

QUESTIONNAIRE -PILLAR 2 ECONOMIC PERFORMANCE, INVESTMENT AND COMPETITIVENESS

To facilitate a quick assimilation of the situation, the columns after the questions provide the opportunity to allocate a score if applicable. This is based on the following scale:

1	Area of particular need/opportunity – highest priority for action/intervention	Priority for action High ↓ Low Priority for action
2	Improvement required – should also be considered for intervention/support	
3	May benefit from some improvement – but less current need for intervention	
4	Appears to be satisfactory – maintain	
5	Area of apparent strength – may provide an example to others	
X	No information available to answer the question /This could not be assessed	

2.1 Measuring tourism and its contribution to the economy								
Issue 1: The quality of data collection and analysis								
	QUESTION	COMMENT	Priority for action					X
			High	→			Low	
			1	2	3	4	5	
a	Is there regular and comprehensive collection of data on visitor arrivals, profiles and activities?							
b	Does the collection and presentation of data adequately cover and distinguish between domestic and international visitors and purpose of visit?							
c	Is information collected on the structure and performance of the tourism sector and employment within it?							
d	What factors may be inhibiting the establishment of an effective data collection system?							
e	Is a TSA or similar analysis undertaken to estimate the economic contribution of tourism?							
f	Are the needs and requirements of a TSA understood?							
g	What factors may be inhibiting the development of a TSA?							
h	Can tourism data be sufficiently disaggregated to inform specific sustainability issues?							
j	Is data collection and analysis believed to be robust and has it been subject to external validation?							
2.2 Trade, investment and the business environment								
Issue 1: Recognition and treatment of tourism in trade and investment policies and commitments								
a	Is tourism policy explicitly reflected in national policies concerning the promotion of trade and investment?							
b	Does the tourism policy take account of the trade and investment policies of the country?							
c	Has the country made GATS commitments in tourism and other relevant services sectors?							
d	Has the country made other international trade commitments and do they include tourism?							
e	Do trade commitments respect the principles of sustainable tourism in terms of impact on the environment, society and the local economy?							
f	Do policies on FDI balance the need to encourage investment in tourism with the need to respect the principles of sustainable tourism?							
g	Are visa policies and procedures conducive to encouraging tourism?							

		→					
		1	2	3	4	5	X
Issue 2: Extent of tourism investment and conduciveness of the business environment							
a	Have significant levels of investment in tourism-related infrastructure been occurring in recent years and from what sources?						
b	Have significant levels of investment in tourism facilities/business been occurring in recent years and from what sources?						
c	Have actions been taken to promote and support investment in tourism						
d	What are seen as the main barriers for securing more investment in tourism?						
e	How available is finance for the development and operation of tourism businesses?						
f	In general, how conducive are conditions for doing business in the tourism sector and where do most problems lie?						
g	Have actions been taken to strengthen business linkages within tourism and with other relevant sectors?						
2.3 Brand, marketing and product positioning							
Issue 1: Clarity and focus of the brand and marketing plan							
a	Does the country have an established brand identity and is this well articulated and maintained?						
b	Is there a marketing plan which identifies target markets and provides a framework for promotion?						
c	Are all key public and private stakeholders engaged in implementing the marketing plan?						
d	Is the marketing plan fully implemented and what, if any, are the barriers to this?						
e	Is the current marketing activity making full use of new technology, social media and other e-marketing opportunities?						
Issue 2: Quality and diversity of the product offer							
a	How consistent is the quality of tourism products and services and is this improving?						
b	Are there effective systems for setting, inspecting and reporting on quality standards?						
c	Have steps been taken to identify product gaps and increase diversification?						
2.4 Resilience, security and risk management							
Issue 1: Level of attention paid to risk and crisis management							
a	Is risk minimisation and crisis management considered in tourism strategies and plans?						
b	Are specific measures taken to provide for the security and wellbeing of tourists?						
c	Is risk spreading and avoidance of dependency taken into account in the selection of markets and products?						
d	Is there a plan in place to handle emergencies and crises?						

Pillar 2