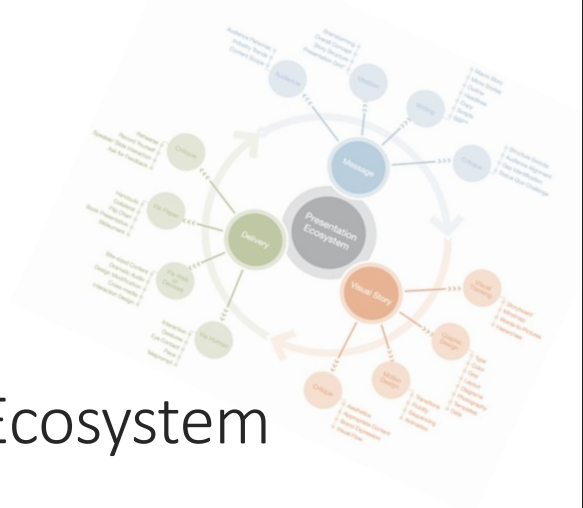# Scaling Up the Local Tourism Data Ecosystem in Guimaras

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Philippine Statistics Authority

6th International Conference on Tourism Statistics: Measuring Sustainable Tourism
21-24 June 2017, Manila, Philippines

Outline

I. About the Province of Guimaras

II. What is a Data Ecosystem?

III. The Local Tourism Data Ecosystem in Guimaras

IV. Scaling Up…

Guimaras

- an island province in the Philippines located in the region of Western Visayas
- Population: 174,613 (2015 Census)
- Area: 604.6 sq km (2015)

- agri-tourism capital of Western Visayas
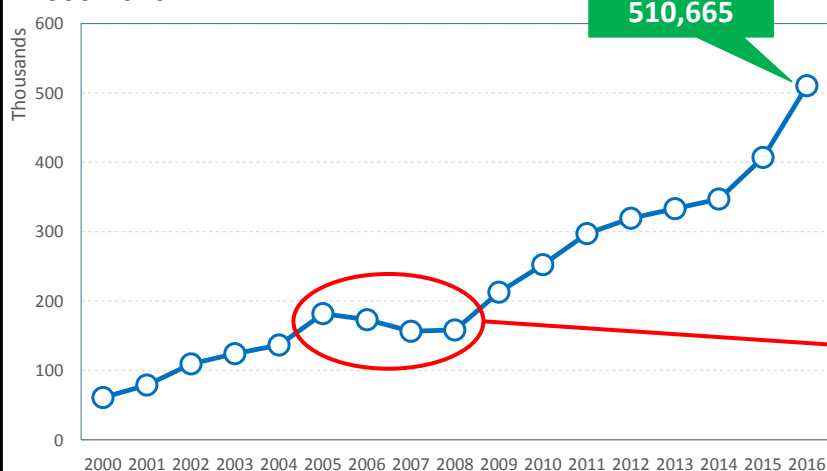- **"The Island That Fits Your Taste"**

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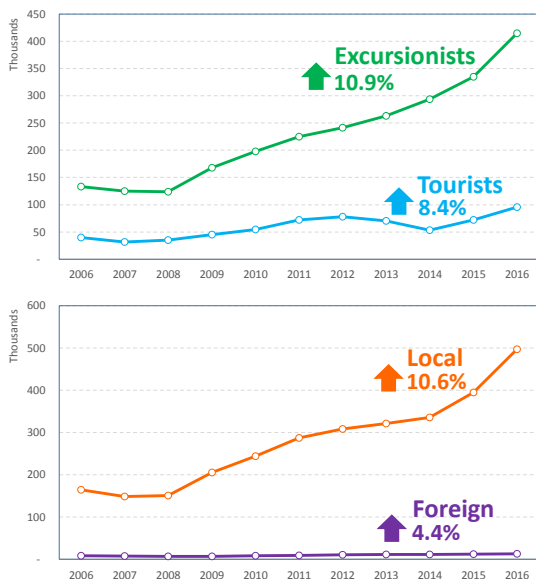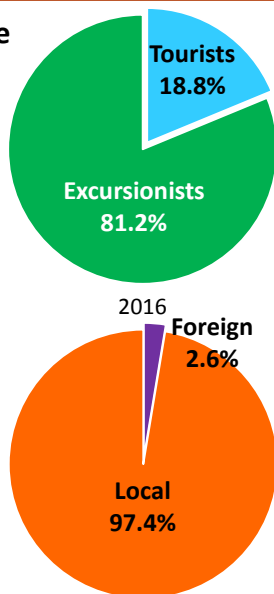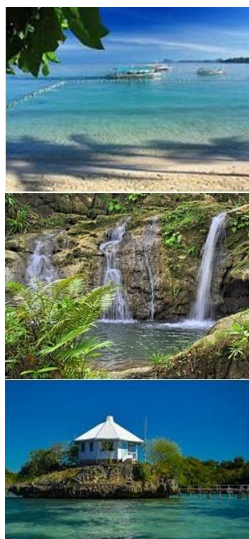
Guimaras

Visitor Arrivals
2000-2016

510,665

- Increasing since 2008 at 14.0% (CAGR)
- In 2016, more than half a million visitor arrivals were recorded

- Drop in 2006-2008 due to oil spill in Aug 2006
  - Pushed tourist receipts down by P37.5 million
  - Resort owners initial losses amounted to P3.5 million
  - 11 out of 28 resorts were affected

Source: Guimaras Tourism Office

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Guimaras

Visitor Arrivals, by Type

Tourists
18.8%

Excursionists
81.2%

2016

Foreign
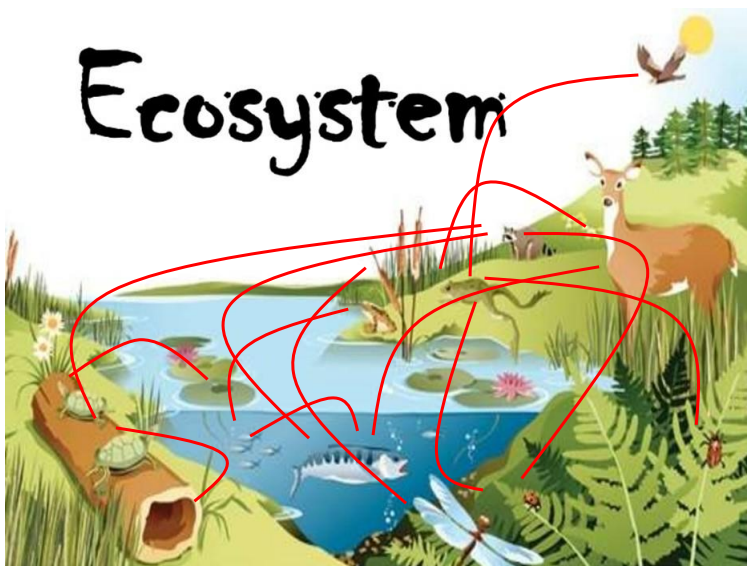2.6%

Local
97.4%

Excursionists
10.9%

Tourists
8.4%

Local
10.6%
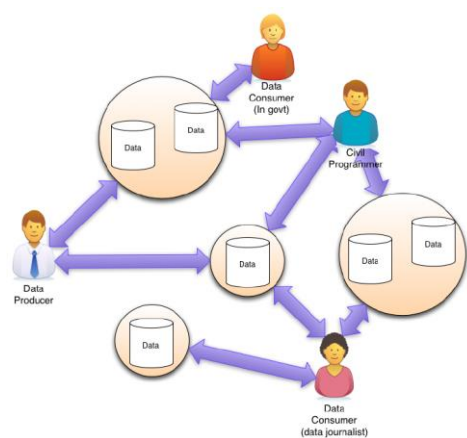
Foreign
4.4%

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Data Ecosystem

In biology, ecosystems are a group of organisms defined by a network of interactions

- Living
  - Flora
  - Fauna
- Non-living things

- Interaction between the organisms
  - food chain
  - co-existence

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Data Ecosystem

A data ecosystem is the **complex system of relationships** between:
- individuals
- organizations
- data sets
- standards
- resources
- platforms
- other elements

that define the environment in which each particular data resource exists.

A data ecosystem encompasses:
- **data communities** (e.g. public, private and civil society actors)
- **types of data** (old and new)
- **institutions**
- **laws and policy frameworks**
- **technologies**
- **platforms and tools**
- and the **dynamic interactions** among the actors

Source: Open Data Charter and the African Data Consensus

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Guimaras Local Tourism Data Ecosystem

1. Current State

Data communities	Laws and policy frameworks	Platforms and tools	Technologies	Institutions	Type of Data

• Public/ Government
• Private
  - Establishments
  - Media
  - Industry associations
  - Academia
• CSOs/NGOs
	• Comprehensive Provincial Tourism Ordinance
	• Agri-Tourism Master Plan
	• DOT orders
	• LGU ordinances
	• data standards
		• GIS	• Internet
			  - Website
			  - Email
			• Databases
				• Provincial Tourism Office
				• Philippine Statistics Authority provincial office
				• State college
				• Provincial Planning and Development Office
					• Administrative data systems
					  - Passenger manifests
					  - registration forms
					• Surveys

Building blocks for a data ecosystem

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Guimaras Local Tourism Data Ecosystem

1. Current State – Type of Data – Administrative Data

Administrative Data	Frequency	Data Items	
Guest Assistance Centers – registration upon entry	Daily	• Type of visitor: foreign/local; tourist/excursionist • Intended length of stay • Type of accommodation • Type of travel arrangement • Expenses • Purpose of visit • Sex, age, civil status • Occupation • Number of visits	**Specific for foreign visitors** • Country of birth (foreign) • Country of residence • Source of info
Passenger manifests	Daily	• Number of visitors	
Consolidated municipality report (as submitted by tourism-oriented establishments)	Monthly	• Number of visitors • Number of nights stay • Expenditures	

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Guimaras Local Tourism Data Ecosystem

1. Current State – Type of Data – Surveys

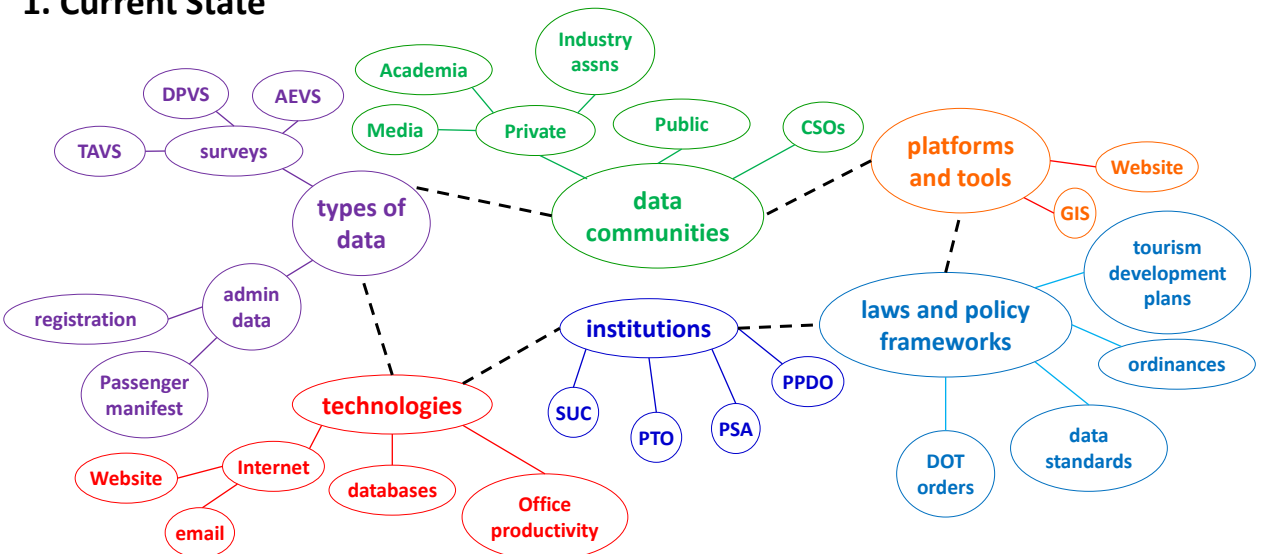| Survey	Frequency	Respondents	Data Items
1. Accommodation Establishment Visitor Survey (AEVS)	Monthly (Mar and Oct)	Visitors in/Guests of accommodation establishments	• Number of visitors by type: Foreign, Domestic • Nights of stay • Purpose of visit • Attractions visited and rating • Travel companions • Expenditures • Age, Sex of visitor
2. Departure Point Visitor Survey (DPVS)	One week per month	Visitors at departure lounge/vehicle	• Number of visitors by type: Resident, Foreign, Domestic • Purpose of visit • Stay in accommodation establishments • Nights of stay • Expenditures in the province

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Guimaras Local Tourism Data Ecosystem

1. Current State – Type of Data – Surveys (cont)

Survey	Frequency	Respondents	Data Items
3. Tourism Attraction Visitor Survey (TAVS)	one week per month	Visitors at tourist attractions	• Number of visitors by type: Resident, Foreign, Domestic • Nights of stay • Purpose of visit • Rating of attraction/spot by attributes: security, cleanliness, presence of activities, staff friendliness and overall work attitude, value for money • Number of times visited the attraction • Expenses in the attraction • Number of companions • Age, Sex of visitor

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Guimaras Local Tourism Data Ecosystem

1. Current State
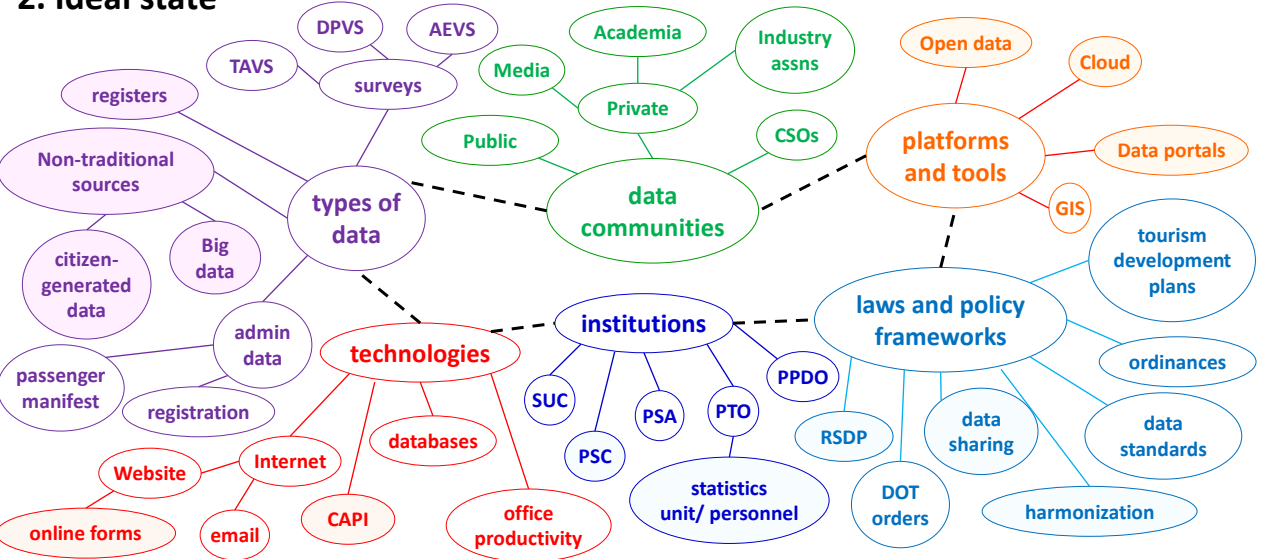

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Guimaras Local Tourism Data Ecosystem

2. Ideal state

Data communities	Laws and policy frameworks	Platforms and tools	Type of Data	Technologies	Institutions

	• Data sharing
	• Harmonization of statistics
	• Regional Statistical Development Program
	• Capacity development programs
		• Open data
		• Data portals
		• Cloud
			• Non-traditional data
			  - Big data
			  - Citizen-generated data
			• Registers
				• Computer-aided personal interview / tablets
				• Online form submission
				• Satellite images
					• Provincial Statistics Committee (PSC)
					• Statistical unit and personnel at the PTO

Guimaras Local Tourism Data Ecosystem

2. Ideal state

Scaling Up… Guimaras Local Tourism Data Ecosystem

Status quo → **Desired/Ideal state**

Maintaining the current data ecosystem	Scaling up a data ecosystem
• Coordination and collaboration between stakeholders are in place • Sources of data are defined and identified • Legal and policy frameworks are present • Availability of ICT	• Conventional and new data are harnessed – big data, registers • Standards and frameworks are adopted – open data, data sharing • Capacity development is a priority • ICT is leveraged – infostructure, cloud, data farm, data portals • Public-private partnership – data philanthropy • Investments are significant – in statistics, in statisticians, in statistical offices

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Level Up:
Shaping a Strong Data Ecosystem for Monitoring SDGs

2017 ICSDGS

2017 International Conference on Sustainable Development Goals Statistics

4-6 October 2017 | The Peninsula Manila, Philippines

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Thank you!

Scaling Up the
Local Tourism Data Ecosystem
in Guimaras

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