



CHAPTER 18

Tourism Statistics

Introduction

Tourism has an undeniable impact on the economy. In the Philippine context, tourism sector indeed contributes significantly to the Gross Domestic Product (GDP) and employment. In the latest report of the Philippine Statistics Authority (PSA), the share of tourism in the Philippine economy is 8.2 percent in 2016, with likewise a notable share of employment in tourism industries to total employment at 12.8 percent. That said, as far as analysis of tourism is concerned, and in order for the policymakers to make an effective and informed decision, it is essential to have adequate and reliable statistics.

The Philippine Statistical System (PSS) is currently formulating the Philippine Statistical Development Program (PSDP) covering all statistical activities to be undertaken in response to the requirements of development planning and policy formulation. The PSDP envisions a responsive, effective, and efficient PSS that provides quality statistics for evidence-based decisions towards the attainment of the development goals of the nation.

In order to facilitate the formulation of the PSDP 2018-2023 Chapter on Tourism and to identify and prioritize the statistical requirements of the sector, the Interagency Committee on Tourism Statistics (IACTS) spearheaded the drafting of the PSDP Chapter on Tourism.

❖ **Scope and Coverage**

This chapter covers data and indicators identified based on the tourism statistics supply-demand framework of the United Nations World Tourism

Organization (UNWTO) International Recommendations for Tourism Statistics (IRTS) 2008. Thus, in general, tourism statistics can be grouped broadly into supply and demand statistics.

Supply-side tourism statistics pertain to data on tourism products and their suppliers. Among these are data on events, attractions, and service industries, e.g., accommodation establishments, transportation, travel and tour providers, and ancillary services providers.

Demand-side tourism statistics, on the other hand consist, of data on visitors or the consumers of tourism products including their profile and characteristics, arrivals/departures, length of stay, and other visitor activities.

Tourism statistics measure inbound and outbound tourism as well as domestic and internal tourism. The statistical framework for tourism involves around three components:

- Visitor – refers to the consumer or the one who is undertaking the activity or transaction. This component includes statistics on visitor activities – arrivals/departures, length of stay, and expenditures, classified into domestic, inbound, and outbound.
- Product – refers to the activity or the transaction itself. This component includes the goods and services visitor obtained such as food and beverage, accommodation, travel/holiday/tour package, transport,

recreation, culture, medical tourism, shopping, and others.

- Supplier – refers to the provider of productive activities and the goods and services that visitors acquire. This component includes statistics on tourism-related industries/establishments e.g., hotels and restaurants, transportation, travel agencies, cultural, sports, and recreational services, and infrastructure, e.g., airports/seaports, nautical highway, ecotourism sites, convention/meeting facilities, and others.

The Philippine System of National Accounts (PSNA) provides a framework for measuring economic activities associated with tourism and thus generates relevant indicators on tourism trends and patterns and its impact to employment and the economy.

❖ **Implementing Agencies**

- IACTS
 - Department of Tourism (DOT) – Tourism Regulation, Coordination & Resource Generation (TRCRG)
 - DOT – Office of Tourism Development Planning, Research and Information Management (OTDPRIM)
 - PSA – Macroeconomic Accounts Service (MAS)
 - Department of the Interior and Local Government (DILG) – Bureau of Local Government Supervision (BLGS)
 - Bangko Sentral ng Pilipinas (BSP) – Department of Economic Statistics (DES)
 - National Economic and Development Authority (NEDA) – Trade, Services and Industry Staff (TSIS)
 - Tourism Congress of the Philippines (TCP)

Milestones, Key Developments, Issues and Challenges

❖ **Milestones and Key Developments of 2016-2017**

- Reconstitution of IACTS under the PSA;
- Participation in the 6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism, (The Government of the Philippines and UNWTO organized the 6th International Conference

on Tourism Statistics held in Manila from 21 to 24 June 2017 with the objective of addressing the issue of the Measurement of Sustainable Tourism. Sustainable tourism is increasingly relevant in national agendas for its role in fostering economic growth, social inclusiveness and the protection of cultural and natural assets.);

- The PSA drafted a concept paper on Measuring Sustainable Tourism entitled “An Exploratory Study Towards Measuring Sustainable Tourism for the Philippines”;
- Conducted dissemination forum on the results of the 2016 Household Survey on Domestic Visitors (HSDV), (This survey is a joint project of the PSA and the DOT. The primary objective of the HSDV is to gather updated household and individual level data on domestic and international visitors for policymaking purposes. Specifically, it was undertaken to measure the volume of domestic and international visitors, determine the profile and travel characteristics of domestic and outbound visitors, identify the travel patterns of the household members 15 years old and over, and estimate the extent and economic contribution of domestic and international visitors in the country.);
- Conducted Philippine Tourism Satellite Accounts (PTSA) Learning Session, (The program intended to give knowledge to the personnel of the PSA MAS on the compilation and estimation of tourism satellite accounts being done by Satellite Accounts Division. It was conducted on 27-29 November 2017.)

❖ **Issues and challenges**

The key issues and challenges in the compilation, improvement and dissemination of tourism statistics are as follows:

- There is a need for a mechanism on Measuring and Evaluation (M&E) of the PSDP activities to monitor and assess the statistical activities related to tourism statistics.
- Low response rate on collection of data for the “Meetings, Incentives, Conventions and Exhibitions” (M.I.C.E.) survey. This survey aims to get the contribution of the M.I.C.E. sector to the economy. This might also be one of the nine portfolio products for the

National Tourism Development Plan (NTDP).

- Conduct of the HSDV at irregular intervals. There is a need to institutionalize the HSDV.
- Delayed release of data from the Local Government Units (LGU) on the distribution of regional travelers.
- Limited data on destination of outbound visitors by country.
- PTSA uses the 2006 tourism ratios. There is a need for more updated input output (IO) tables.
- There's a need for disaggregated Census of Philippine Business and Industry (CPBI) data for tourism establishments.
- The Framework and indicators for Measuring Sustainable Tourism (MST) is not yet developed.
- Lack of tourism researches.
- Inability to capture digital economy.
- Tourism IO not available.
- Subnational PTSA not available.
- Lack of data on tourism investment.
- Alignment and benchmarking with global best practices.
- Emerging issues to capture tourism related to digital economy.

Key Statistical Development Programs and Activities

❖ Thrusts and strategies

The following are the thrusts and strategies identified for the medium term: (a) to deliver more timely, accessible, coherent, comparable, comprehensive, and relevant statistics; (b) to increase user understanding, capacity, and trust in statistics for wider and rational use of statistics; (c) to enhance statistical capacities of data producers and providers; and (d) to improve coherence, effectiveness, and efficiency of the statistical system.

❖ Major Statistical Development Programs and Activities for 2018-2023

The following statistical programs aim to sustain the improvement of tourism statistics with added focus on increasing the capacity of the statistical system to provide more useful data for sound

tourism supply and demand analysis, as well as for more effective tourism development and promotion.

a. New Developmental Programs and Activities

- Establishment of the M&E Mechanism to monitor and assess the statistical activities related to tourism statistics.
- Timely release of data from the LGUs on the distribution of regional travelers for more consistent data. This is an input needed for generating the number of domestic visitors.
- Benchmarking of Countries with MST.
- Desk research on the compilation of MST indicators.
- DOT Tourism Research Board to encourage the students and other researchers to do researches on tourism.
- Conduct of exploratory work on capturing digital economy statistics in relation to tourism and travel. This aims to generate more comprehensive travel statistics in collaborative undertaking by the DOT, PSA, Department of Information and Communications Technology (DICT), Department of Trade and Industry (DTI), and the BSP. It is also recommended that the DOT will take the lead in this endeavor since the tourism industry as a whole is under its purview. Moreover, the BSP can capture data from bank reports.
- Exploratory work on the use of big data.
- Workshop on the generation of Tourism IO.
- Capacity Building for DOT staff on PTSA
- Workshop on the generation of subnational PTSA
- Exploratory work on the compilation of data on tourism investment.

b. Building-up Current Efforts

- Improvement of data collection process of the M.I.C.E. survey to get the contribution of the M.I.C.E. sector to the economy. This will help in the generation of relevant and reliable PTSA.

- Institutionalization of the HSDV to generate updated information on domestic and international visitors.
- Improvements of the Arrival/ Departure Card to monitor outbound destination by country. This will help in generating analytical travel statistics and support the compilation of the Balance of Payments (BOP).
- Updating of ratios from 2006 to 2012 to generate updated tourism ratios.
- Regular conduct of the Accommodation Capacity Survey to generate data on the number of rooms available in the Philippines.
- Attendance to and hosting of international conferences, training, workshops, and expert group meetings on tourism statistics co-organized by/with the UNWTO, United Nations Statistics Division (UNSD), Organisation for Economic Co-operation and Development (OECD), Asia-Pacific Economic Cooperation (APEC), Association of Southeast Asian Nations (ASEAN), etc. to align and benchmark with global best practices.