

11th UNWTO/PATA Forum on Tourism Trends and Outlook

10th to 12th October, 2017

Development Towards Measuring Fiji's Sustainable Tourism

Artika Devi

Senior Statistician

Economics Statistics Division

Fiji Bureau of Statistics

Email: artikad@statsfiji.gov.fj

Presentation Outline

1. Introduction
2. Fiji's Tourism Satellite Account
3. Environment Accounts
4. Development Towards Fiji's Sustainable Tourism

Fiji's Tourism Industry

Fiji is a significant tourism destination - single largest foreign exchange earner.

Is recognised as a core part of national development planning.

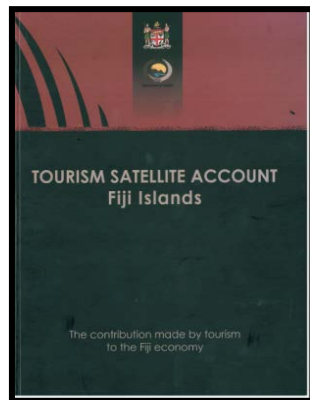
Tourism being the significant contributor to growth, it is critical that the tourism industry be sustainable. On average over the last 5 years tourism earnings and visitor arrivals increased by 50% and 14% respectively.

A feasibility report on Measuring Sustainable Tourism was conducted in December 2016 showed to be highly relevant and feasible for Fiji.

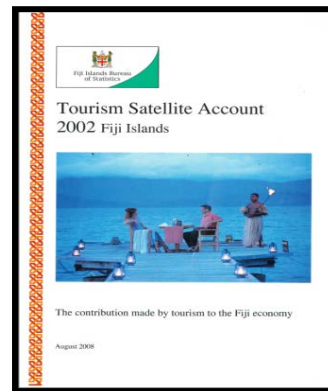
This exercise was jointly undertaken by Fiji Bureau of Statistics, UNWTO and UNESCAP.

Fiji's Tourism Satellite - History

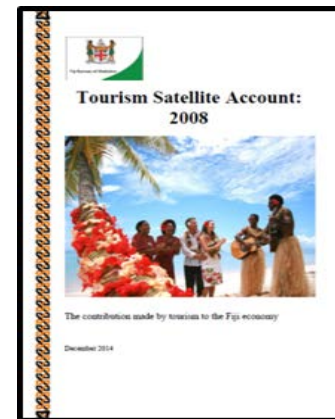
1995



2002



2008



2011



Annual

TSA Tables for Fiji

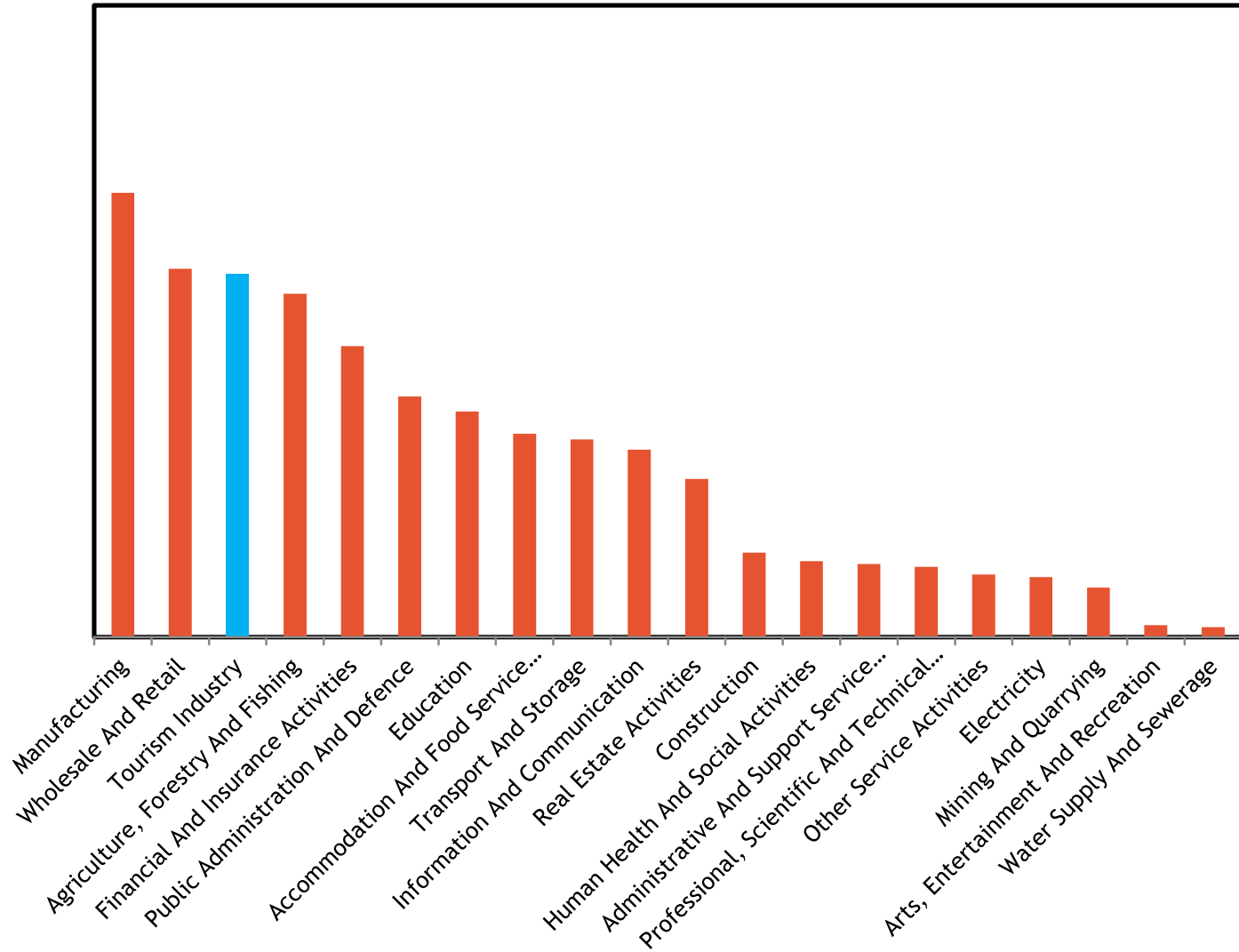
1. *Tourism Expenditure by type of tourist and product*
2. *Production Account by Industry*
3. *Sales by industry and tourism products*
4. *Tourism Product Ratio*
5. *Tourism Industry Ratio*
6. *Tourism Value Added*
7. *Direct Tourism Employment & Compensation of Employees*
8. *Gross Fixed Capital Formation*

Comparisons

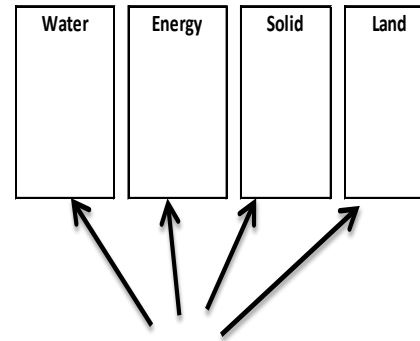


Value Added Comparison

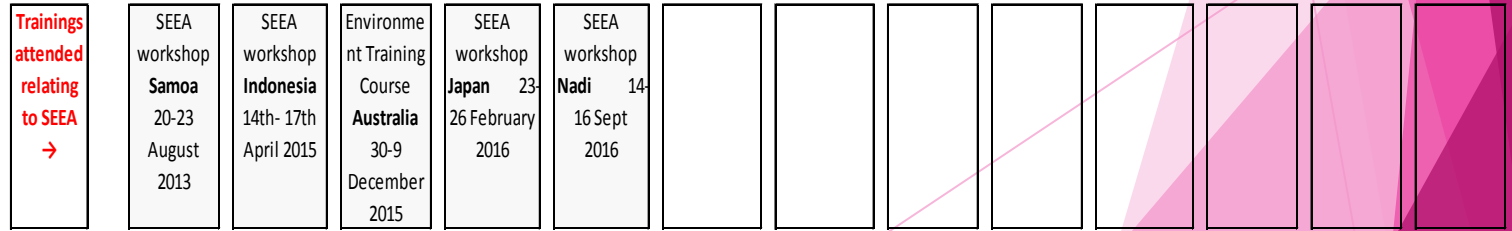
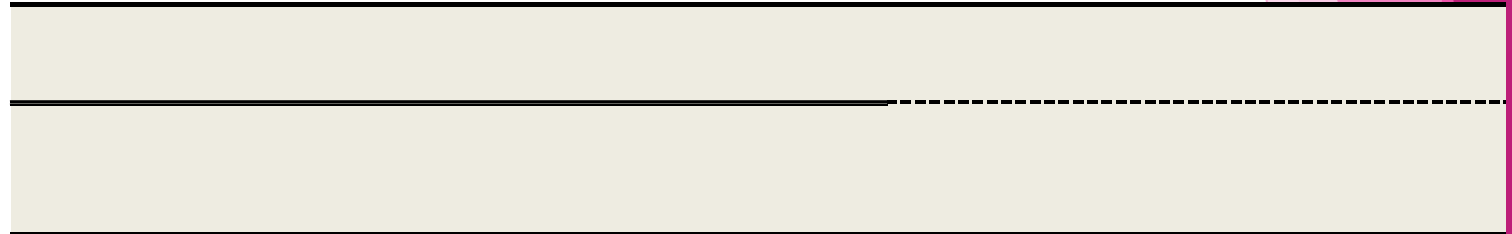
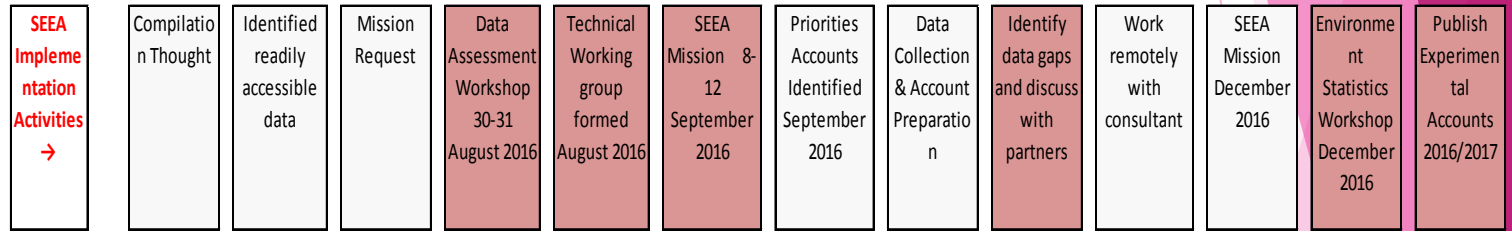
Tourism Industry Rank



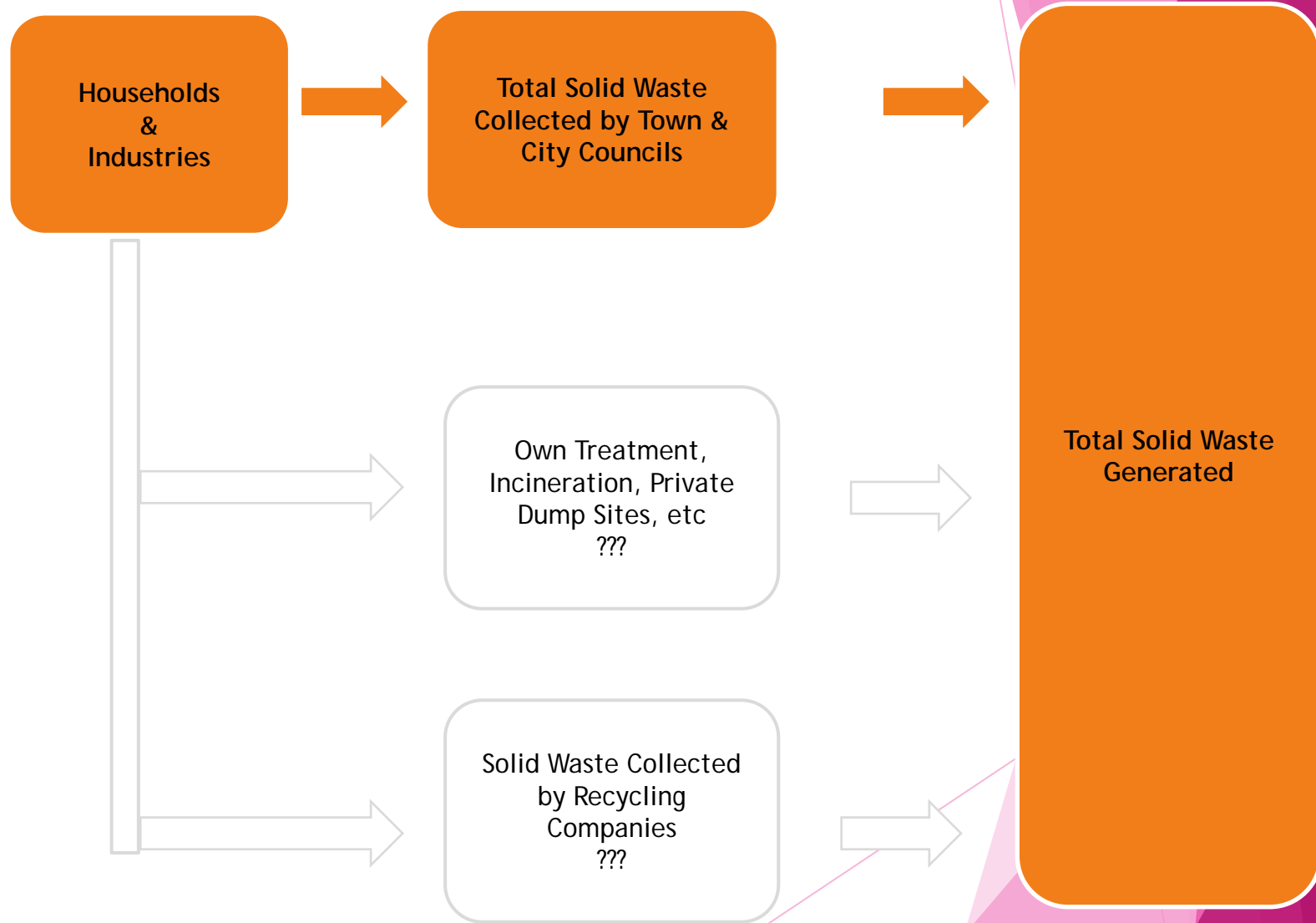
SEEA Journey



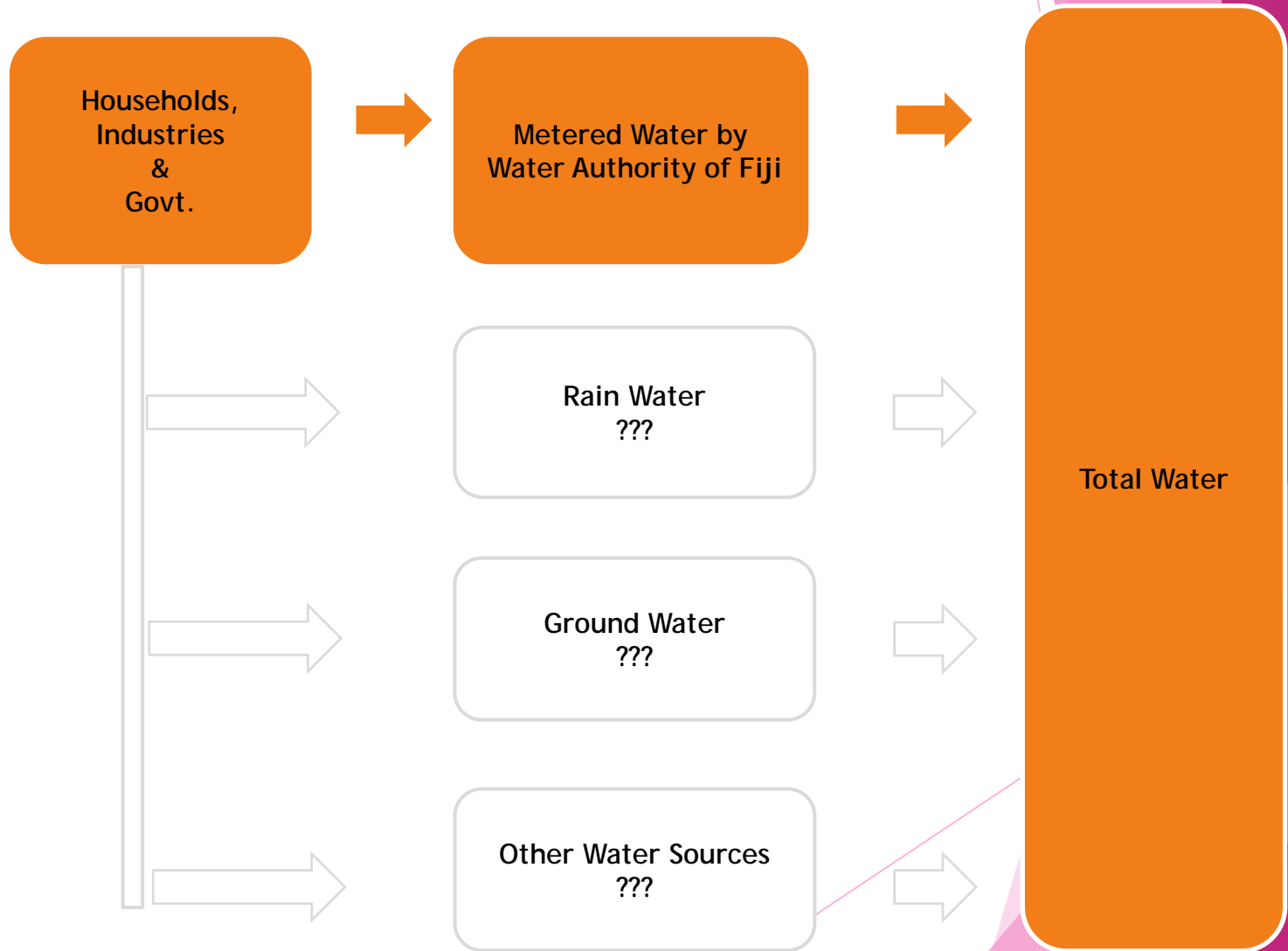
Create Awareness



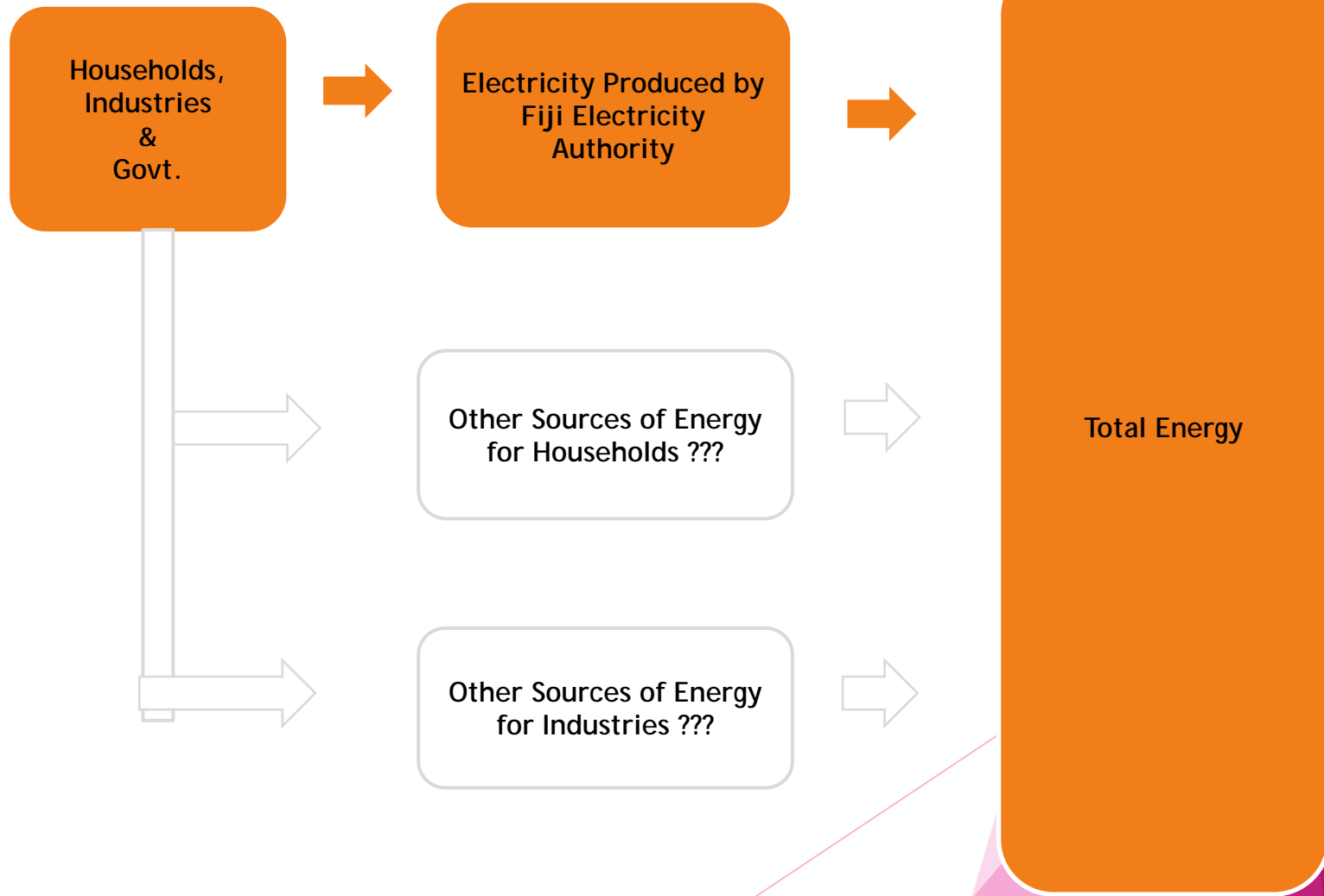
Fiji's Experimental Waste Account



Fiji's Experimental Water Account



Fiji's Experimental Energy Account



Development Towards Fiji's Sustainable Tourism

Annualized compilation of TSA and availability of relevant hotel related indicators would help measure sustainable tourism.

TSA is the principle tool to determine the impact of Tourism in terms of its contribution to GDP and employment.

MST data tables with relevant indicators were designed which is basically an extension of TSA framework to capture environmental flows.

Fiji's Sustainable Tourism

Key characteristics for tourism businesses

- Output by tourism characteristics and related industries
- Value Addition of the units
- Tourism Industry ratios
- Employment by Gender & type of employment
- Size of Businesses
- Ownership
- Environmental Flows used

Key Characteristics for Tourism Businesses

| 2013 | | | | | | | | | |
|----------------------------------|-------------|------------------|------------------------|--------------------------|--------|--------|---------------------------------|--------------------------|-----------------------|
| Tourism Industries | Output (\$) | Value Added (\$) | Tourism Industry Ratio | Employment (# of people) | | | Business Size (# of businesses) | | |
| | | | | Male | Female | Total | Small (<20 employed) | Medium (20-100 employed) | Large (>100 employed) |
| Accommodation | 644,113 | 306,098 | 0.79 | 6,658 | 5,762 | 12,420 | 235 | 67 | 25 |
| Food and restaurants | 102,524 | 29,058 | 0.62 | 1,238 | 1,052 | 2,290 | 474 | 34 | - |
| Transport: | | | | | | | | | |
| Road | 57,952 | 25,204 | 0.34 | 1,253 | 56 | 1,309 | 1,022 | 41 | 2 |
| Water | 28,691 | 7,194 | 0.37 | 318 | 93 | 411 | 38 | 22 | 1 |
| Air | 653,267 | 160,652 | 0.99 | 619 | 296 | 916 | 10 | 6 | 2 |
| Rental Cars | 54,199 | 12,677 | 0.86 | 368 | 3 | 371 | 138 | - | - |
| Travel Agents and Tour operators | 130,001 | 39,449 | 0.83 | 435 | 277 | 711 | 82 | 6 | 2 |
| Recreation | 28,640 | 11,100 | 0.30 | 215 | 78 | 294 | 40 | 2 | - |
| Other Industries | 322,069 | 185,573 | 0.03 | 4,068 | 2,333 | 6,401 | | | |

Visitor and Accommodation Data by Tourism Area

| 2013 | | | | | | | | | |
|-------------------|------------------|----------------------|-------------------|---------------|---------------|----------------------|---------------------|------------------|-------------------|
| Tourism Areas | Visitor Arrivals | Visitor Expenditure | Accommodation | | | | | | |
| | | | No. of businesses | No. of beds | No. of rooms | Room Occupancy Rates | Bed Occupancy Rates | Water Use | Electricity Use |
| Suva | 256,046 | 113,369,608 | 47 | 11,474 | 5,830 | 51.0 | 45.4 | | |
| Nadi | 1,159,873 | 660,261,368 | 60 | 30,968 | 13,996 | 54.3 | 51.1 | | |
| Lautoka | 106,665 | 64,883,318 | 40 | 7,812 | 3,186 | 35.9 | 25.6 | | |
| Coral Coast | 897,450 | 336,421,044 | 37 | 19,471 | 7,721 | 56.5 | 53.3 | | |
| Mamanuca | 612,239 | 359,987,234 | 47 | 14,831 | 5,615 | 47.8 | 45.8 | | |
| Northern Division | 98,334 | 48,763,140 | 71 | 6,005 | 2,779 | 29.6 | 26.4 | | |
| Others | 41,899 | 4,021,499 | 37 | 3,877 | 1,501 | 18.4 | 13.3 | | |
| Total | 3,172,506 | 1,587,707,211 | 339 | 94,438 | 40,628 | 48.9 | 44.8 | 6,193,385 | 66,231,075 |



Vinaka ☺

Website Address: www.statsfiji.gov.fj

Email Address: info@statsfiji.gov.fj

PH: +679 331 5822

