Developing Indicators for the Pacific Tourism Statistics Strategy (PTSS) 2021-2030

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Project Overview

Overall Objective
Design a regional strategy for the development/strengthening of tourism statistics in the Pacific to align with the policy priorities on tourism in the region and support data needs of the SPTO 2020-2024 Strategic Plan

Project Phases:
- Phase 1: Tourism statistics system assessment
- Phase 2: Tourism statistics strategic plan 2021-2030
- Phase 3: Implementation and Communications Plan 2021-2024
Phase 1 Objectives

Undertake an assessment of the Pacific Region’s tourism statistics system:

- Stakeholder analysis of both data producers and users
- Analysis of institutional arrangements in producing tourism statistics
- Data assessment to establish extent of data availability and identification of data gaps
- Identifying existing statistical capacity and constraints
Phase 1: Methodology

- Identify key stakeholders including national producers and users of tourism and tourism related statistics, and relevant international organisations.
- Questionnaire developed to use as a basis to understand data availability, policy issues and measurement challenges.
- Country missions undertaken in six countries during October to December 2019.
- Remaining countries sent a questionnaire for completion by the NTO, the NSO and the agency responsible for environmental policy. This was supplemented by discussions with international agencies and desktop research.
Phase 1: Outcomes

Discussions in the country missions revealed the following major tourism policy priorities which fell into the following three categories:

*Increasing the economic contribution of tourism to the economy*

*Understanding the impact of tourism on the environment*

*Understanding the impact of tourism on local communities*
Phase 1: Outcomes

Identified Measurement Issues:

- Complexity in data collection
- Varied timelines for data availability
- Data management systems
- Capacity constraints
- Data Quality
- Data Gaps
- Information silos
- Working effectively with national and international organisations
Phase 2 Key Objectives for Pacific Tourism Statistics Strategy (PTSS)

- Provide an overarching strategic direction for the development and management of tourism statistics in the Pacific to aid planning, governance and decision-making
- Integration with and support for the Pacific Sustainable Tourism Policy Framework (PSTPF)
PTSS Recommendations

The central focus of the PTSS is the development of a set of indicators for measuring the sustainability of tourism in the Pacific Region to support the four goals of the PTSF and other national, regional and global initiatives.

The remaining objectives revolve around improving the statistical environment for the indicators to be produced in terms of:
- collaborations and partnerships;
- data management processes and procedures;
- quality, timing, detail and coverage of national and regional information; and
- statistical skills and competencies.
PTSS Strategic Objective 1

Develop an agreed set of core indicators on sustainable tourism for countries to produce on a regular basis which will support the PSTPF, national and regional strategic plans and the UN 2030 Agenda for Sustainable Development

Policy Action:
- Develop an agreed core set of indicators, classified to tiers 1-3, to measure the sustainability of tourism to be published on a regular basis.
## Possible MST Indicators Pacific Region*

<table>
<thead>
<tr>
<th>Measurement Theme</th>
<th>Indicator area</th>
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<tbody>
<tr>
<td><strong>Economic</strong></td>
<td></td>
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<tr>
<td># Visitors / Total population</td>
<td>Total expenditure / # Visitors</td>
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<tr>
<td></td>
<td>Accommodation occupancy rate</td>
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<tr>
<td><strong>Tourism Businesses</strong></td>
<td></td>
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<tr>
<td># Tourism businesses / Total</td>
<td>Tourism Direct GDP</td>
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<tr>
<td>businesses</td>
<td>Water use/# Tsm business</td>
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<tr>
<td></td>
<td>Energy use/# Tsm businesses</td>
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<tr>
<td></td>
<td>Waste generation/# Tsm businesses</td>
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<tr>
<td><strong>Environmental condition</strong></td>
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<tr>
<td>Sea water quality index</td>
<td>Water use / Water stock</td>
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<tr>
<td>Coral reef quality index</td>
<td>Share of renewable energy</td>
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<td>Land use by tourism activity</td>
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<td><strong>Social impacts</strong></td>
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<td>Community perceptions of</td>
<td>Tourism employment / Total employment</td>
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<td>tourism indicator</td>
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* Outcomes from SPTO Pacific Tourism Statistics System Regional Validation Workshop March 2020
Indicators: Key Points

• Ensure link between policy issues and indicator themes

• Focus on establishing broad trends (i.e. time series) and use this as a starting point for more in depth assessment

• Don’t focus on sustainability directly, aim to build coverage across the relevant components

• Use standard statistical definitions, concepts and classifications

• Look to build from existing indicators and derive a tourism “version”

• Wherever possible develop sub-national views – start by defining tourism regions and then attributing data (businesses, accommodation, etc)
Next Steps for Development of Indicators

- PTSS approved by SPTO Board of Directors ✓
- Creation of tourism statistics national working groups and regional reference group with a subgroup to lead the development of an initial draft set of indicators
- Consultation and evaluation process to finalise *Pacific Sustainable Tourism Indicators (PSTI - Version 1.0)* which would include determining the level of data availability, data quality and timeframes
- Collection of information by SPTO through national working groups
- *PSTI – Version 1* to be published September 2022
Discussion and Questions