Tourism Development in the Philippines

Purpose: Information
Submitted by: Philippines
PHILIPPINE TOURISM DEVELOPMENT:
Competitive ● Sustainable ● Inclusive.

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Undersecretary (Deputy Minister)
Department of Tourism
Republic of the Philippines

01 June 2018 •
Papua New Guinea

Advancing Free Trade for Asia-Pacific Prosperity
Tourism is an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation; to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos.
Republic Act 9593
Tourism Act of 2009
Develop a globally competitive, environmentally sustainable and socially responsible tourism industry that promotes inclusive growth through employment generation and equitable distribution of income thereby contributing to building a foundation for a high-trust society.
Improve competitiveness and enhance growth

HR Capacity and Service Standards
Expanded Marketing Plan
Transport Infrastructure
Travel Facilitation
Quality Standards
Product Development

Sustainability and inclusive growth

MSME Development in Tourism
Gender and Women Empowerment
Cultural Offerings
Environment and Climate Change Adaptation
Risks and Crisis Management Programs

The National Tourism Development Plan
Turismo • Tao • Trabajo

"PAGABAGO" REDUCING INEQUALITY
Innovation-driven and sustainable growth
Focus on stability and inclusive growth
Trend in International Tourist Arrivals

Source: Department of Tourism / National Tourism Development Plan 2016-2022
2018 is 14.8% than 2017
### Program Highlights

**M.I.C.E.**
- Developed and launched the Philippine MICE Roadmap (2018)

**Cooperation**
- Enhanced Tourism Cooperation thru new Memorandum of Understanding and Implementation Programs (Turkey, Russia, Thailand) (2017)

**Planning**
- Launched the National Tourism Development Plan 2016-2022

**Routes**
- Opened 34 new foreign air routes (1,049,256 additional seats / year) (as of year-end 2017)

**Cruise**
- Strengthened Cruise Industry led to 140 cruise calls carrying a total of 197,950 passengers (as of year-end 2017)
### Philippines’ Hosting FY 2018-2019

<table>
<thead>
<tr>
<th>Event</th>
<th>Venue</th>
<th>Date</th>
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<tbody>
<tr>
<td>ASEAN Gender and Development Forum in Tourism</td>
<td>Manila, Philippines</td>
<td>July 15-18, 2018</td>
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<td>ASEAN Plus Three Workshop / Seminar on Environment Management Standard for Sustainable Tourism Development</td>
<td>Manila, Philippines</td>
<td>August 13-16, 2018</td>
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<td>4th ASEAN Tourism Marketing Partnership Working Group Meeting</td>
<td>Cagayan De Oro City, Philippines</td>
<td>September 2-6, 2018</td>
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<td>53rd APEC Tourism Working Group Meeting</td>
<td>Manila, Philippines</td>
<td>September 16-21, 2018</td>
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<td>ASEAN Plus Three Tourism Youth Summit 2018</td>
<td>Tagaytay City, Cavite, Philippines</td>
<td>October 07-13, 2018</td>
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Tourism Policy is...
IT’S MORE FUN IN THE
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