

BHUTAN
Believe



REGIONAL WORKSHOP ON COMPILING TOURISM STATISTICS

6-10 May, 2024

Sungkai, Perak, Malaysia

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



Session 8 Tourism Industries

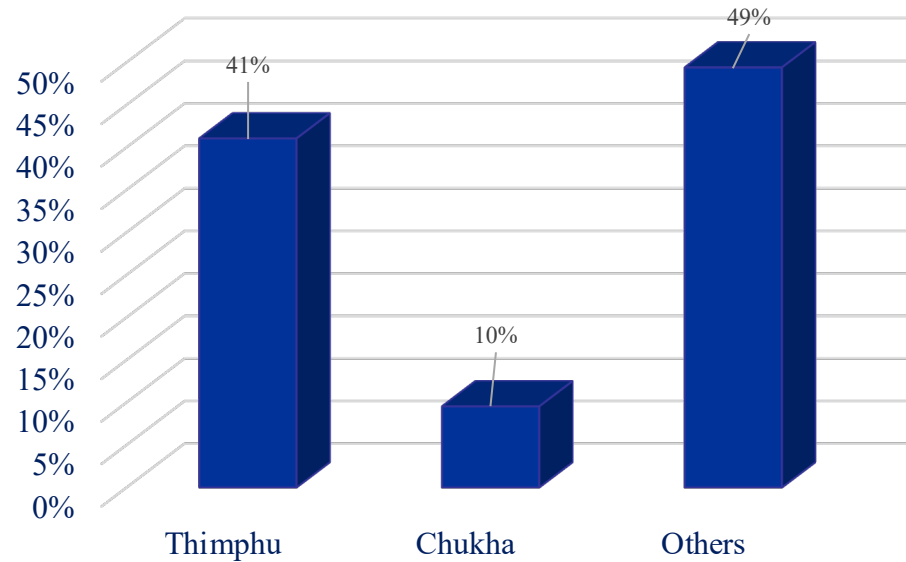
Types of Tourism Industries

1. **Tourism Characteristics Industries**
are those that are dependent on tourism for their existence
(Accommodation, food and beverages, road transport, air passenger transport, transport equipment rentals, travel services and cultural activities, sports and recreational activities retail trade and other country-specific tourism characteristics activities)
2. **Tourism-related Industries**
are those other than tourism characteristic industries for which a tourism-related product is directly identifiable and the products are consumed by visitors in significant volume.

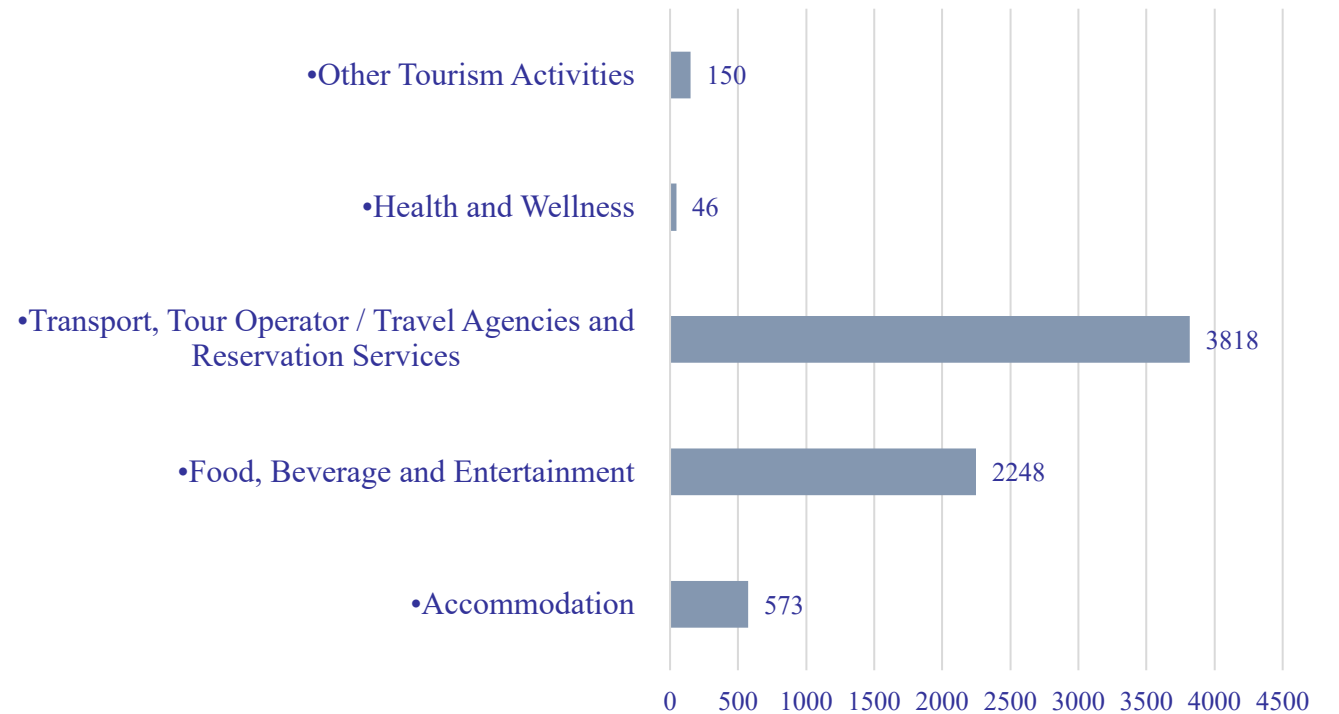




**Tourism Establishments by Location
(In percent)**



Number of Tourism Industries by Type-2019(Total 6,835)



Capacity (Room/bed)

2,804,298 rooms and 4,912,386 bed capacity for all accommodation.



- The Tourism Establishment Census of Bhutan (TECOB) 2021 was initiated to assess the characteristics of the tourism establishments in the country and to provide data on tourism characteristic establishments.

Design and Methodology	Indicator
Sampling Frame	List of establishments that were operational in 2019.
Sampling Design	A stratified sampling for other establishments and Simple Random Sampling in the case of Taxis.
Sample Size Determination	The Economic Census of Bhutan conducted by NSB was used as benchmark for the development of the frame
Survey Instrument	<ul style="list-style-type: none">• Interview questionnaires designed by Computer Assisted Personal Interview (CAPI) was used.• Enumerators Manual and Supervisors Manual were used to guide the enumerators and supervisors during the enumeration.
Data Analysis	Data is analyzed using STATA software.



Tourism Industries/Establishment



Accommodation



Food, Beverage and entertainment



Transport, Tour Operators/Travel agencies and Reservation agencies



Health and Wellness



Other Tourism Activities

Characteristics

Non-Monetary

*Size and other characteristics

Monetary

*Revenue and Expenditure



Issues and Challenges

- Human Resource and funding to administer data collection.
- Coordinating with different data generating agencies to source data.
- Convincing / justifying the need for resource (HR and Funds) for statistics development.
- Willingness of respondents to complete the survey
- Enumerators training.
- Difficulty in identifying and covering all the licensed establishments in the census.

Lessons Learnt

- Need to ensure regular and consistent data collection to ensure continuity and usability of data (once every 2-3 years).
- Important to translate/interpret data / statistics and analysis into policy briefs for the understanding of the policy makers and stakeholders.
- Insight on different types and size of establishments engaged in providing services to visitors.

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



THANK YOU!!!