CONCEPTS AND FORMS OF TOURISM

Philippine Experience

Agenda Item 9

Milagros Y. Say
17 July 2006
Outline of Presentation

1. The Medium Term Philippine Development Plan (MTPDP)
2. Tourism Concepts
3. Tourism Statistics Framework
4. Sources of Tourism Statistics
5. Current Efforts in Tourism Statistics Compilation
6. Future Strategies and Planned Activities
Tourism Master Plan and MTPDP Expected Outcomes

**STRATEGIES**
- Market-Product Focus
- Destination Focus
- Building priority tourism zones
- Infrastructure
- Leadership and accountability

**EXPECTED OUTCOME**
- Increased international arrivals
- Increased number of jobs
- Increased contribution to GDP
- Increased domestic tourism expenditure
Tourism Concepts

NSCB Resolution No. 11, Series of 2003

Glossary of Official Terms and Definitions
Resident - An institutional unit is resident in a country when it has a center of economic interest in the economic territory of that country.

**Center of economic interest** - It is said to have a center of economic interest when there exist some location-dwelling, place of production or other premises-within the economic territory on, or from, which it engages, and intends to continue to engage, in economic activities and transactions on a significant scale either indefinitely or over a finite but long period of time.

Tourism - Comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

**Inbound Tourism** - Tourism of non-resident visitors within the economic territory of the country of reference.

**Outbound Tourism** - Tourism of resident visitors outside the economic territory of the country of reference.

**Domestic Tourism** - Tourism of resident visitors within the economic territory of the country of reference.

Visitor - Any person traveling to a place other than that of his/her usual environment for less than 12 months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited.

Tourist - Visitor who stays one or more nights in the place visited.

**Same-Day Visitor** - Visitor who does not spend the night in a collective or private accommodation in the place visited.

Usual Environment - Corresponds to the geographical boundaries within which an individual displaces himself/herself within his/her regular routine of life; consists of the direct vicinity of his/her home and place of work or study and other places frequently visited.

References:

1. 1993 System of National Accounts
2. April 2000: “TSA Methodological Reference”; UN-EROSTAT-OECD,WTO
3. 1994: “Recommendations on Tourism Statistics; UN/WTO
Proposed Operational Definition for Philippine Domestic Tourism

- Domestic visitor
  any person regardless of nationality, resident of the Philippines and who travels to a place in the Philippines other than his usual place of environment for a period not more than 365 days for any reason other than following an occupation remunerated at the place of visited. Minimum distance of travel covered is between municipality and with purposes of trip as any of the following – pleasure (holidays, culture, active sports, visit to relatives & friends other pleasure purposes), professional (events, official mission, business), other purposes (short-term studies, health, pilgrimage)
Tourism Statistics Framework

CONSUMER/VISITOR
1. INTERNATIONAL VISITOR
   1.1 Tourist
   1.2 Same-day Visitor
2. DOMESTIC VISITOR
   2.1 Tourist
   2.2 Same-day Visitor
3. OUTBOUND VISITOR
   3.1 Tourist
   3.2 Same-day Visitor

Volume
Profile (place of residence, nationality, sex age, civil status, level of education, income level, occupation, etc.)
Travel Characteristics (purpose of visit, frequency of visit, duration of stay, no. of traveling persons, etc.)
Satisfaction level
Destination/Places visited

PRODUCT/SERVICE

CHARACTERISTICS
(such as packages, accommodation, etc.)

CONNECTED
(such as motor vehicles, etc.)

Expenditure
Price/ Cost
Demand
Revenue
Availability

SUPPLIER

COMMERCIAL
(such as hotels, resorts, etc.)

NON-COMMERCIAL
(such as homes, etc.)

Number, type and classification of establishments
Number and type of employed persons
Subsidy and grants
Investments costs
Others
### Table 1: List of Tourism Specific Products in the Philippines

<table>
<thead>
<tr>
<th>2002 PCPC Code (5-Digit Level)</th>
<th>Title/Description</th>
<th>CLASSIFICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Characteristic</td>
</tr>
</tbody>
</table>

#### A. TOURISM GOODS

##### 2. Textiles, Apparels and Leather Products

<table>
<thead>
<tr>
<th>271602</th>
<th>Tents</th>
<th>xx</th>
</tr>
</thead>
<tbody>
<tr>
<td>271605</td>
<td>Camping goods - canvas products</td>
<td>xx</td>
</tr>
<tr>
<td>282202</td>
<td>Ski suits, knitted or crocheted</td>
<td>xx</td>
</tr>
<tr>
<td>282302</td>
<td>Ski suits, not knitted or crocheted</td>
<td>xx</td>
</tr>
<tr>
<td>292205</td>
<td>Travel sets for personal toilet, sewing or shoe or clothes cleaning</td>
<td>xx</td>
</tr>
<tr>
<td>294901</td>
<td>Other sports footwear, except skating boots, with outer soles and uppers of rubber or plastics</td>
<td>xx</td>
</tr>
<tr>
<td>294902</td>
<td>Other sports footwear, except skating boots, with outer soles of rubber, plastics, leather or composition leather and uppers of leather</td>
<td>xx</td>
</tr>
</tbody>
</table>

##### 3. Transportable goods

| 322400 | Atlases and other books of maps or charts | xx |
| 362602 | Diving/scuba wetsuits, flippers and the like | xx |
| 369701 | Safety headgear | xx |
| 369702 | Other headgear of rubber or of plastics | xx |
| 384104 | Ice skates and roller skates, including skating boots with skates attached | xx |
| 384201 | Sailboards | xx |
| 384202 | Water-skis, surf-boards and other | xx |
| 384402 | Golf clubs and other golf equipment | xx |

##### 4. Metal Products, Machinery and Equipment

| 447303 | Other sporting hunting or target-shooting shotguns, including combination shotgun-rifles | xx |
| 48322 | Photographic (including cinematographic) cameras (film camera, digital camera, videocam) | xx | xx |
| 491160 | Motor vehicles for the transport of persons, such as golf cars, cable cars and similar vehicles | xx |
| 493110 | Cruise ships, excursion boats and similar vessels, principally designed for the transport of persons; ferry boats of all kinds | xx |
| 493901 | Inflatable rafts | xx |
| 494100 | Sailboats (except inflatable), with or without auxiliary motor | xx |
| 494901 | Inflatable vessels for pleasure or sports; boats and canoes, n.e.c. | xx |
| 494902 | Non-inflatable vessels for pleasure or sports; boats and canoes; kayak | xx |
| 496110 | Gliders and hang gliders | xx |
| 496120 | Balloons and dirigibles; other non-powered aircraft | xx |
| 496220 | Airplanes and other powered aircraft; of an unladen weight not exceeding 2000 kg | xx |
| 496231 | Airplanes and other powered aircraft; of an unladen weight exceeding 2000 kg but not exceeding 15,000 kg | xx |
| 496232 | Airplanes and other powered aircraft of an unladen weight exceeding 15,000 kg | xx |

#### B. TOURISM SERVICES

##### 1. Accommodation Services

<p>| 631100 | Hotel and motel lodging services | xx |
| 631910 | Holiday center and holiday home services | xx |
| 631920 | Letting services of furnished accommodation | xx |
| 631930 | Youth hostel services | xx |
| 631940 | Children's training and holiday camp services | xx |</p>
<table>
<thead>
<tr>
<th>1994 PSIC Code (5-Digit Level)</th>
<th>INDUSTRY DESCRIPTION</th>
<th>CLASSIFICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Characteristic</td>
</tr>
<tr>
<td>1. Farming of Animals</td>
<td></td>
<td>xx</td>
</tr>
<tr>
<td>02230</td>
<td>Horse/stud farming</td>
<td>xx</td>
</tr>
<tr>
<td>02450</td>
<td>Game fowl farming</td>
<td>xx</td>
</tr>
<tr>
<td>2. Manufacturing</td>
<td></td>
<td>xx</td>
</tr>
<tr>
<td>19121</td>
<td>Manufacture of luggage, handbags and wallets of leather and immitation leather</td>
<td>xx</td>
</tr>
<tr>
<td>20140</td>
<td>Manufacture of wood carvings</td>
<td>xx</td>
</tr>
<tr>
<td>35121</td>
<td>Manufacture of inflatable boats (rubber)</td>
<td>xx</td>
</tr>
<tr>
<td>35122</td>
<td>Building and repairing of sports and pleasure boats and specialized parts</td>
<td>xx</td>
</tr>
<tr>
<td>35300</td>
<td>Manufacture of aircraft and spacecraft</td>
<td>xx</td>
</tr>
<tr>
<td>3. Retail Trade</td>
<td></td>
<td>xx</td>
</tr>
<tr>
<td>52336</td>
<td>Handicraft retailing</td>
<td>xx</td>
</tr>
<tr>
<td>52393</td>
<td>Sporting goods and athletic supplies, retailing</td>
<td>xx</td>
</tr>
<tr>
<td>52394</td>
<td>Toys, gifts and novelty goods, retailing</td>
<td>xx</td>
</tr>
<tr>
<td>52397</td>
<td>Photographic equipment and supplies, retailing</td>
<td>xx</td>
</tr>
<tr>
<td>4. Hotels and Similar</td>
<td></td>
<td>xx</td>
</tr>
<tr>
<td>55110</td>
<td>Hotels and motels (including resorts)</td>
<td>xx</td>
</tr>
<tr>
<td>55120</td>
<td>Dormitories/boarding houses</td>
<td>xx</td>
</tr>
<tr>
<td>55191</td>
<td>Pension houses</td>
<td>xx</td>
</tr>
<tr>
<td>55192</td>
<td>Camping sites/facilities</td>
<td>xx</td>
</tr>
<tr>
<td>55199</td>
<td>Other short-stay accommodation, n.e.c.</td>
<td>xx</td>
</tr>
<tr>
<td>70110</td>
<td>Real estate buying, selling, renting, leasing and operating of self-owned/leased apartment buildings, non-residential and dwellings</td>
<td>xx</td>
</tr>
<tr>
<td>5. Restaurants and Similar</td>
<td></td>
<td>xx</td>
</tr>
<tr>
<td>55210</td>
<td>Restaurants, cafes and fastfood centers</td>
<td>xx</td>
</tr>
<tr>
<td>55220</td>
<td>Refreshment stands, kiosks and counters</td>
<td>xx</td>
</tr>
<tr>
<td>55230</td>
<td>Day and night clubs</td>
<td>xx</td>
</tr>
<tr>
<td>55240</td>
<td>Bars and cocktail lounges</td>
<td>xx</td>
</tr>
<tr>
<td>55299</td>
<td>Other eating and drinking places, n.e.c.</td>
<td>xx</td>
</tr>
<tr>
<td>6. Road Passenger Transport</td>
<td></td>
<td>xx</td>
</tr>
<tr>
<td>60111</td>
<td>Inter-provincial bus line operation</td>
<td>xx</td>
</tr>
<tr>
<td>60910</td>
<td>Public utility cars and taxicabs operation</td>
<td>xx</td>
</tr>
<tr>
<td>60920</td>
<td>Jeepney and Asian utility vehicle (AUV) operation</td>
<td>xx</td>
</tr>
<tr>
<td>60940</td>
<td>Chartered buses and cars operation (e.g., tourist buses, rent-a-car)</td>
<td>xx</td>
</tr>
<tr>
<td>60990</td>
<td>Other land transport operation, n.e.c.</td>
<td>xx</td>
</tr>
<tr>
<td>7. Water Passenger Transport</td>
<td></td>
<td>xx</td>
</tr>
<tr>
<td>61101</td>
<td>Ocean passenger transport</td>
<td>xx</td>
</tr>
</tbody>
</table>
Sources of Tourism Statistics in relation to the three forms of tourism

- **Inbound Tourism**
  - Arrival/Departure Card
  - Visitor Sample Survey
  - Meetings, Incentives, Conventions and Exhibition Study

- **Domestic Tourism**
  - Study on Regional Travel in the Philippines
  - Report of Tourism Accommodation Establishments
  - Household Survey on Domestic Visitors

- **Outbound Tourism**
  - Arrival/Departure Card
Inbound Tourism

Arrival/Departure Card
- is the primary data source for inbound tourist arrivals travelling by air

Sea Manifests
- is the primary data source for inbound tourist arrivals travelling by sea
SOURCE OF INBOUND TOURISM STATISTICS

Variables:
- Country of Residence
- Country of Citizenship/Nationality
- Immigration Status

**Flowchart:**

1. **Country of Residence is Philippines?**
   - **YES**
     - Philippine national?
       - Filipino resident
     - not Philippine national?
       - Foreign resident
   - **NO**
     - **VISITORS**
       - Filipino national?
         - Overseas Filipinos
       - not Filipino national?
         - Foreign Visitor
   - **NON-VISITORS** (OTHER TRAVELERS)
Inbound Tourism

• **Visitor Sample Survey**

  - data source for inbound tourist arrivals and inbound tourism consumption expenditure
  
  - conducted monthly through personal interviews among departing visitors while waiting for their flights at the pre-departure areas of the country’s international airports
Inbound Tourism

- **Meetings, Incentives, Conventions and Exhibition Survey**

- Data source for the MICE market and tourism business expenditure

- Conducted annually comprising of 3 surveys which are:
  1. Survey on Convention Utilization
  2. Survey on Convention Income and Expenditure
  3. Survey on Incentive Travel
Domestic Tourism

- Study on Regional Travel in the Philippines
  - data source for domestic tourism
  - conducted every three years comprising of 3 surveys which are:
    1. Survey on Regional Distribution of Travelers in Accommodation Establishments
    2. Survey on Accommodation Facilities
    3. Survey of Regional Travelers in Accommodation establishments
Domestic Tourism

- Report of Tourism Accommodation Establishments
  - data source for domestic tourism
  - gathered monthly from DOT accredited establishments
Domestic Tourism

- Household Survey on Domestic Visitors in the Philippines
  - data source for domestic tourism
  - conducted in 2005 to
    a) provide baseline data on the extent and economic contribution of domestic tourism
    b) determine the profile and travel characteristics of domestic visitors
    c) gather data on the travel patterns of the Filipino households
    d) gather data on second homes
No. of trips made by household
(No. of household members who visited place(s) within the country by number of trips made)

Sources of Domestic Tourism Statistics

Administrative Source
- Accommodation Establishments
  - No. of guests staying in accommodation establishments

Survey (Household Based)
- Household Survey on Domestic Visitors
  - Same-day Visitor
  - Overnight Visitor (Tourist)
    - Foreign (foreign nationals and Filipinos who are residents of other countries)
      - paying
      - not paying
    - Local (foreigners and Filipinos residing in the Philippines)
      - paying
      - not paying

Data on Second Homes
Outbound Tourism

• **Arrival/Departure Card**

  - primary data source for outbound tourism
SOURCE OF OUTBOUND TOURISM STATISTICS

Variables:
- Country of Residence
- Country of Citizenship/Nationality
- Immigration Status

OUTBOUND PHILIPPINE RESIDENTS

VISITOR DEPARTURES

Country of Residence is Philippines?

NO

Philippine national?

(Immigration Status) overseas Filipinos

not Philippine national?

(Immigration Status) Foreign Visitor
Statistics not yet compiled in relation to the forms of tourism

- Internal Tourism
- National Tourism

Because of:
1. data gaps
2. regularity in data compilation
3. methodology/standards in data compilation
Travel Data in the Balance of Payment

- **Tourism-related**
  - Based on visitor receipts

- **Migrant worker-related**
  - Based on bank reports on foreign exchange transactions
Current Efforts in Tourism Statistics Compilation

• **Inbound Tourism**
  - Enhancement of the Visitor Sample Survey
  - Enhancement of the Arrival/Departure Card

• **Domestic Tourism**
  - Conduct of the Household Survey on Domestic Visitors
  - Survey on Tourism Establishments
  - Conduct of Study on Second Homes
  - Conduct of a Destination Study

• **Outbound Tourism**
  - Conduct of Survey of Outbound Philippine residents
Future Strategies and Planned Activities

- Implementation of the Philippine Tourism Statistical Development Plan, 2005-2010
- Improvement of PTSA estimates
- Dissemination of tourism statistics
- Institutional Linkage
Thank you!