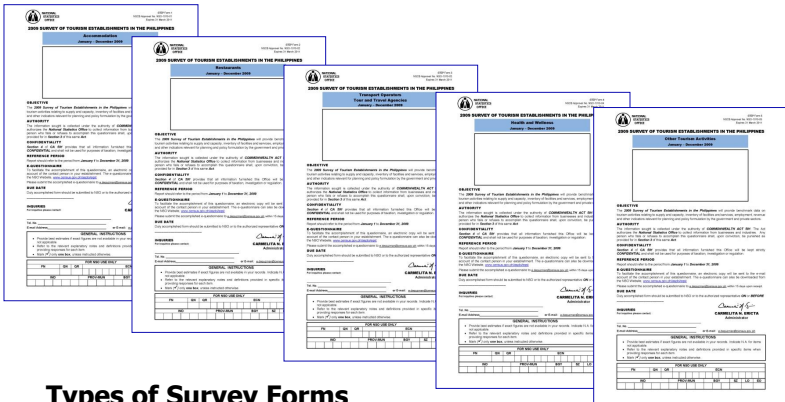


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2009 STEP Questionnaires




Types of Survey Forms



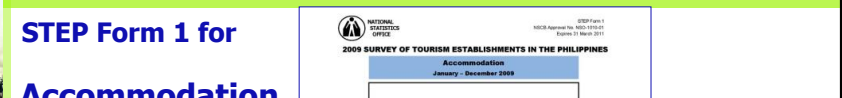
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STEP Form 1 for Accommodation





STEP Form 1
NCS Approved for NSO (2014)
Expires 31 March 2011

2009 SURVEY OF TOURISM ESTABLISHMENTS IN THE PHILIPPINES
Accommodation
January - December 2009

OBJECTIVE
The 2009 Survey of Tourism Establishments in the Philippines will provide benchmark data on four key activities: lodging, supply and capacity, inventory of facilities and services, employment, revenue and other indicators relevant for planning and policy formulation by the government and private sectors.

AUTHORITY
The information sought is collected under the authority of **COMMONWEALTH ACT 981**. The Act authorizes the **National Statistics Office** to collect information from businesses and industries. Any person who fails or refuses to accomplish this questionnaire shall, upon conviction, be punished as provided for in **Section 3** of this same Act.

CONFIDENTIALITY
Section 4 of CA 981 provides that all information furnished this Office will be kept strictly **CONFIDENTIAL** and shall not be used for purposes of taxation, investigation or regulation.

REFERENCE PERIOD
Report should refer to the period from **January 1 to December 31, 2009**.

QUESTIONNAIRE
To facilitate the accomplishment of this questionnaire, an electronic copy will be sent to the e-mail address of the contact person in your establishment. The e-questionnaire can also be downloaded from the NSO website: www.nso.gov.ph.

Please submit the accomplished e-questionnaire to sd@nso.gov.ph within 10 days upon receipt.

DUE DATE
Duly accomplished form should be submitted to NSO or to the authorized representative **ON or BEFORE** _____.


INQUIRIES
For inquiries please contact: **CARMELITA N. ERICTA**, Administrator

Tel. No. _____ or E-mail: sd@nso.gov.ph
E-mail Address: _____


GENERAL INSTRUCTIONS


- Provide best estimates if exact figures are not available in your records. Indicate N/A for items not applicable.
- Refer to the relevant explanatory notes and definitions provided in specific items when providing responses for each item.
- Mark **N/A** only, see box, unless instructed otherwise.


FOR NSO USE ONLY									
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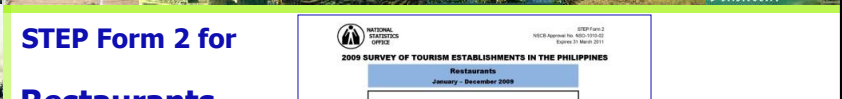
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STEP Form 2 for Restaurants





STEP Form 2
NCS Approved for NSO (2014)
Expires 31 March 2011

2009 SURVEY OF TOURISM ESTABLISHMENTS IN THE PHILIPPINES
Restaurants
January - December 2009

OBJECTIVE
The 2009 Survey of Tourism Establishments in the Philippines will provide benchmark data on four key activities: lodging, supply and capacity, inventory of facilities and services, employment, revenue and other indicators relevant for planning and policy formulation by the government and private sectors.

AUTHORITY
The information sought is collected under the authority of **COMMONWEALTH ACT 981**. The Act authorizes the **National Statistics Office** to collect information from businesses and industries. Any person who fails or refuses to accomplish this questionnaire shall, upon conviction, be punished as provided for in **Section 3** of this same Act.

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GENERAL INSTRUCTIONS

- Provide best estimates if exact figures are not available in your records. Indicate N/A for items not applicable.
- Refer to the relevant explanatory notes and definitions provided in specific items when providing responses for each item.
- Mark **N/A** only, see box, unless instructed otherwise.

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STEP Form 3 for Transport Operators, Tour and Travel Agencies

NATIONAL STATISTICS OFFICE

2009 SURVEY OF TOURISM ESTABLISHMENTS IN THE PHILIPPINES

Transport Operators

Year and Travel Agencies

January - December 2009

STEP Form 3
NSO Approval No. NSO-0510-03
Expires 31 March 2011

OBJECTIVE
The 2009 Survey of Tourism Establishments in the Philippines will provide benchmark data on tourism activities relating to supply and capacity, inventory of facilities and services, employment, investment and other indicators relevant for planning and policy formulation by the government and private sectors.

AUTHORITY
The information sought is collected under the authority of **COMMONWEALTH ACT 591**. The Act authorizes the **National Statistics Office** to collect information from businesses and industries. Any person who fails or refuses to accomplish the questionnaires shall, upon conviction, be punished as provided for in Section 3 of the same Act.

CONFIDENTIALITY
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REFERENCE PERIOD
Report should refer to the period from **January 1 to December 31, 2009**.

QUESTIONNAIRE
To facilitate the accomplishment of this questionnaire, an electronic copy will be sent to the e-mail address of the contact person in your establishment. The e-questionnaire can also be downloaded from the NSO website: www.nso.gov.ph

Please submit the accomplished e-questionnaire to gs@nso.gov.ph within 10 days upon receipt.

DUE DATE
Data accompanied form should be submitted to NSO or to the authorized representative **ON or BEFORE** _____

INQUIRIES
For inquiries please contact:
CARMELITA N. ERICTA
Administrator

Tel. No. _____ or E-mail: gs@nso.gov.ph
E-mail Address: _____

GENERAL INSTRUCTIONS

- Provide best estimates if exact figures are not available in your records. Indicate "N/A" for items not applicable.
- Refer to the relevant explanatory notes and definitions provided in specific items when providing responses for each item.
- Mark "X" if only one box, unless instructed otherwise.

FOR NSO USE ONLY										
PN	OR	GR	ESN							
PROV/ACT			BSY	SE	LO	EO				

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STEP Form 4 for Health and Wellness

NATIONAL STATISTICS OFFICE

2009 SURVEY OF TOURISM ESTABLISHMENTS IN THE PHILIPPINES

Health and Wellness

January - December 2009

STEP Form 4
NSO Approval No. NSO-0510-04
Expires 31 March 2011

OBJECTIVE
The 2009 Survey of Tourism Establishments in the Philippines will provide benchmark data on tourism activities relating to supply and capacity, inventory of facilities and services, employment, investment and other indicators relevant for planning and policy formulation by the government and private sectors.

AUTHORITY
The information sought is collected under the authority of **COMMONWEALTH ACT 591**. The Act authorizes the **National Statistics Office** to collect information from businesses and industries. Any person who fails or refuses to accomplish the questionnaires shall, upon conviction, be punished as provided for in Section 3 of the same Act.

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REFERENCE PERIOD
Report should refer to the period from **January 1 to December 31, 2009**.

QUESTIONNAIRE
To facilitate the accomplishment of this questionnaire, an electronic copy will be sent to the e-mail address of the contact person in your establishment. The questionnaire can also be downloaded from the NSO website: www.nso.gov.ph

Please submit the accomplished e-questionnaire to gs@nso.gov.ph within 10 days upon receipt.

DUE DATE
Data accompanied form should be submitted to NSO or to the authorized representative **ON or BEFORE** _____

INQUIRIES
For inquiries please contact:
CARMELITA N. ERICTA
Administrator

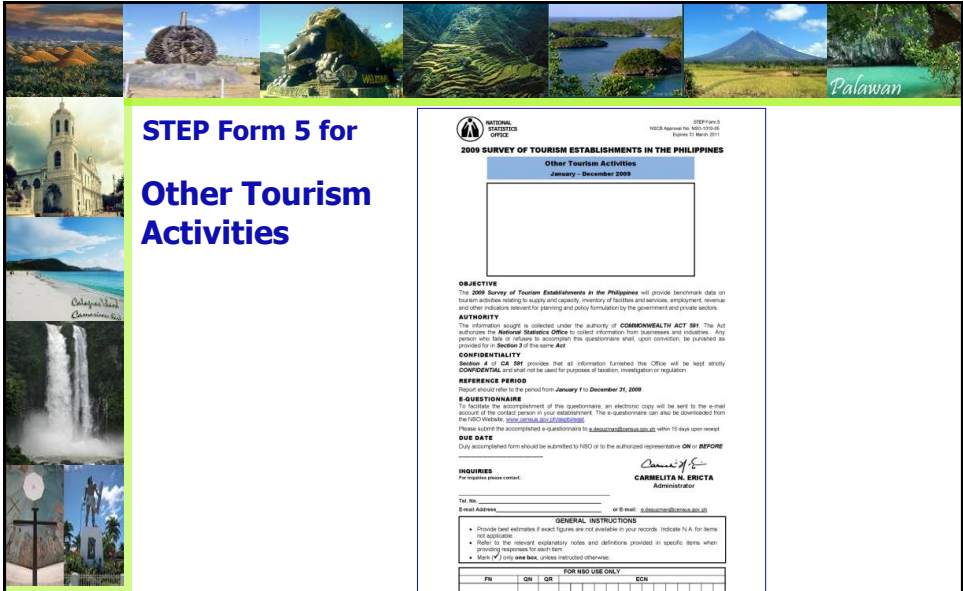
Tel. No. _____ or E-mail: gs@nso.gov.ph
E-mail Address: _____

GENERAL INSTRUCTIONS

- Provide best estimates if exact figures are not available in your records. Indicate "N/A" for items not applicable.
- Refer to the relevant explanatory notes and definitions provided in specific items when providing responses for each item.
- Mark "X" if only one box, unless instructed otherwise.

FOR NSO USE ONLY										
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PROV/ACT			BSY	SE	LO	EO				

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STEP Form 5 for Other Tourism Activities

NATIONAL STATISTICS OFFICE STEP Form 5
NISO Form No. NISO-100-06
Revised 11 March 2011

2009 SURVEY OF TOURISM ESTABLISHMENTS IN THE PHILIPPINES
Other Tourism Activities
January - December 2009

OBJECTIVE
The 2009 Survey of Tourism Establishments in the Philippines will provide benchmark data on tourism activities leading to visits and capacity, inventory of facilities and services, employment, seasonal and other indicators relevant for planning and policy formulation by the government and private sectors.

AUTHORITY
The information sought is collected under the authority of **COMBOWELTH ACT 95**. The Act authorizes the National Statistics Office to collect information from businesses and industries. Any person who fails or refuses to answer the questionnaire shall, upon conviction, be punished as provided for in Section 3 of the same Act.

CONFIDENTIALITY
Section 4 of CA 95 provides that all information furnished this Office will be kept strictly CONFIDENTIAL and shall not be used for purposes of taxation, investigation or litigation.

REFERENCE PERIOD
Report should refer to the period from **January 1 to December 31, 2009**.

QUESTIONNAIRE
To facilitate the accomplishment of this questionnaire, an electronic copy will be sent to the e-mail account of the contact person in your establishment. The questionnaire can also be downloaded from the NISO website: www.niso.gov.ph

DUE DATE
Data accompanied form should be submitted to NISO or to the authorized representative **ON or BEFORE**

INQUIRES
For inquiries, please contact:


Carmelita N. ERICTA
CARMELITA N. ERICATA
Administrator

The Tel. _____ or E-mail: erica@niso.gov.ph
E-mail Address: _____


GENERAL INSTRUCTIONS

- Provide best estimates if exact figures are not available in your records. Include N/A for items not applicable.
- Refer to the relevant explanatory notes and definitions provided in specific items when providing responses for each item.
- Mark "X" only one box, unless instructed otherwise.

FOR NISO USE ONLY						
FN	ON	OR	ECN	SE	LD	EO



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COMMON DATA ITEMS to be GENERATED


1. Number of establishments
2. Employment as of November 15, 2009


Report the employment of this establishment as of November 15, 2009.

Nationality	LN NO	Employment by Sex		
		Total	Male	Female
a. Filipino	01			
b. Non-Filipino	02			
c. Total (sum of a and b)	03			



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For FORM 3 only

2. Employment as of 15 November 2009 (Cont.)



2A. Number of Tour Guides

Tour Guide refers to an individual who guides tourists, both foreign and domestic, for a fee, commission, or any other form of lawful remuneration.

Status	LN NO	Number of Tour Guides by Sex		
		Total	Male	Female
1. Regular employee of this establishment	01			
2. Freelance or on commission basis	02			
3. Total (sum of 1 and 2)	03			



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COMMON DATA ITEMS to be GENERATED


3. Revenue in 2009 and percent of revenue generated from tourists


A. How much is the total revenue/sales of this establishment in 2009?

B. What percent of the total revenue/sales of this establishment was generated from tourists in 2009?



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COMMON DATA ITEMS to be GENERATED

4. Plans for expansion and/or renovation


6. Plans for Expansion/Renovation Within the Next Five Years


A. Does this establishment plan to expand within the next five years? YES NO

B. Does this establishment plan to renovate its facilities within the next five years? YES NO



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COMMON DATA ITEMS to be GENERATED


5. Estimated cost of renovation and/or expansion



2. How much is the estimated cost of expansion?

1. If YES, how much is the estimated cost of renovation?



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COMMON DATA ITEMS to be GENERATED


7. DOT Accreditation in 2009



Is this establishment accredited by DOT in 2009?

YES NO



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DATA ITEMS to be GENERATED By FORM

FORM 1

3. Facilities/Amenities and Usage in 2009
Report all facilities and amenities present for clients/guests use in this establishment. The facilities and amenities may not necessarily be owned and operated by this establishment.


A. How many rooms are available for accommodation of clients/guests in this establishment in 2009?

Type of Room	LN NO	Number of Units
1. Guestrooms	01	
2. Suites	02	
3. Lettable apartments	03	
4. Function/conference rooms	04	
5. Others, <i>specify</i> _____	05	


B. What is the number of available rooms, occupied rooms and guest in 2009?


Number	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Available Rooms													
Occupied Rooms													
Guests*													

* Only those who checked-in



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DATA ITEMS to be GENERATED By FORM

FORM 1


C. What is the average occupancy rate of this establishment in 2009?
 Occupancy Rate is the ratio of the number of occupied rooms to the number of available rooms. %

D. What are the available facilities in this establishment in 2009?
 Mark (✓) applicable box/es.


1 <input type="checkbox"/> Restaurant/Coffee Shop	7 <input type="checkbox"/> Wireless Internet Connection (Wi-Fi)
2 <input type="checkbox"/> Sports/Recreational/Amusement	8 <input type="checkbox"/> Foreign Exchange Counter
3 <input type="checkbox"/> Transport facilities	9 <input type="checkbox"/> Stores/Specialty Shops
4 <input type="checkbox"/> Parking space	10 <input type="checkbox"/> Others, specify _____
5 <input type="checkbox"/> On-line reservation	11 <input type="checkbox"/> None
6 <input type="checkbox"/> Electronic payment <i>(Ex. Credit card, Debit card)</i>	


E. What are the available services in this establishment in 2009?
 Mark (✓) applicable box/es.

1 <input type="checkbox"/> Medical services	6 <input type="checkbox"/> Airport transfer
2 <input type="checkbox"/> Spa/Massage therapy services	7 <input type="checkbox"/> Cultural and Recreational shows
3 <input type="checkbox"/> Tour services	8 <input type="checkbox"/> Others, specify _____
4 <input type="checkbox"/> Valet parking	9 <input type="checkbox"/> None
5 <input type="checkbox"/> Laundry and Dry Cleaning	



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DATA ITEMS to be GENERATED By FORM

FORM 2

3. Facilities/Amenities and Usage in 2009
 Report all facilities and amenities present for clients/guests use in this establishment. The facilities and amenities may not necessarily be owned and operated by this establishment.


A. What is the seating capacity of this establishment in 2009?

B. What are the available facilities in this establishment in 2009?
 Mark (✓) applicable box/es.


1 <input type="checkbox"/> Function/Conference rooms	7 <input type="checkbox"/> Stores/Specialty Shops
2 <input type="checkbox"/> Rest rooms/Comfort rooms	8 <input type="checkbox"/> Amusement/Recreational (Ex. KTV)
3 <input type="checkbox"/> On-line reservation	9 <input type="checkbox"/> Wireless Internet Connection (Wi-Fi)
4 <input type="checkbox"/> Transport facilities	10 <input type="checkbox"/> Foreign Exchange Counter
5 <input type="checkbox"/> Parking space	11 <input type="checkbox"/> Others, specify _____
6 <input type="checkbox"/> Electronic payment <i>(Ex. Credit card, Debit card)</i>	12 <input type="checkbox"/> None


C. What are the available services in this establishment in 2009?
 Mark (✓) applicable box/es.

1 <input type="checkbox"/> Valet parking	4 <input type="checkbox"/> Others, specify _____
2 <input type="checkbox"/> Transport services	5 <input type="checkbox"/> None
3 <input type="checkbox"/> Cultural and Recreational shows	



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DATA ITEMS to be GENERATED By FORM

FORM 3

3. Facilities/Amenities and Usage in 2009


Report all facilities and amenities present for clients/guests use in this establishment. The facilities and amenities may not necessarily be owned and operated by this establishment.

A. What are the available facilities in this establishment in 2009?
 Mark (✓) applicable box/es.


1 <input type="checkbox"/> On-line booking/reservation	5 <input type="checkbox"/> Foreign Exchange Counter
2 <input type="checkbox"/> Owned terminal/Garage/Dockyard	6 <input type="checkbox"/> Stores/Specialty Shops
3 <input type="checkbox"/> Wireless Internet Connection (Wi-Fi)	7 <input type="checkbox"/> Others, specify _____
4 <input type="checkbox"/> Electronic payment <small>(Ex. Credit card, Debit card)</small>	8 <input type="checkbox"/> None


B. What are the available services in this establishment in 2009?
 Mark (✓) applicable box/es.

1 <input type="checkbox"/> Tour guide services	5 <input type="checkbox"/> Passport processing
2 <input type="checkbox"/> Tour packaging services	6 <input type="checkbox"/> Others, specify _____
3 <input type="checkbox"/> Transport services	7 <input type="checkbox"/> None
4 <input type="checkbox"/> Accommodation services	



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DATA ITEMS to be GENERATED By FORM


FORM 4

3. Facilities/Amenities and Usage in 2009


Report all facilities and amenities present for clients/guests use in this establishment. The facilities and amenities may not necessarily be owned and operated by this establishment.


A. What are the available facilities in this establishment in 2009?
 Mark (✓) applicable box/es.

1 <input type="checkbox"/> Restaurant/Coffee Shop	8 <input type="checkbox"/> Wireless Internet Connection (Wi-Fi)
2 <input type="checkbox"/> Transport facilities (Ex. Ambulance)	9 <input type="checkbox"/> Individual computer units
3 <input type="checkbox"/> Spa/Massage therapy rooms	10 <input type="checkbox"/> Foreign Exchange Counter
4 <input type="checkbox"/> Electronic payment <small>(Ex. Credit card, Debit card)</small>	11 <input type="checkbox"/> International Patient Assistance Center
5 <input type="checkbox"/> Beauty/Barber Shop	12 <input type="checkbox"/> Others, specify _____
6 <input type="checkbox"/> Sports/Recreational/Amusement	13 <input type="checkbox"/> None
7 <input type="checkbox"/> Slimming salon	



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DATA ITEMS to be GENERATED By FORM

FORM 4


B. For Hospital/Nursing Home

1. What is the bed capacity of this establishment in 2009?


2. How many rooms/units are available for clients/patients in 2009?


Type of Room	LN NO	Number of Units
a. Standard private rooms	01	<input type="text"/>
b. Semi-private rooms	02	<input type="text"/>
c. Ward rooms (Not charity department)	03	<input type="text"/>
d. Suites	04	<input type="text"/>
e. Others, specify _____	05	<input type="text"/>

3. What is the bed occupancy rate of this establishment in 2009? %



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DATA ITEMS to be GENERATED By FORM

FORM 4

C. For Spa/Ambulatory Surgical Clinic


1. What is the number of clients/patients of this establishment in 2009?

2. How many Procedure Rooms are available for clients/patients?
(for Ambulatory Surgical Clinic only)


D. For Hospitals/Ambulatory Surgical Clinics only


Mark (✓) applicable types of medical services offered by this establishment in 2009.

1 <input type="checkbox"/> Internal Medicine	8 <input type="checkbox"/> Pediatric
2 <input type="checkbox"/> Dermatology	9 <input type="checkbox"/> Rehabilitation and Physical Medicine
3 <input type="checkbox"/> General surgery	10 <input type="checkbox"/> Plastic/Reconstructive surgery
4 <input type="checkbox"/> Specialized surgery	11 <input type="checkbox"/> Obstetrics and Gynecology
5 <input type="checkbox"/> Ophthalmology	12 <input type="checkbox"/> Others, specify _____
6 <input type="checkbox"/> Diagnostic imaging	13 <input type="checkbox"/> None
7 <input type="checkbox"/> Intensive care	



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DATA ITEMS to be GENERATED By FORM

FORM 4


3. Facilities/Amenities and Usage in 2009 (Cont.)

E. For Spa and Other Wellness/Fitness establishments only
 Mark (✓) applicable types of massage offered by this establishment in 2009.


1 <input type="checkbox"/> Filipino healing/"Hilot"	6 <input type="checkbox"/> Aromatherapy
2 <input type="checkbox"/> Swedish	7 <input type="checkbox"/> Hydrotherapy
3 <input type="checkbox"/> Shiatsu	8 <input type="checkbox"/> Others, specify _____
4 <input type="checkbox"/> Reflexology or Tui-na	9 <input type="checkbox"/> None
5 <input type="checkbox"/> Thai	


Mark (✓) applicable types of services offered by this establishment in 2009.

10 <input type="checkbox"/> Steam bath	17 <input type="checkbox"/> Hand care
11 <input type="checkbox"/> Sauna bath	18 <input type="checkbox"/> Foot care
12 <input type="checkbox"/> Water bath	19 <input type="checkbox"/> Face care
13 <input type="checkbox"/> Body pack and wrap	20 <input type="checkbox"/> Hair care
14 <input type="checkbox"/> Exfoliation	21 <input type="checkbox"/> Others, specify _____
15 <input type="checkbox"/> Body toning/Contouring	22 <input type="checkbox"/> None
16 <input type="checkbox"/> Waxing	



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DATA ITEMS to be GENERATED By FORM

FORM 5

3. Facilities/Amenities and Usage in 2009

Report all facilities and amenities present for clients/guests use in this establishment. The facilities and amenities may not necessarily be owned and operated by this establishment.


A. What is the total number of visitors/clients served by this establishment in 2009?

B. What are the available facilities in this establishment in 2009?
 Mark (✓) applicable box/es.


1 <input type="checkbox"/> Restaurant/Coffee Shop	7 <input type="checkbox"/> Stores/Specialty Shops
2 <input type="checkbox"/> Rest rooms/Comfort rooms	8 <input type="checkbox"/> Wireless Internet Connection (Wi-Fi)
3 <input type="checkbox"/> On-line reservation	9 <input type="checkbox"/> Foreign Exchange Counter
4 <input type="checkbox"/> Transport facilities	10 <input type="checkbox"/> Sports/Recreational/Amusement
5 <input type="checkbox"/> Parking space	11 <input type="checkbox"/> Others, specify _____
6 <input type="checkbox"/> Electronic payment <i>(Ex. Credit card, Debit card)</i>	12 <input type="checkbox"/> None


C. What are the available services in this establishment in 2009?
 Mark (✓) applicable box/es.

1 <input type="checkbox"/> Tour services	4 <input type="checkbox"/> Others, specify _____
2 <input type="checkbox"/> Transport services	5 <input type="checkbox"/> None
3 <input type="checkbox"/> Valet parking	



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REFERENCE PERIOD

All information to be collected in the 2009 STEP refers to the calendar year 2009

Data collected for employment:
as of November 15, 2009



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SCOPE AND COVERAGE

Nationwide survey of establishments in the formal sector engaged in **Tourism characteristic industries only**, as well as, **Health & Wellness industries**.



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SCOPE AND COVERAGE

- Accommodation
- Restaurants
- Passenger Transport
- Transport Equipment Rental
- Travel Agency, Tour Operator and Tourist Guide Services
- Recreation, Entertainment, Cultural Services and Similar Activities
- Financial & Insurance Activities
- Health & Wellness



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UNIT OF ENUMERATION

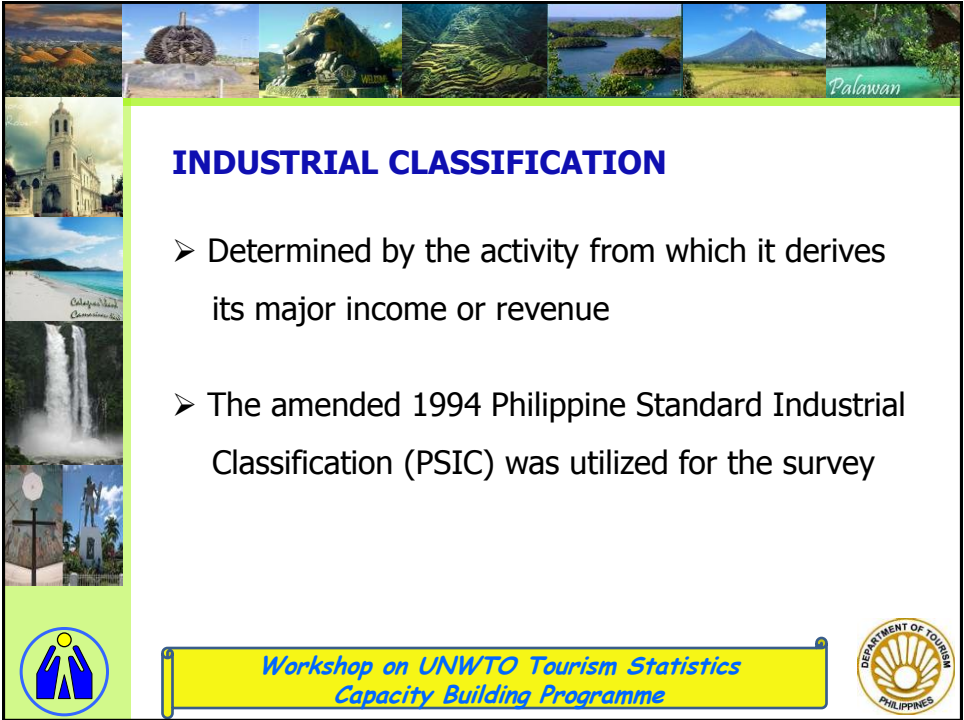
Establishment

defined as "a unit which engages, under a single ownership or control, in one, or predominantly one kind of activity at a single location"




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INDUSTRIAL CLASSIFICATION

- Determined by the activity from which it derives its major income or revenue
- The amended 1994 Philippine Standard Industrial Classification (PSIC) was utilized for the survey




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EMPLOYMENT SIZE

Stratum	Total Employment
0 and 1	1-9
2	10-19
3	20-49
4	50-99
5-9	100 &over



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SURVEY FRAME


Extracted from the 2009 List of Establishments and ASPBI Frame.

STEP Frame = 22,678 tourism characteristics establishments

➤ **4,532 establishments**, Sample Size



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Sampling Rates




Taken on a 100% basis

- Accommodation
 - Hotels and motels
 - Pension houses
 - Other accommodation
 - Other industries with TE 100 and over
- Restaurants – TE with 100 and over
- Transport, Tours, etc.
 - Chartered buses and car operations
 - Other industries with TE 20 and over



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Sampling Rates

Taken on a 100% basis

- Health and Wellness
 - Industries with TE 100 and over
- Other Tourist Activities
 - Industries with TE 20 and over
- Rest of the industries have varied sampling rates


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SAMPLING DESIGN

- Stratified systematic sampling
- Stratification variables
 - Industry
 - Regional location
 - Employment size

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Distribution of Questionnaires

➔ August 2010

Collection of Accomplished Questionnaires

➔ September 2010 October 2010
extended up to *December 2010*

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Results & Dissemination:

- ❖ Preliminary Tables – starting June 2011
- ❖ Final Tables - before the year ends

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Next Steps


- ❖ Elevate STEP as designated statistics to ensure funding and regular conduct of survey
- ❖ Review the Philippine Tourism Standard Classification to include Medical Tourism Industries
- ❖ Possibility of separating statistics on Motels from Hotels



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**THANK
YOU!!!**



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