

**BHUTAN**  
*Believe*



# REGIONAL WORKSHOP ON COMPILING TOURISM STATISTICS

**6-10 May, 2024**

**Sungkai, Perak, Malaysia**

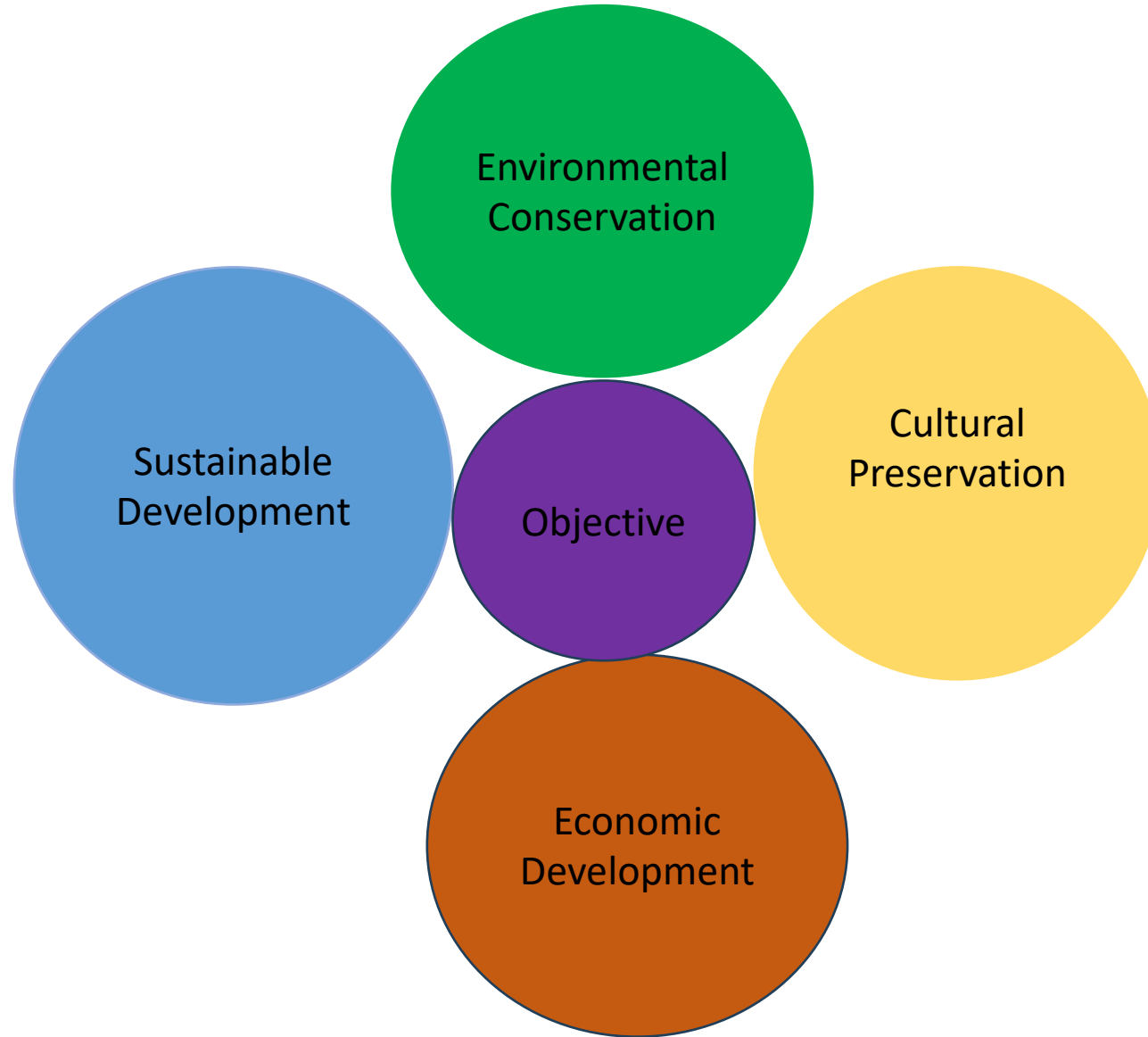
**Department of Tourism & National Statistics Bureau  
Bhutan**

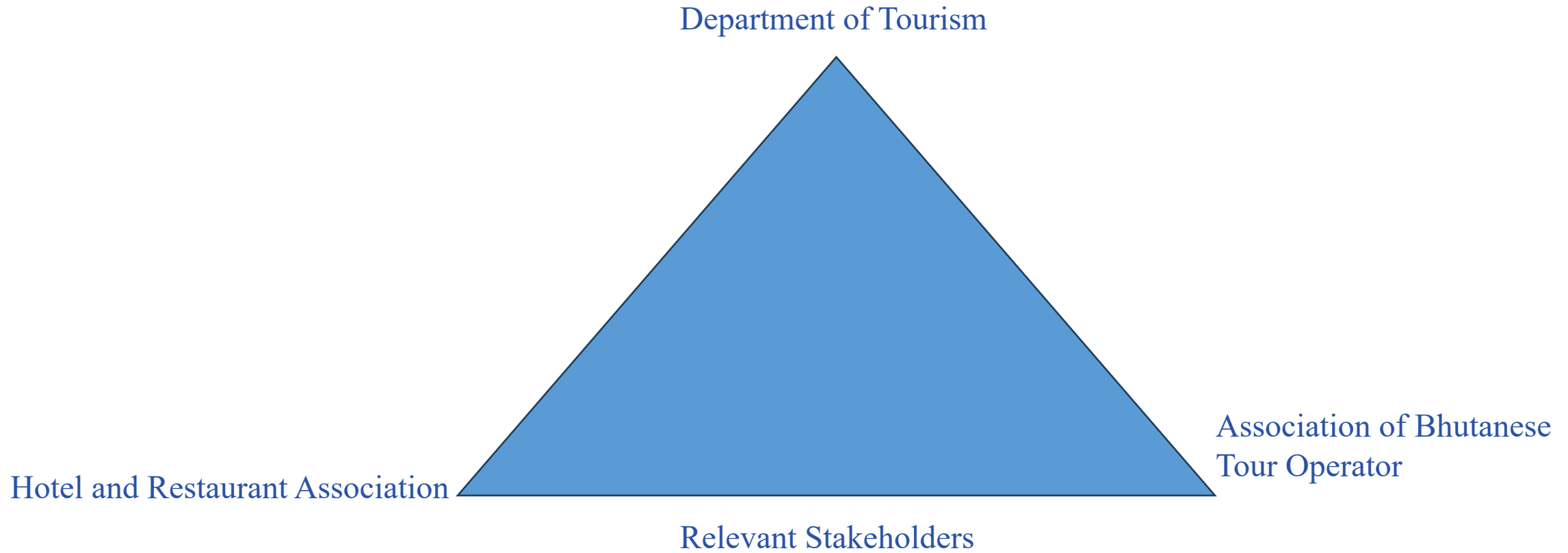


- Session 2 Governance
- Session 4 Inbound Tourism
- Session 6 Domestic & Outbound Tourism
- Session 8 Tourism Industries
- Session 9 Employment
- Session 13 MST



# Session 2 Governance







1. Within the Department of Tourism (DOT), the Innovation and Strategy Division has the mandate to strengthen research and statistics development including economic analysis & information management among other mandates.
2. Further, the Insight and Strategy Section (erstwhile Planning and Research Section) has the mandate to undertake statistics development and develop research and statistical publications relevant to the tourism sector.
3. DOT also collaborate with NSB being the national lead in statistics and other data agencies such as DOI, although there is no formal MoU.
4. NSB has been providing technical support for the development of tourism statistics.



## Issues and Challenges

- Coordination with stakeholder agencies
- Absence of Research Officer and Statistics Officer in the Division to administer data collection.
- Lack of financial resources for undertaking statistical activities.
- Administration of survey (Willingness of respondents to complete the survey)

## Lessons learnt

- Need to ensure regular and consistent data collection to ensure continuity and usability of data.
- Important to translate/interpret data/statistics and analysis into policy briefs for the understanding of the policymakers and stakeholders.
- Souvenirs for respondents completing surveys.

## Support Required

- Training and capacity building in tourism statistics development
- Technical assistance in strengthening the existing BSTS framework on Inbound tourism.
- Support / assistance in how to develop / leverage on Big data in tourism



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**THANK YOU!!!**