

The cover features the Fiji Bureau of Statistics logo at the top left, which includes the national coat of arms and a bar chart. The title 'MST – Fiji' is prominently displayed in green, with the subtitle 'Key findings from pilot study' below it. The 'Measuring Sustainable Tourism' logo is positioned to the right of the title. At the bottom left, the logos for UNWTO and ESCAP are visible. The background is a light green with a subtle geometric pattern.

Fiji Bureau of Statistics

MST – Fiji
Key findings from pilot study

Measuring Sustainable Tourism

UNWTO ESCAP

The slide has a white background with a green border. It features a title 'Overview of findings' in green, followed by three bullet points. A dark grey rectangular box is located at the top right of the slide area.

Overview of findings

- Excellent potential to measure sustainable tourism using statistical and accounting frameworks
- High relevance based on current government priorities
- High feasibility given quality TSA work and sound underpinning business register, surveys and national accounts, and emerging potential on environmental statistics and SEEA

MST Fiji rationale

- Tourism is a significant economic, social and environmental factor in Fiji
- Fiji Bureau of Statistics (FBoS) is finalizing developments on TSA and looking to establish SEEA program of work
 - Establishing sector satellite accounts unit
 - Focus on sustainable tourism a logical step
 - Opportunity to be involved in MST
 - Facilitated discussions within and outside FBoS

1. Spatial scope

- Cover all of Fiji
- Agree need to look at sub-national level to develop suitable picture of sustainable tourism
- Finalize set of sub-national areas
 - Provinces (14)
 - 11 tourism areas
 - Environmental boundaries – e.g. catchments

2. Policy connections

- Tourism is a very significant activity in Fiji
- Much relevant strategic policy work
 - National Development Plan: 2016 to 2020 and 2035
 - Fiji Tourism Development Plan to 2020
 - Proposed Sustainable Tourism Policy
 - Green Growth Framework (2014)
- Regional and International connections
 - UNESCAP / SPTO / SDG – SCP / Samoa Pathway

2. Policy connections (cont.)

- Currently limited understanding of “supply” side of tourism and associated risks
 - Concerns over water, energy, waste, carbon/climate risk
 - Linking demand and supply aspects via concept of carrying capacity
 - Understanding business size and location dynamics within tourism in Fiji
- Agreed important role for monitoring and reporting
 - Key role seen for official statistics

3. Key agencies

- Ministry of Economy (Dept Planning & Climate change)
 - Ministry of Industry, Trade and Tourism (Tourism Unit);
 - Reserve Bank
 - Fiji Bureau of Statistics
 - Dept Env/ Lands / Energy / Water and Electricity Authorities
 - UNESCAP / Pacific Community(SPC)
 - Hotels Association/ South Pacific Tourism Organization
 - University of the South Pacific (USP)
- Policy co-ordination appears strong
- Largest challenges seem to lie in co-ordination around environmental data which are spread across many agencies

4. Data situation

- Statistical infrastructure
 - For statistics within FBoS it looks strong
 - Integration of TSA and annual SU table especially good
 - Need to consider data sharing arrangements wrt environmental data
 - Clarify data release expectations and ownership given the political relevance of tourism data

4. Data situation (cont.)

- Tourism industries data
 - Excellent coverage
 - TSA scope very good especially once latest results released
 - Much tourism business characteristics information that can be collated to provide better understanding of the sector
 - Extension to sub-national information will be important for some industries, especially accommodation

4. Data situation (cont.)

- Visitors and demand
 - Good coverage of variables such as
 - Visitor arrivals
 - Nationality
 - Purpose
 - Length of stay
 - Expenditure and BOP earnings
 - Seasonal trends
 - Could extend to improve location information and market segments (e.g. ecotourism, MICE)

4. Data situation (cont.)

- Environmental data
 - Early days – investigations really only just starting
 - Working group of relevant agencies established
 - Based on SEEA workshop agreed focus on: water, energy, solid waste and land
 - These align directly to areas of interest for sustainable tourism
 - Strongest short term potential lies with water use and electricity use – potential use of tax identification number
 - Consider ways to use expenditure data on water, fuel and electricity from the TSA
 - Environmental asset data – based around land accounts - will take more time to develop
 - Ecosystem condition and services data is a longer term objective

Potential MST data table (1)

	Key MST variables																				
	Value added (\$)	Tourism industry ratio (%)	Employment (# of people)					Business size (# businesses)			Ownership		Environmental flows								
			Total	Male	Female	Full time	Part time / Casual	Total	Small (<20 employ.)	Medium (20-100 employ.)	Large (>100 employ.)	Fiji	Foreign	Water use	Electricity use	Solid waste					
Tourism industries																					
Accommodation*																					
Food and restaurants*																					
Transport																					
Road																					
Water*																					
Air																					
Rental cars*																					
Travel agents and tour operators*																					
Recreation*																					
Other industries																					
Total tourism																					

* It is proposed that information for these industries is also compiled for the 11 Fiji tourism areas

Potential MST data table (2)

Tourism areas	Key MST variables			
	Visitor numbers *	Visitor expenditure *	# businesses	Accommodation # beds/rooms occupancy rate water use
#1				
#2				
#3				
#4				
#5				
#6				
#7				
#8				
#9				
#10				
#11				
Total Fiji				

* For these variables information might be cross-classified by purpose, country of residence, length of stay

5. Conclusions and next steps

- Overall, MST is relevant and feasible
- Proposals
 1. Compile first cut combined presentation/account for tourism industries with a focus on bringing TSA and business characteristic information together and developing location based data for selected industries (especially accommodation)
 2. Develop measures of water use and electricity use for tourism industries as initial step in developing SEEA accounts for water and energy (which will be needed to give more a complete picture). Expand to include solid waste measures.

5. Next steps (cont)

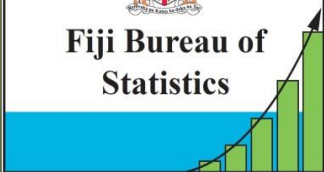
3. Incorporate location perspective as an integral part of data and accounts – geocoding of business register. Also examine methods for estimating output (\$) by location.
4. Map land (and marine) cover and key tourism features such as (reefs, beaches, national parks, heritage sites, mangroves, golf courses, hotels, etc)
5. Using land maps as a base develop measures of environmental condition (e.g. beach and water quality, biodiversity) for key tourism related assets. Extend to develop measures of ecosystem services.

6. Other points

- Need for consideration of different roles and responsibilities of different agencies in the collection, organization and dissemination of data
- Pilot study will play a useful role in developing the MST statistical framework internationally
- Need to consider further the ways in which this work can connect to other measurement initiatives, particularly SDG indicators



**Fiji Bureau of
Statistics**



Vinaka! Thank You!