

Tourism

OUTCOME	STRATEGIES	ACTIVITIES	ACTUAL ACCOMPLISHMENTS 2004-2007	AGENCIES	PREVIOUS MEASURABLE OUTPUTS/TARGETS 2004-2010	REVISED MEASURABLE OUTPUTS/TARGETS 2008-2010																																																							
International arrivals shall increase to 3.27 million in 2010 Increase jobs generated to 3.99 million in 2010	Focus promotion in identified market portfolios	Allocate 60-80% of promotional budget to core markets to implement mix of promotional activities to build awareness and enhance conversion and actual travel to the Philippines Allocate 10-20% of promotional budget to undertake niche marketing in tactical and maintenance markets with focus on diving, ecotourism and adventure as well as developing out-of-the-box programs for the investment markets	<table border="1"> <thead> <tr> <th></th> <th>'04</th> <th>'05</th> <th>'06</th> <th>'07</th> </tr> </thead> <tbody> <tr> <td>visitor arrivals (M)</td> <td>2.3</td> <td>2.6</td> <td>2.8</td> <td>3.1</td> </tr> <tr> <td>Receipts (US\$ B)</td> <td>2.0</td> <td>2.2</td> <td>3.5</td> <td>4.9</td> </tr> <tr> <td>Jobs (M)</td> <td>2.8</td> <td>3.2</td> <td>3.5</td> <td>3.8</td> </tr> </tbody> </table>		'04	'05	'06	'07	visitor arrivals (M)	2.3	2.6	2.8	3.1	Receipts (US\$ B)	2.0	2.2	3.5	4.9	Jobs (M)	2.8	3.2	3.5	3.8	DOT	<table border="1"> <thead> <tr> <th></th> <th>'04</th> <th>'05</th> <th>'06</th> <th>'07</th> </tr> </thead> <tbody> <tr> <td>visitor arrivals (M)</td> <td>2.3</td> <td>2.7</td> <td>3.1</td> <td>3.5</td> </tr> <tr> <td>Receipts (US\$ B)</td> <td>2.2</td> <td>2.6</td> <td>3.0</td> <td>3.4</td> </tr> <tr> <td>Jobs (M)</td> <td>2.8</td> <td>3.3</td> <td>3.7</td> <td>4.3</td> </tr> </tbody> </table>		'04	'05	'06	'07	visitor arrivals (M)	2.3	2.7	3.1	3.5	Receipts (US\$ B)	2.2	2.6	3.0	3.4	Jobs (M)	2.8	3.3	3.7	4.3	<p>Visitor arrivals (Million): 2008 - 3.15 2009 - 3.16 2010 - 3.27</p> <p>Visitor receipts (US\$ Billion) 2008 - 3.19 2009 - 3.20 2010 - 3.31</p> <p>Jobs (Million) 2008 - 3.85 2009 - 3.86 2010 - 3.99</p>															
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			(PhP Million)	2007	2006	2005												
		<p>Develop/promote diverse tourism products</p> <p>Continue research for new markets</p> <p>Expand domestic tourism through implementation of cultural and historical programs jointly with the private sector and local government units (LGUs)</p>	<table border="1"> <tr> <th>(PhP Million)</th> <th>2007</th> <th>2006</th> <th>2005</th> </tr> <tr> <td>Europe</td> <td>81</td> <td>108</td> <td>59</td> </tr> <tr> <td>% of total</td> <td>17%</td> <td>15%</td> <td>12%</td> </tr> </table> <p>Developed and promoted in cooperation with the private sector products such as WOW Phils. holidays, summer vacations, cultural and historical tours, spa and wellness (medical tourism), ecotourism, discovery of destination tours</p> <p>Pilot tested in coordination with tour operators, cultural tour packages in Kalibo, Antique, Roxas, Bacolod, Iloilo and Guimaras</p> <p>Pilot tested the Pampanga/ Bulacan and Iloilo/ <i>Negrense Kulinarya</i> Tour which include discovery of exotic cuisine complemented with historical tours</p>	(PhP Million)	2007	2006	2005	Europe	81	108	59	% of total	17%	15%	12%	<p>DOT, Private sector</p> <p>DOT</p>		<p>Programs worked out with the private sector to promote medical tourism and tourism products</p> <p>New products developed and promoted</p> <p>Historical/ cultural tour packages pilot tested/ implemented</p>
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	Promote sustainable tourism	<p>Implement the Grassroots Entrepreneurship in Ecotourism Program to assist community-based tourism projects in key tourist destinations</p> <p>Promote ecotourism in protected areas that are included in the National Tourism Master Plan</p> <p>Undertake capacity building programs to enhance skills and expertise of LGUs on tourism planning and research, standard setting and policy formulation</p> <p>Establish tourism economic zones (TEZs) in key tourist destinations</p> <p>Prezone and title lands with high potential for identification of TEZs</p>	<p>Completed the concept paper and evaluation of preliminary awardees to be provided with training and technical support</p> <p>Implemented the DOT-JICA Statistical Capacity Building Program in Cebu and Bohol</p> <p>The following TEZs were proclaimed:</p> <ul style="list-style-type: none"> -Resorts and Enterprise Village; -Retirement Village and Vacation; -Villa & Ecotourism Village in Albay; 	<p>DOT, LGUs</p> <p>DENR, LGUs</p> <p>DOT, LGUs</p> <p>OP, DOT PEZA, Private sector</p>	<p>Trainings conducted</p> <p>A minimum of two TEZs declared per annum</p> <p>TEZ site identified</p> <p>Participation of public and private sectors in each TEZ defined</p>	<p>Community tourism enterprises assisted trainings conducted</p> <p>Ecotourism in 29 protected areas in the NEMP promoted</p> <p>LGUs trained on planning, statistics and standards local tourism development plans</p> <p>TEZs proclaimed/ identified</p> <p>New hotels, restaurants resorts developed in TEZs</p> <p>Training programs conducted</p>

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			<ul style="list-style-type: none"> - Pamalican Island Tourism Ecozone in Palawan; - Island Cove Resort and Leisure Park in Cavite; - Boracay Eco-cultural Village Resort in Boracay Island; and - Fort Ilocandia Tourism Ecozone in Laoag City, Ilocos Norte <p>Endorsed the following TEZs and locators to PEZA for approval:</p> <ul style="list-style-type: none"> - Newport City; - Sta Rosa Tourism Complex Zone; - San Lazaro Leisure Park; - Waterfront Cebu Tourism Estate; - Manila Bay Tourism and Leisure Park; - Poro Point Special and Economic Zone; - CCP Culture and Tourism Zone; - John Hay Tourism Special Economic Zone; - Club Misibis (Locator); <p>and</p> <ul style="list-style-type: none"> - Boracay Shangri-la Hotel and Resorts (Locator) 		<p>Number of new hotels restaurants, resorts in the TEZs developed</p> <p>Number of training Programs conducted</p>	

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		Involve other resource-oriented agencies in tourism development	<p>Coordinated with DOH regarding medical tourism and DENR on ecotourism.</p> <p>Implemented (with the DENR and New Zealand Agency for International Development) the National Ecotourism Programme Phase II with focus on visitor services, marketing and standard development</p> <p>Promoted medical tourism (spa and wellness) with DOH through participation in the Spa and Wellness Summit in Thailand and the World Health Tourism Congress in Germany. Won the bid for the Philippines to host the events in 2007</p> <p>Coordinated with DENR on the Hundred Islands National Park.</p> <p>Participated in the 5th UNWTO International Tourism Forum for Parliamentarians and Local Authorities in Tunisia</p>	DOT, DENR, DOH, DTI, Private sector, donors, and Congress	Involvement of other agencies in tourism programs/projects	<p>Tourism programs/projects implemented with other agencies</p> <p>Participation in international events to promote tourism products</p>

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	Reduce/ Minimize barriers to tourism growth	<p>Continue to make tourism a priority area in the Investment Priorities Plan (IPP) and the government sales and investment mission</p> <p>National and local police force will be mobilized to patrol and secure tourist destinations</p> <p>Address security concerns through press relations, increase transparency of tourist safety and resolution of conflicts</p> <p>Frontline services of immigration, custom</p>	<p>Won the bid to host the 6th Forum in the Philippines in 2008</p> <p>Tourism included in the IPP 2004-2007</p> <p>Tourism enterprises located in TEZs provided PEZA incentives</p> <p>(Pls. refer to Chapter 1- Trade and Investments on approved investments in tourism)</p> <p>Conduct of trainings for PNP to improve front line</p>	<p>BOI</p> <p>DOT, PNP, DILG</p> <p>DND, DILG, DFA</p> <p>BID, DFA, DOT</p>	<p>Tourism included in the IPP</p> <p>Increased investments in tourism</p> <p>Attitude of frontline immigration and</p>	<p>Tourism included in the IPP</p> <p>Incentives provided</p> <p>Increased investments in tourism</p> <p>Increased number of police personnel assigned in tourist areas</p> <p>Trainings conducted on tourist security</p> <p>Enhanced security and image</p> <p>Trainings conducted</p>

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		<p>and airport personnel will be upgraded</p> <p>Liberalized air services</p> <p>Pursue air talks with source markets</p> <p>Facilitate charter flights to release constraints in key markets</p> <p>Open up more</p>	<p>services in airports</p> <p>7 ASAs negotiated with China, Japan, Nepal, India, New Zealand, Bahrain, and Korea</p> <p>Initiated liberalization of air services through participation in international cooperations (ASEAN, APEC, WTO/ GATS, BIMP-EAGA)</p> <p>Worked with CAB the grant of permit for various charter flights to the Philippines. Tourism Attaches' in source markets are closely coordinating with charter operators and travel agents to continually schedule charter flights to the Philippines</p> <p>Chartered flights allowed</p>	<p>DOT, CAB</p> <p>DOT, ATO,</p>	<p>customs personnel enhanced</p> <p>Number of ASAs negotiated with partner countries</p> <p>Number of charter flights facilitated/ Organized</p>	<p>Training modules upgraded</p> <p>ASAs negotiated and/or forged with key markets</p> <p>Charter flights facilitated</p> <p>Airports opened up for</p>

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	Recast DOT and its attached agencies	<p>airports for scheduled and chartered flights from key markets</p> <p>Expand operations of local airlines to international routes to service unmet demand</p> <p>Develop financial programs with GFIs and local banks for credit window for micro and small tourism enterprise</p> <p>Liberalize Visa policies and regulations to allow free and smooth entry of tourists</p> <p>Refer to Chapter 21: Bureaucratic Reforms</p>	<p>in Kalibo, Cebu/Mactan and Puerto Princesa, and Clark Airports</p> <p>Operations of local airlines (Cebu Pacific, Asian Spirit and SeaAir) expanded to international flights such as Korea, Palau, and China</p> <p>Worked with DBP to develop a Health and Wellness Access Loan Program which provides credit window/ loans</p> <p>The following Visa policies were issued:</p> <ul style="list-style-type: none"> - Visa upon arrival for Chinese tourists; - 21-day Visa entry for Russians; - change of status for Chinese; and - India as nonrestricted nationals <p>Submitted Rationalization Plan to DBM</p>	<p>CAB, CDC</p> <p>DOT, Airlines</p> <p>DOT, GFI, Local Banks</p> <p>DOT, BI, DFA</p>	<p>Increased private sector investment/ availment</p> <p>Interregional travel facilitated Visa issuance process streamlined</p> <p>Completed Rationalization Plan</p>	<p>international operations</p> <p>Local airlines expanded operations to international routes</p> <p>Financial programs developed for Micro and Small Tourism Enterprises</p> <p>Interregional travel facilitated</p> <p>Visa issuance process streamlined</p> <p>Implemented Rationalization Plan</p>

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