



# 15<sup>TH</sup> NATIONAL CONVENTION ON STATISTICS

03-05 OCTOBER 2022

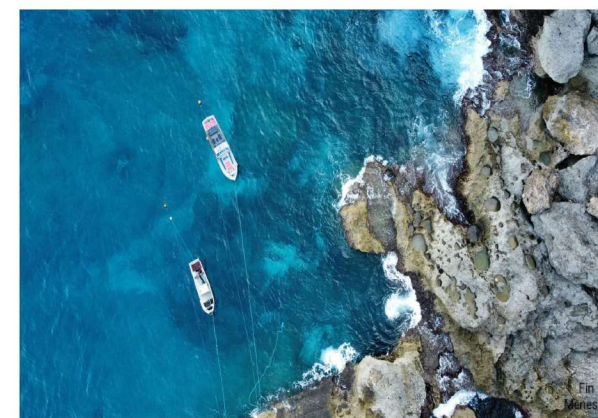
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## Planning for the United Nations World Tourism Organization-International Network of Sustainable Tourism Observatories (UNWTO-INSTO): The case of Batanes Island Groups

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*Session on Tourism Statistics*  
*Crowne Plaza Galleria Manila*  
*03 October 2022, 3:30 pm – 5:00 pm*



***Planning for the UNWTO-INSTO: The case of Batanes Island Groups***



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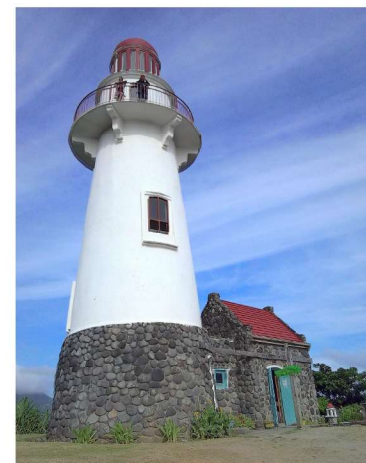
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## Presentation Structure

- The context of the longitudinal study within the UNWTO-INSTO framework
- The quest for the Batanes to be part of INSTO
- Purposeful monitoring
- Key emergent issues and research focus areas
- Identification of key indicators
- We are getting there!



## The Context

The quest for the **Batanes** to be the first-ever destination under the auspices of UNWTO to periodically monitor the impacts of tourism on the Province and the *Ivatans*.

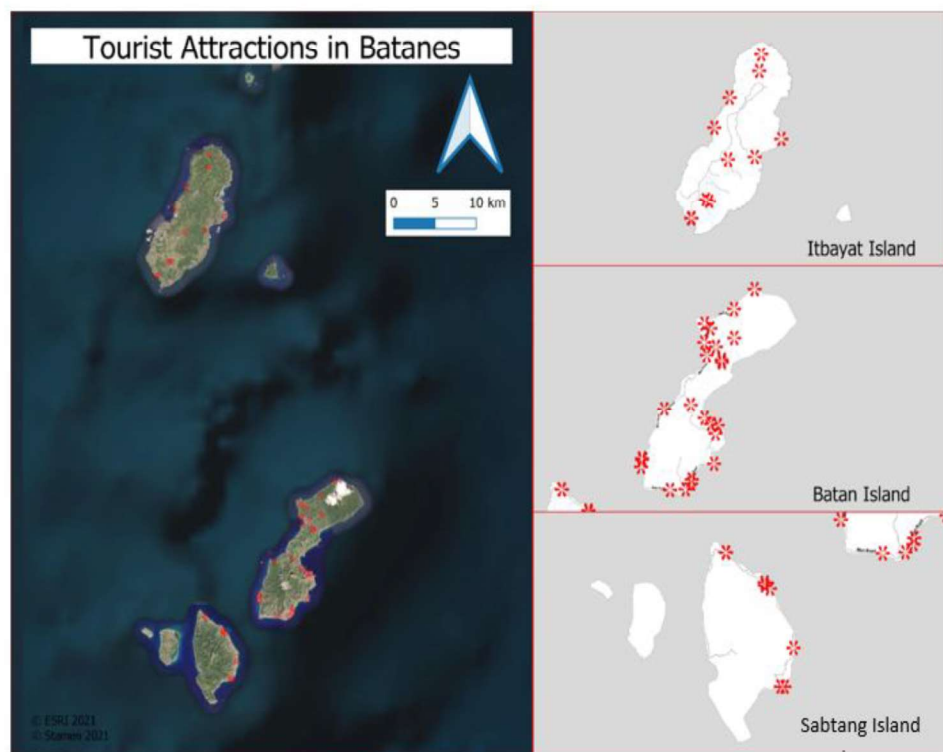


[Framework – UNWTO INSTO](https://insto.unwto.org/framework/)

<https://insto.unwto.org/framework/>



## Why Batanes?



- ☐ Republic Act No. 8991
- ☐ Home of the Indigenous Peoples
- ☐ Inscribed on the UNESCO World Heritage Tentative List
- ☐ Extensive ecosystem
  - Land area: 23,000 HA
  - Marine territorial: 450,000 HA

*Total population: 18,831 (2020)*  
*with \*45,439 tourist arrivals in 2019*
- ☐ A place of emotional appeal that shapes the *Ivatans' pride of place*

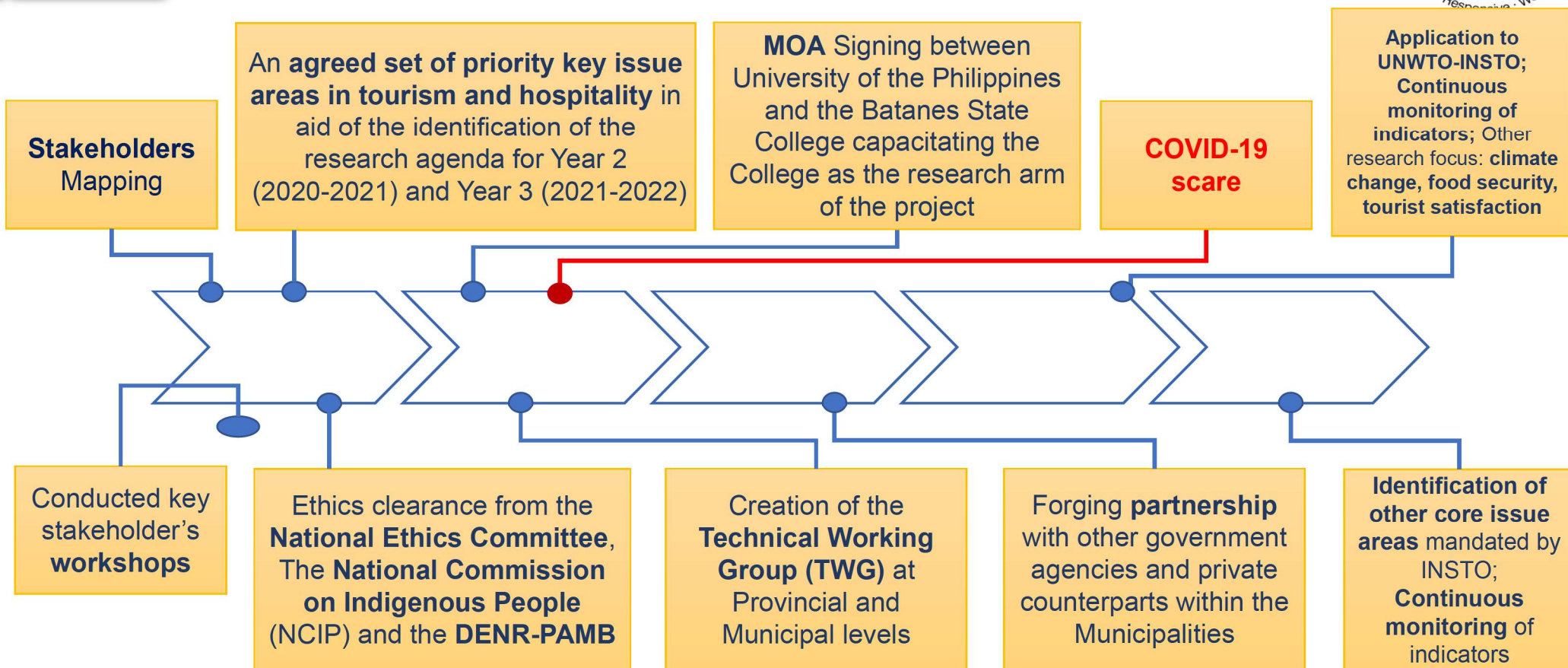
\* Source: PGO-Tourism Office



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## Batanes monitoring associated to *purpose*

### Vision

A well-preserved natural and cultural environment that supports sustainable tourism, promotes heritage conservation and social equity, through healthy collaboration and data from the observatory

### Objectives

- i. Build participatory approach by creating awareness and support capacity-building in sustainability and resiliency among tourism stakeholders
- ii. Develop and provide methodological references and recommendations for a sustainable and resilient Batanes
- iii. Systematic monitoring and evaluation of indicators of sustainability and resiliency in support of future decision and policy making
- iv. Identify and disseminate good practices in the process of facilitating the exchange and comparison of information
- v. Promote a condition of balanced tourism that empowers and legitimizes the *Ivatan*'s control over its activities and management practices.





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## Key emergent issue areas

- Waste management
- Food security
- Labor / Human Resources profiling
- Expansion on tourism activities
- Residential conversion into tourism facilities
- Transportation management system that addresses road congestion
- Balance of culture and environmental policies,
- Laws and ordinances
- Carrying capacity definition and observance

## Four priority areas

Governance

Solid Waste  
Management

Physical Carrying  
Capacity

Resident  
Satisfaction



## Functions of indicators

- **Assessment of conditions and needs** by the TWG, residents, and local administrators = **sense of ownership**
- To what extent tourism policies and activities were effective; how well are the policies being implemented and meeting the needs of the Ivatans
  - ✓ Infrastructure concerns (i.e., infrastructure; levels of accommodation required; which attractions are capable of carrying more people)
  - ✓ Consequences to the natural environment; areas sensitive to the impacts of tourism
  - ✓ Resident satisfaction; Improve economic status without compromising the PA status
- **Setting of targets for policies and actions** = dependent on the whole series of priorities
- **Assessment of actions**
  - ✓ Define the task for various stakeholders = *legitimacy; accountability*
- **Evaluation, review, and modification of policies**
  - ✓ What we might have thought necessary might not be producing positive results





## Six key issues to be monitored

Statement of Commitment to Monitor Indicators		
We support the operations of the Batanes Tourism and Hospitality Monitoring Center based in the University of the Philippines Diliman. With its mission of gathering and analyzing relevant and accurate data for sharing, planning and decision-making, the Center will assist in providing a robust system that monitors the sustainability of tourism in the province.		
It is our belief that the Center's work with its partners including the Batanes State College, the Provincial Government, other local government units, and civil society organizations, will allow stakeholders and policymakers in Batanes to implement evidence-based solutions and long-term strategic plans that will, consistent with the Center's vision, keep the natural and cultural environment of the destination well-preserved while supporting sustainable tourism, heritage conservation and social equity.		
In support of this vision, we have agreed to actively participate in identifying, discussing and finalizing the following sustainability indicators.		
Issue area	Indicator	Means of verification
Destination economic benefits	Tourist arrivals	Report on arrivals by accommodation establishments
	Number of tourism-related establishments	Report on arrivals from Municipal Tourism Offices
	Tourism employment	Application for business permit
	Gross revenue	Data processed by Municipal Tourism Office (e.g. new businesses)
Number of proposed infrastructure projects for tourism purposes	Membership in Association	Application for business permit
	Labor force survey	Membership in Association
	Estimated Annual Tourism Receipt	Report on user fees collected
	Report on user fees collected	Application for building permit
Income distribution	Municipal Social Welfare Development Office (MSWDO) comparison of family classification (every family)	
	Survey on income from farming and fishing	
Slaughter permit fees income		





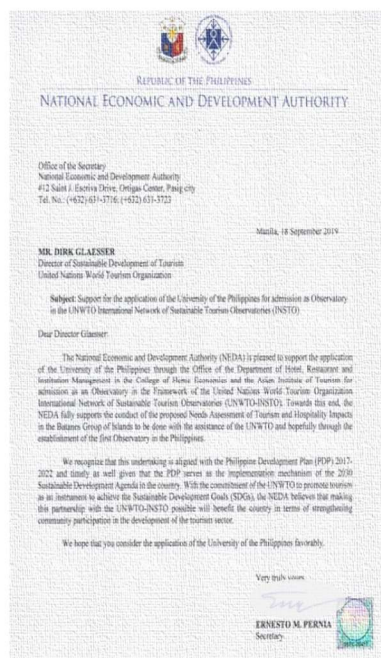
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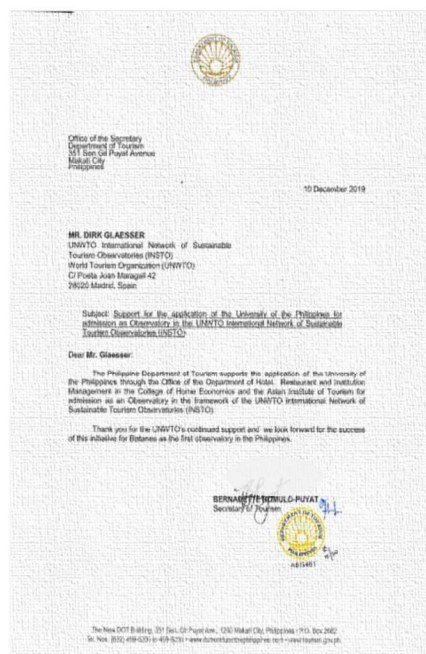
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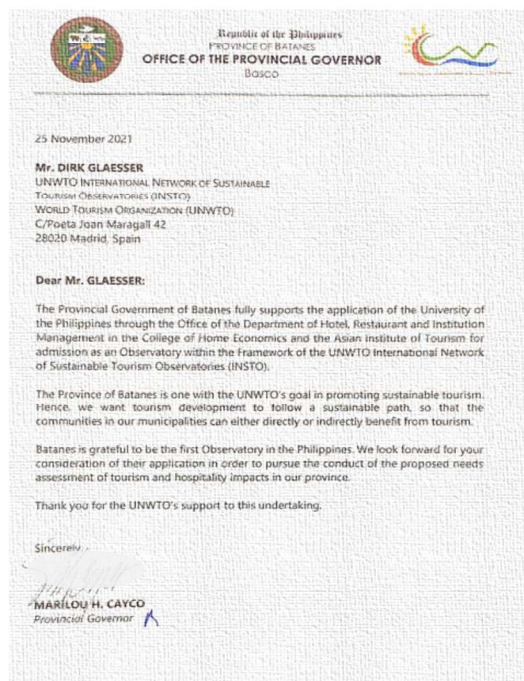
## Stakeholder's support



National



Local



Academe

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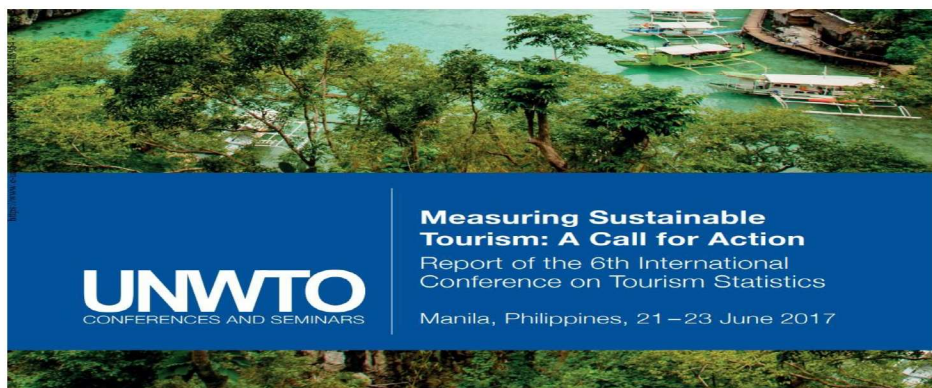


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*This document – the Manila Call for Action on Measuring Sustainable Tourism – I embrace with my heart. This seems so technical – measuring sustainable tourism – but this represents the lives of the peoples of this planet. We in this hall will give great positive impact when we are able to actualize this.*

*Ms. Lisa Bersales, National Statistician, Philippine Statistics Authority*



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## Research Team



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Thank you for listening!



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