



Development of Domestic Tourism Statistics System in the Philippines

PHILIPPINE DEPARTMENT OF TOURISM

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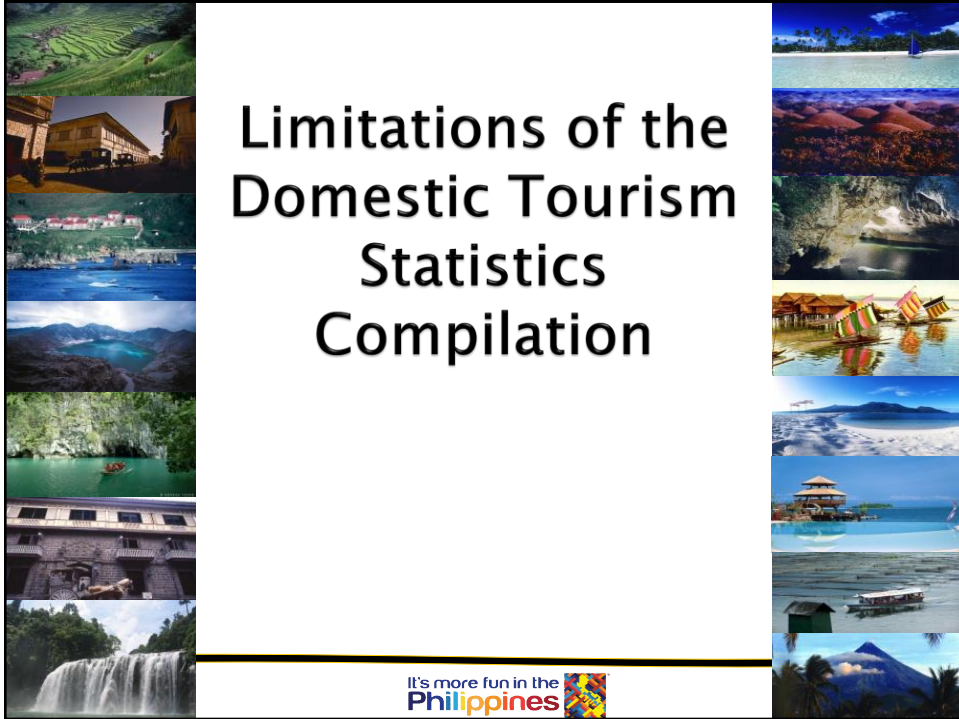
Outline of the Presentation

- Review of the Limitations of Domestic Tourism Statistics Compilation
- Milestones in the Development of Tourism Statistics Compilation in the Philippines




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Limitations of the Domestic Tourism Statistics Compilation

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Limitations presented during the past workshops


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

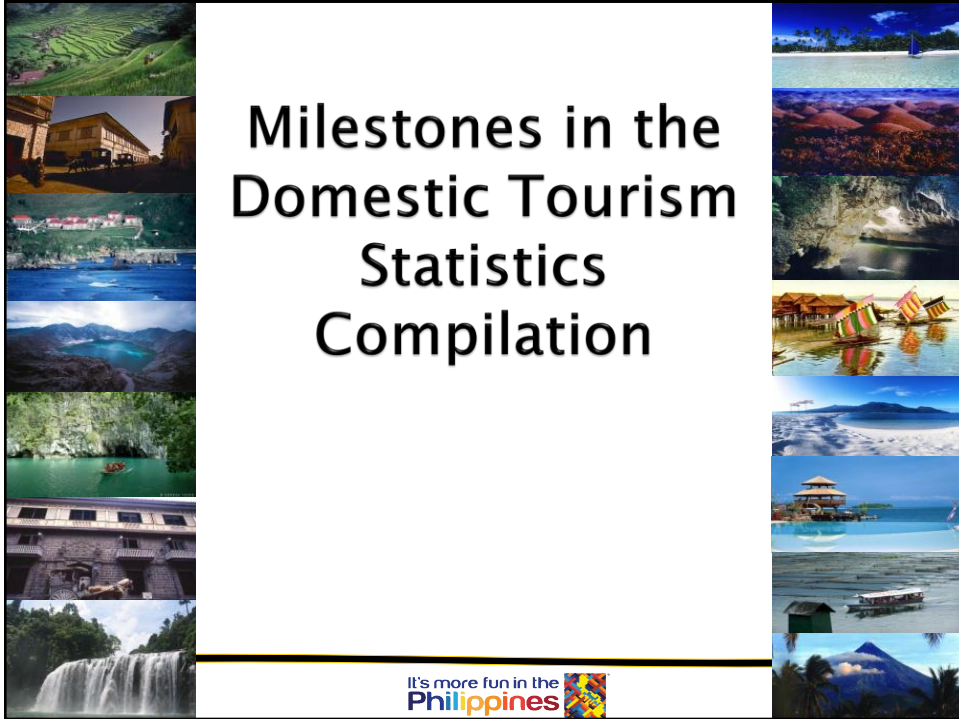
Capacity

Appreciation




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Milestones in the Domestic Tourism Statistics Compilation

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

1. Development of Standard Local Tourism Statistics System (SLTSS)
 - Provides for standard and uniform data collection templates
 - Advocates that the most essential and reliable source of data for local destinations are the accommodation establishments
 - Espouses for more comparable and relevant local tourism data
 - Delineates responsibilities of province, city and municipality on data collection pursuant to RA 7160 and RA 9593
 - Enhances the capacity of LGUs to gather tourism statistics for local tourism planning



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

1. Development of Standard Local Tourism Statistics System (SLTSS)

- ❖ DOT, together with sub-national government agencies who acted as the project's pilot areas, succeeded in developing a standard system of compiling local destination statistics that will be comparable, reliable and relevant.
- ❖ *System Components Standardized:*
 - ✓ Basic tourism concepts
 - ✓ Data Sources
 - ✓ Minimum data compiled
 - ✓ Data recording and reporting Forms
 - ✓ Schedule of collection and reporting



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

1. Development of Standard Local Tourism Statistics System (SLTSS)

- ❖ The System developed also included simple Automated Databases under MS Excel 2007 platform that lets sub-national government units process data and generate reports as easy as clicking the button.
- ❖ Automated guest monitoring templates for accommodation establishments were also developed and made available for free using the same platform to entice cooperation and commitment from them especially those classified as micro, small to medium enterprises



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

2. Development of Standard Training Modules for the implementation of the SLTSS

- ❖ Standard Training Modules 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



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

2. Development of Standard Training Modules for the implementation of the SLTSS

- ❖ Standard Training Modules 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



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

2. Development of Standard Training Modules for the implementation of the SLTSS

- ❖ Standard Training Modules 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.



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

2. Development of Standard Training Modules for the implementation of the SLTSS

- ❖ Standard Training Modules 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.



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

2. Development of Standard Training Modules for the implementation of the SLTSS

- ❖ Standard Training Modules 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.



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

3. Publication of Manuals and Guidebooks in support to the implementation of the SLTSS

- **Tourism Statistics Manual for Local Government Units, Revised Edition**
 - Contains the methodologies for local tourism data compilation included in the Basic and Advanced tourism Statistics Training

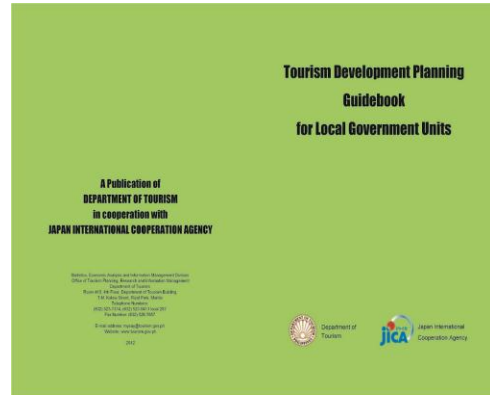


Progress of Programs/Projects for the Development of Domestic Tourism Statistics

3. Publication of Manuals and Guidebooks in support to the implementation of the SLTSS

➤ Tourism Development Planning Guidebook for Local Government Units

- Contains the tourism data compilation and analytical processes discussed in Tourism Development Planning Training



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

4. Conduct of the National Tourism Statistics Conference (NTSC), 16 – 17 February 2012, Manila)

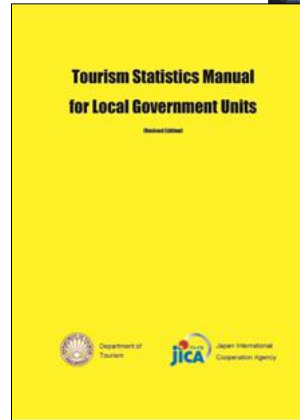
- The conduct of the NTSC was in support of the implementation of the SLTSS nationwide.
- Why? In support of RA 9593, Section 38 which states that: All Local Government Units (LGUs) shall on a periodic basis make available to the Department of Tourism a status report on the implementation of its tourism development plan, including tourist arrivals and tourism enterprises within its jurisdiction



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Objectives of the NTSC

- ▶ Introduce the Standard Local Tourism Statistics System (SLTSS)
 - Share experiences and best practices
 - Discuss initial data compilation
 - Impart knowledge on statistical tools
 - Enhance public and private sector cooperation
 - Demonstrate the application of SLTSS in tourism development planning at the provincial, city and municipal levels



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

5. Enhancement and 2nd Run Implementation of the Tourism Data Capture Form for Local (Sub-national) Government Units (LGUs)

- ❖ Due to the high compliance rate of LGUs to the tourism Data capture form, DOT and the Department (Ministry) on Interior and Local Government (DILG) is going to implement it again this 2012.
- ❖ Data Coverage:
 - Room capacity per LGU
 - Number of tourism establishments per LGU
 - Number of employees in tourism establishments per LGU
 - Tourism related expenditures per LGU
 - Tourism related income generated per LGU



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

5. Enhancement and 2nd Run Implementation of the Tourism Data Capture Form for Local (Sub-national) Government Units (LGUs)

- ❖ Having the capacity to encode and process online was a big factor in the successful response rate from the sub-national government units. The other reason is being able to have multi-sectoral indicators that can be readily used in local planning and administration.



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

6. Regularization of the conduct of Household Survey on Domestic Visitors (HSDV) in the Philippines

- ❖ DOT and NSO continues to hold the conduct of the survey as its outputs are highly valuable in the compilation of PTSA and other planning exercises
- ❖ Stronger advocacy is being done to include HSDV in the System of Designated Statistics.



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

7. Conduct of the Survey on Tourism Establishments in the Philippines (STEP)

- ❖ DOT and NSO conducted the STEP in 2011 to determine the capacity and characteristics of tourism related establishments in the Philippines.
- ❖ It also made it possible to determine an estimated income from tourism related activities being done by these establishments especially those that only regards tourism as secondary to their main services (e.g. hospitals).



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

7. Conduct of the Survey on Tourism Establishments in the Philippines (STEP)

- ❖ A Data Dissemination Forum was conducted last year to solicit inputs for its improvement and to advocate the regular conduct of the survey as a tool in policy decisions and development planning.



thank you!

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