

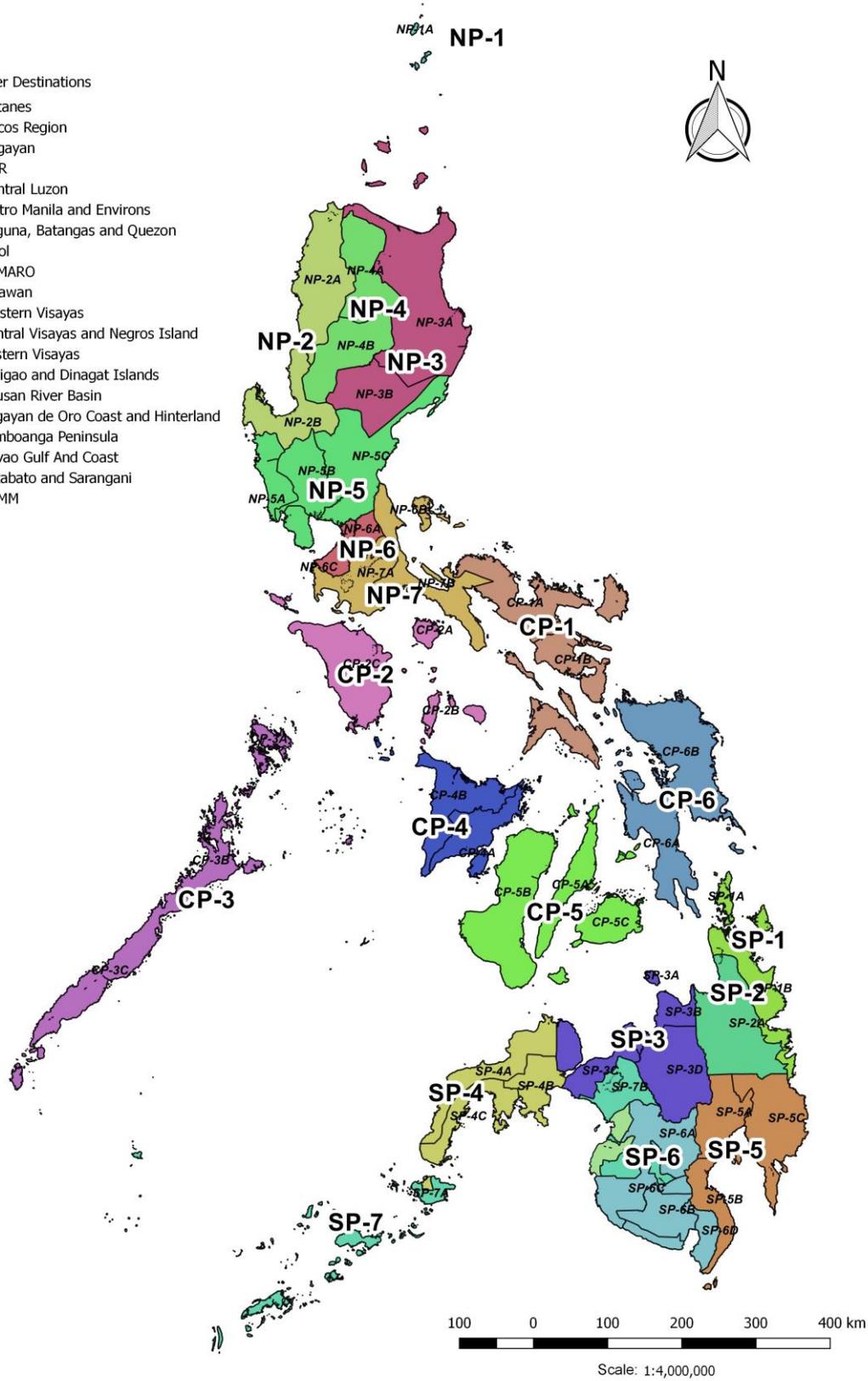


**NATIONAL TOURISM DEVELOPMENT PLAN  
2016-2022**

**Legend**

Tourism Cluster Destinations

- NP-1: Batanes
- NP-2: Ilocos Region
- NP-3: Cagayan
- NP-4: CAR
- NP-5: Central Luzon
- NP-6: Metro Manila and Environs
- NP-7: Laguna, Batangas and Quezon
- CP-1: Bicol
- CP-2: MIMARO
- CP-3: Palawan
- CP-4: Western Visayas
- CP-5: Central Visayas and Negros Island
- CP-6: Eastern Visayas
- SP-1: Surigao and Dinagat Islands
- SP-2: Agusan River Basin
- SP-3: Cagayan de Oro Coast and Hinterland
- SP-4: Zamboanga Peninsula
- SP-5: Davao Gulf And Coast
- SP-6: Cotabato and Sarangani
- SP-7: ARMM



**Map of Cluster Destinations<sup>1</sup>**

## Introduction

The National Tourism Development Plan 2016-2022 is a continuation of the National Tourism Development Plan 2011-2016 formulated in 2010 by the Department of Tourism as mandated by Republic Act 9593 or the *Tourism Act of 2009*. It was completed with the assistance of Asia Pacific Projects, Incorporated, in association with Indra Philippines.

The vision of developing a highly competitive and environmentally sustainable tourism industry that is focused on creating inclusive growth was adopted to provide the long-term implementation framework consistent with the declaration of policy set forth in the Tourism Act of 2009.

The Department of Tourism started the review of the original Plan in December 2015 followed by extensive consultations with National Government Agencies and private tourism-related associations in January 2016. Through March 2016, a series of focus group discussions and consultations were undertaken on a regional, provincial, and local level participated in by sectors representing local tourism and business councils, local government units, non-governmental organizations, and the academe.

The extensive discussions were also supported by a SWOT survey conducted among the participants which essentially validated some issues identified in the first Plan as continuing challenges that remain to be addressed in the coming years. The industry's performance vis-à-vis the economic goals and targets set forth during the period of 2011-2016, likewise, formed the basis for strategic programs and action plans covering 2016-2022 laying down the basis for the new goals and targets.

Efforts have been undertaken to consolidate the gains already made and adopt a more strategic and innovative approach in exploring new opportunities to pursue inclusive growth which will be done by expanding community participation across the full range of facilities and services planned in the tourism circuits and development areas.

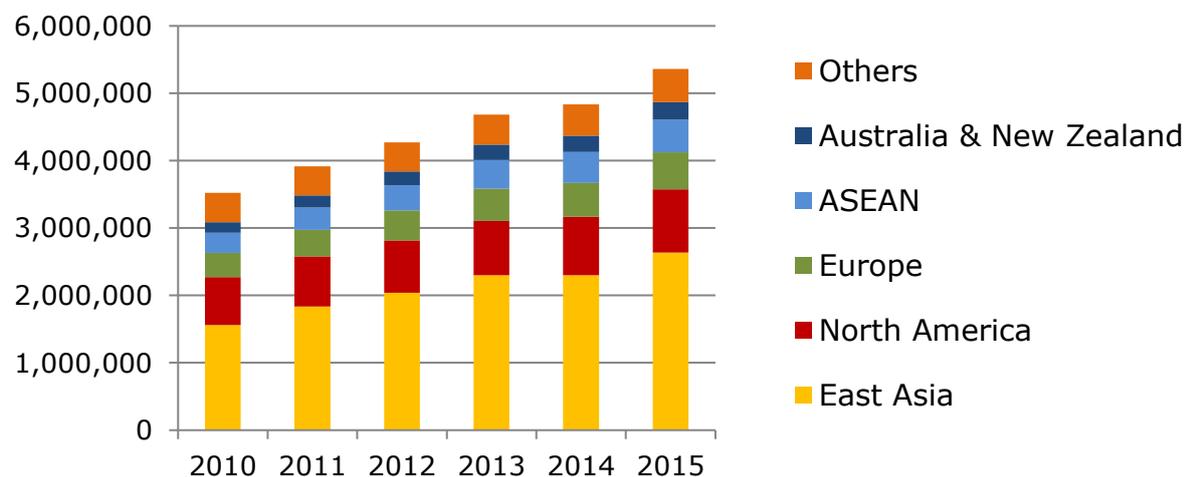
Continuity is the cornerstone of the new Plan with special focus on what is achievable as well as on building on the momentum of what has already been initiated through the efforts of the numerous stakeholders comprising the tourism industry.

The NTDP 2016-2022 seeks to build and upscale the implementation of tourism programs through a focused and prioritized approach which is designed to deliver a more competitive, sustainable and inclusive tourism sector.

## I. Philippine Tourism Industry Profile

**Tourism Act of 2009:** Republic Act 9593, otherwise known as the Tourism Act of 2009, provides for the improvement of the Philippines’ tourism competitiveness. Outlined in Section 36 is the need for updated national tourism plans to address the evolving needs and capabilities of the industry.

**Economic Performance:** The growth of foreign visitors and domestic travelers during the period of 2011-2015 together with the attendant increases in their lengths of stay and daily expenditures resulted in an increase in internal tourism expenditures to Php 2.0 trillion in 2015 up from 1.4 trillion in 2011. Likewise, tourism gross value added of Php 1.0 trillion represented an 8.2% increase share of the country’s GDP. Employment in the tourism sector also grew to 5.0 million reflecting a 12.7% increase of national employment over the previous year (2014).



Philippine International Arrivals by Region (2010-2015)<sup>2</sup>

**Foreign Markets:** The East Asian region representing the countries of Korea, Japan, and China comprises the largest source markets for the Philippines, constituting 49.2% of total international visitor traffic in 2015, and will continue to be the leading source markets in both the short and medium term periods as air seat capacities are sufficient to accommodate larger traffic volumes.

North America, consisting of the United States of America (USA) and Canada, with over 938,000 visitor arrivals in 2015, constitutes the 2<sup>nd</sup> largest regional source, at 17.5% of the total visitor traffic to the country. This market, being mainly Filipino-Americans, contribute substantially to foreign exchange receipts due to their extended length of stay averaging 12.4 days. North America also represents a main source of repeat visitors.

Europe is the 3<sup>rd</sup> largest regional market source with the United Kingdom, Germany, and France as the main source countries, with the Scandinavian sub-region likewise exhibiting positive growth rates during the past years. The continued absence of direct flights from European air carriers (Philippine Airlines operates London-Manila-London 5 flights weekly) has dampened marketing efforts, though the Philippines continues to be featured as part of multi-country itineraries for adventure travelers. Twinning programs with ASEAN air carriers, particularly Singapore Airlines, should be explored to increase market share coming from identified European markets.

ASEAN is the 4<sup>th</sup> largest regional source market, comprising 9.0% of the total international traffic with the countries of Singapore and Malaysia as the top markets, considering their extensive air services to the country. Further growth can be achieved by pursuing intensive promotional activities in Indonesia, Thailand, and Vietnam by pushing new products (Entertainment City in Manila, and cultural and historical destinations in the Visayas Region).

Australia and New Zealand are the 5<sup>th</sup> largest source markets, exhibiting a respectable growth rate of 8.0%, reflecting the increase in air routes to Australia, and is bound to further grow due to the possible introduction of direct air services by New Zealand's national air carrier. While relatively small in volume (261,000 in 2015), the duration of stay by these travelers average more than 10 days.

All country markets posted positive growth rates in 2015 with double-digit growth from China, Taiwan, Korea, United Kingdom, and Malaysia. The overall total of 5,360,682 for 2015 represented a 10.91% growth rate over 2014, reflecting a sentiment that the industry has now recovered over the natural calamities that befell the country in the past three years. Political issues with some neighboring countries, likewise, have been quietly resolved, if not set aside, and a "business as usual" attitude has prevailed.

Of particular significance are the short haul markets of Hong Kong and Taiwan that have gradually stabilized and are expected to improve its growth rate in the coming years. Improvements of the Philippine image as a safe and secure destination is important as both Hong Kong and Taiwan, though small in terms of their population base, are rich sources of continuous and repetitive visitors.

The ASEAN region, through the establishment of a regional bloc, should be capitalized on as unrestricted access for regional carriers have been ratified by member countries. As it is, only Singapore and Malaysia appear in the Philippines' top country markets. Arrivals, therefore, could pickup with more air routes being introduced and improvements on our product offerings for this regional market being initiated.

**Domestic Market:** The volume of domestic travelers rose to 67.81 million per data from the 2015 Domestic Household Survey conducted by the Philippine Statistical Authority. This rise in domestic travelers represents a CAGR of 14.3% for the period 2010 – 2015, reflecting the increasing economic growth rate per capita (Gross Domestic Product grew at an annual rate of 5%, and Gross National Income at 4.2%

higher than the 2.04% population growth rate). Likewise, the growing acceptance of travel as part of the modern lifestyle and to a certain extent, the increasing urbanization of society, resulted in the need to seek different environments and activities away from cities. The volume of domestic travelers include “excursionists” or persons who travel outside their usual place of residence and return on the same day as differentiated from a tourist who would stay at least 24 hours away from his residence.

The average daily expenditure of the domestic traveler grew from Php 1,686/day to Php 2,172/day from 2010 to 2015 while their length of stay was assumed to be a constant of 5 nights.

The same study calculated a total revenue of Php 1,771 billion in 2015 which accounted for 18% of a Filipino household’s final consumption.

**Purpose of Visit:** The dominant reason for visiting the country has been traditionally for leisure and holiday purposes (56.37%) and considering the popularity of island and coastal destinations, could very well be mainly for beach holidays and other nature-based activities. The second main purpose is for visiting friends and relatives at 8.80%, closely followed by the third group segment that identified business as their main purpose of travel (7.59%).

Other reasons cited for travelling to the Philippines consisted of education purposes, attendance to conventions and incentive meetings, official missions, and medical reasons, among others.

**Length of Stay:** The average length of stay of international visitors to the country grew from 8.0 nights in 2010 to 9.9 nights by 2015. These figures are one of the longest in ASEAN. They are led by visitors emanating from the USA at 12.4 nights while Korean visitors stayed for a period of 5.4 nights for the year 2015.

**Daily Expenditure:** The average daily expenditure by foreign tourists in 2015 stood at US\$ 107.4/day, showing an improvement over 2010 by US\$ 23.5. Accommodation expenses topped the expense category at 36% which showed a substantial increase over 2010 figures by 13%, followed by F&B related expenses, at 26% of their average daily expenditure. Shopping expenditures stood at 16%, down from the high of 27% posted in 2010.

Following are entertainment at 14%, and transport expenses, which stood at 5% of foreign visitors’ average daily expenditure.

**Tourism Products:** The 2011-2016 NTDP called for the implementation of a tourism product strategy through the enhancement of existing products and the introduction of new ones as a manner of diversifying the country’s product portfolio to increase the level of competitiveness and improve the travel experience of visitors.

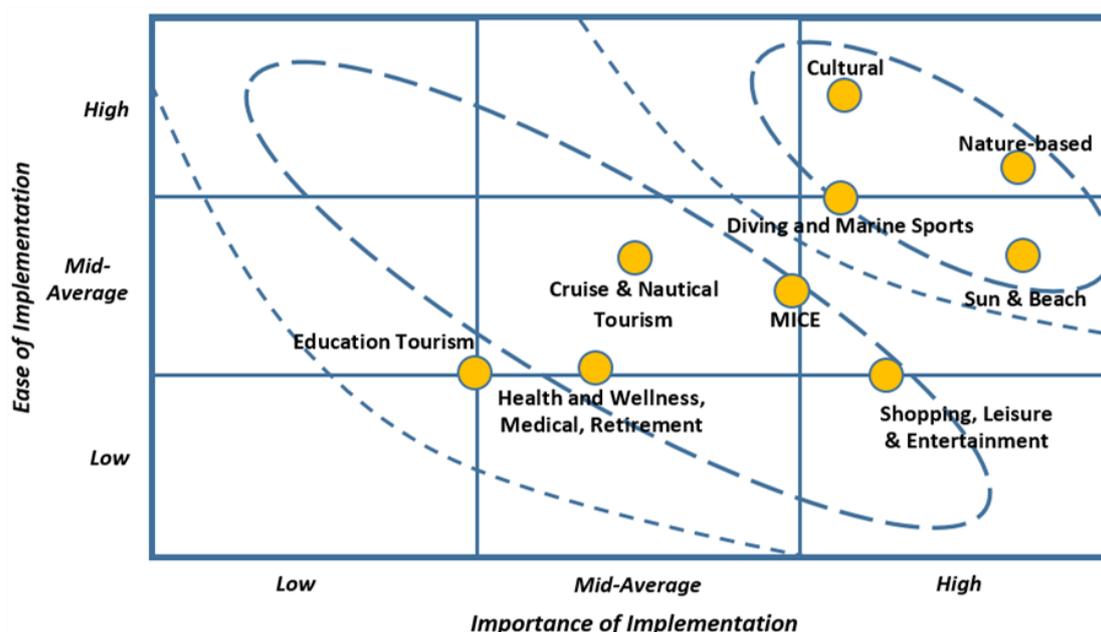
A bottom-up approach shall be adhered to in the formulation of local tourism plans. The extent of tourism site development embodied in the 49 Tourism Development Area Profiles particularly those catering to nature- and culture-based tourism will be the decision of Local Government Units and community stakeholders in adherence to sustainability and inclusive growth objectives. Nature/Adventure type of products are seen to be a growing offering in the future, particularly those emphasizing eco-friendly practices.

The 2016-2022 NTDP continues to adopt the product portfolio originally developed and has identified the core products appropriate to the clusters and Tourism Development Areas. The tourism products have been categorized into:



Philippine Tourism Product Portfolio<sup>3</sup>

The Figure below graphically measures the rank of the nine (9) products using the Importance criteria and the Ease of Implementation criteria:



Measures of the 9 Product Portfolio

The Key Products consisting of Sun and Beach Tourism, Nature-Based Tourism, Cultural Tourism, as well as Diving and Marine Sports, should be given the highest priority due to their strong attractiveness to a wide range of country markets. Efforts must be undertaken to attract investments on the development of integrated beach resort destinations. Likewise, the need for developing sites and programs taking advantage of the country's rich cultural heritage and festivals should be pursued. The opening up of selected National Parks for leisure pursuits, as well as ecotourism sites, will widen the scope of Nature-based Tourism offerings. Both nature and culture-based products exhibit the highest potential for community participation, particularly in the rural areas.

The MICE, Shopping, Leisure and Entertainment as Strategic Products have developed substantially these past years due to expanded infrastructure, particularly in Metro Manila and in selected urban centers. These products are well situated to attract regional events and travelers but will continue to require investments and human resource development.

Infrastructure issues for Cruise Tourism, particularly in improving transit ports of call, are now being addressed but still exhibit limited potential until such time as a dedicated cruise terminal in Manila is put in place.

Health and Wellness, Medical and Retirement Tourism facilities continue to pose a constraint in its attractiveness from a global standpoint. Presently, they are not ranked as Key Products due to the considerable investments required to cater to the market.

Education Tourism continues to be a Niche Product as the country's appeal in this area is limited to one or two markets only. The country's educational system has yet to be realigned to international standards. Substantial infrastructure limitations will also have to be addressed.

The sub-product of Nautical Tourism, while exhibiting a big potential due to the country's archipelagic nature, is considered as a Niche Product as it will require investments in skilled labor and specialized infrastructure, and will need strong compliance with safety and marine regulations.

Airport Terminal Capacity (2015)<sup>4</sup>

<b>GATEWAY</b>	<b>TERMINAL CAPACITY (2015)</b>	<b>TOTAL PAX TRAFFIC (2015)</b> <b>A = B+C</b>	<b>DOM PAX (2015)</b> <b>B</b>	<b>INTL PAX (2015)</b> <b>C</b>
	<b>(M)</b>	<b>(M)</b>	<b>(M)</b>	<b>(M)</b>
<b>Manila</b>	30	36.6	19.40	17.20
<b>Clark</b>	4	0.9	0.04	0.83
<b>Cebu</b>	4.5	7.8	5.80	2.00
<b>Davao</b>	2	4.1	4.10	0.05
<b>Iloilo</b>	1.2	1.7	1.62	0.06
<b>Kalibo</b>	0.7	2.4	0.99	1.40
<b>Caticlan</b>				
<b>Palawan</b>	0.4	1.4	1.40	0.02
<b>Bohol</b>				
<b>Bicol</b>				
<b>Laoag</b>		0.2		
<b>Bacolod</b>		1.4		
<b>Laguindingan</b>				
<b>TOTAL</b>	<b><u>42.8</u></b>	<b><u>56.5</u></b>	<b><u>33.35</u></b>	<b><u>21.56</u></b>
			<b>60.73%</b>	<b>39.27%</b>

**Accessibility:** The chart above shows that airports have exceeded capacities already and that expansion is imperative.

The continued rise of domestic travelers will also exert pressure on the ability of Philippine airports to accommodate and service the additional volume of air passengers. The expansion of the country's road network to major travel destinations as well as new roads leading to the opening of tourism sites, while putting additional pressure for increases in infrastructure investments, shall also impact in creating a larger base of beneficiaries representing job opportunities and expansion of small-scale business enterprises in provincial areas.

Room Capacity (2015)<sup>5</sup>

Region	Accommodation Capacity	
	Enterprises	Number of Rooms
NCR	472	44,558
CAR	342	8,438
Region I	651	9,614
Region II	329	5,460
Region III	661	18,733
Region IV-A	461	8804
Region IV-B	928	12,293
Region V	517	8,018
Region VI	1,004	21,320
Region VII	1,411	31,507
Region VIII	458	6,300
Region IX	345	6,219
Region X	544	11,950
Region XI	475	11,306
Region XII	378	6,493
Region XIII	353	5,075
<b>TOTAL</b>	<b>9,329</b>	<b>216,088</b>

Total Employment in the Philippines and Employment in Tourism Industries (2013)<sup>6</sup>  
(In thousand persons)

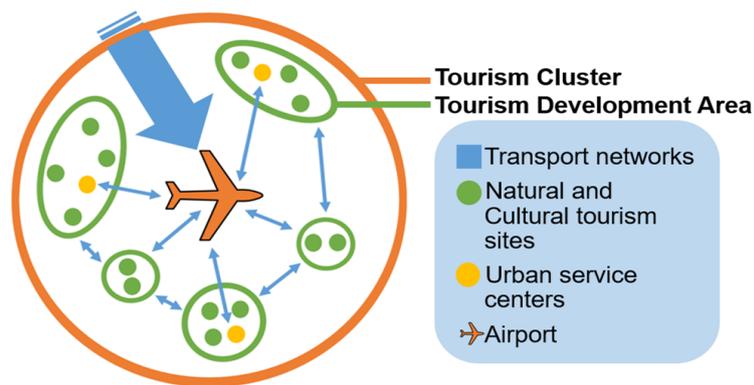
	2013
<b>TOTAL EMPLOYMENT IN THE PHILIPPINES</b>	<b>38,118</b>
<b>TOURISM CHARACTERISTIC INDUSTRIES</b>	<b>4,709</b>
Accommodation, Food & Beverage	1,601
Passenger Transport (land, water & air)	1,746
Travel Agents, Tour Operators & Tour Guides	29
Recreation, Entertainment & Cultural Services	343
Retail Trade on Tourism-characteristic Goods	312
Miscellaneous (incl. Health & Wellness etc.)	678
<b>SHARE OF TOTAL EMPLOYMENT</b>	<b>12.4%</b>

**Employment in Tourism Sector:** As a labor-intensive economic sector, employment in tourism-related industries grew by about 1 million jobs during the period 2010-2013 reaching 4.7 million which represents 12.4% of the total employment in the Philippines in 2013. Job opportunities will continue to grow substantially due to foreseen development in the tourism industry in the coming years.

## II. Guiding Principles & Vision

Aligned with the key pillars of Ambisyon Natin 2040, “Matatag, Maginhawa, at Panatag,” and the framework of the Philippine Development Plan 2017-2022, the NTDP 2016-2022 envisions to:

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.



### Tourism Cluster Concept

**Cluster Concept:** In the pursuit of the tourism vision, the National Tourism Development Plan continues to adopt the cluster approach as a destination development strategy in the implementation of complementing programs involving transport networks, infrastructure projects, accommodation and recreational facilities, human resource development, and marketing plans, all directed to support the development of tourism destinations throughout the country. From a physical perspective, clustering involves linking several Tourism Development Areas (TDAs) into a logical grouping of transport networks, natural and cultural tourism sites, as well as urban service centers that provide facilities and amenities, all serviced by at least a primary gateway.

TDAs have the following key attributes:

- Good air, sea, and road interconnected systems resulting in ease of travelling to and within areas;
- Presence of key infrastructure to support power, water, sewage/ solid waste disposal and telecommunication requirements of the community and expected visitors;
- Sufficient supply of a range of accommodation facilities;
- Restaurants, shopping, recreational and entertainment facilities; and
- Day and half-day tour/sightseeing programs and activities to natural and cultural sites.

Some of the TDAs could lack some support infrastructure to adequately meet the requirements of both the community and expected visitors. Such deficiencies like poor last mile access, inadequate power, lack of health and safety facilities as well as comfortable and pleasant activities will be addressed in this plan.

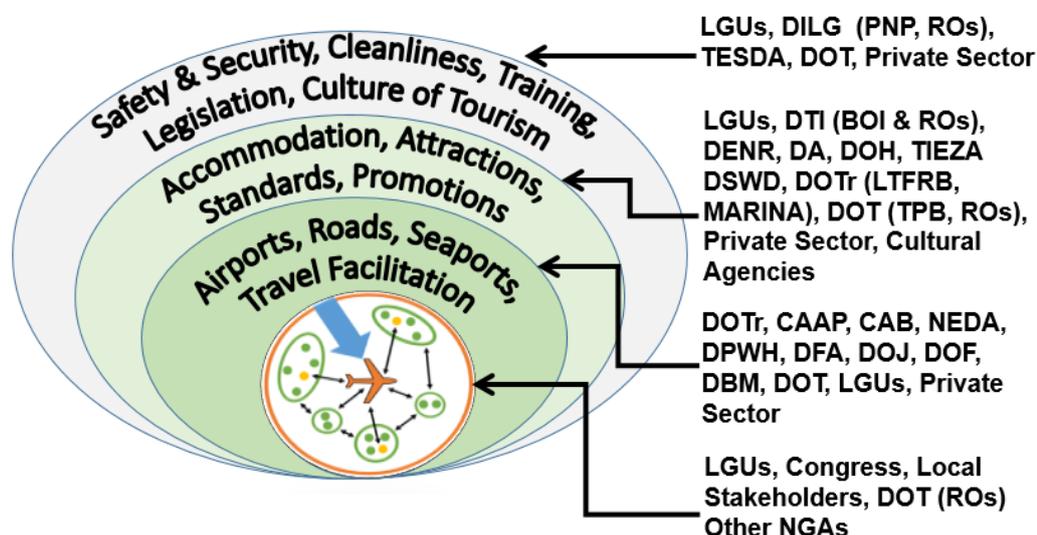
The 2016-2022 Plan has rationalized the number of TDAs from 78 to 49 so as to provide greater focus on the relationship of adjoining clusters in order to implement the proposed development of tourism circuits.

### NTDP 2016-2022 Tourism Development Clusters and Areas

<b>Grouping</b>	<b>Cluster Destinations</b>	<b>Tourism Development Areas</b>
Northern Philippines	NP-1: Batanes	NP-1A: Batanes
	NP-2: Ilocos Region	NP-2A: Ilocos Norte Ilocos Sur Abra
		NP-2B: La Union Pangasinan
	NP-3: Cagayan	NP3-A: Cagayan Isabela
		NP3-B: Quirino Nueva Vizcaya
	NP-4: CAR	NP4-A: Apayao Kalinga
		NP4-B: Benguet Ifugao Mountain Province
	NP-5: Central Luzon	NP5-A: Zambales Bataan
		NP5-B: Clark Subic Tarlac Pampanga
		NP5-C: Bulacan Nueva Ecija Aurora
	NP-6: Metro Manila and Environs	NP6-A: Metro Manila e.g. Quezon City Makati City Manila City
		NP6-B: Rizal
		NP6-C: Cavite
NP-7: Laguna, Batangas and Quezon	NP-7A: Laguna Batangas	
	NP-7B: Quezon	
Central Philippines	CP-1: Bicol	CP1-A: Camarines Norte Camarines Sur Catanduanes
		CP1-B: Albay Masbate Sorsogon
	CP-2: MIMARO	CP2-A: Marinduque
		CP2-B: Romblon
		CP2-C: Oriental Mindoro Occidental Mindoro

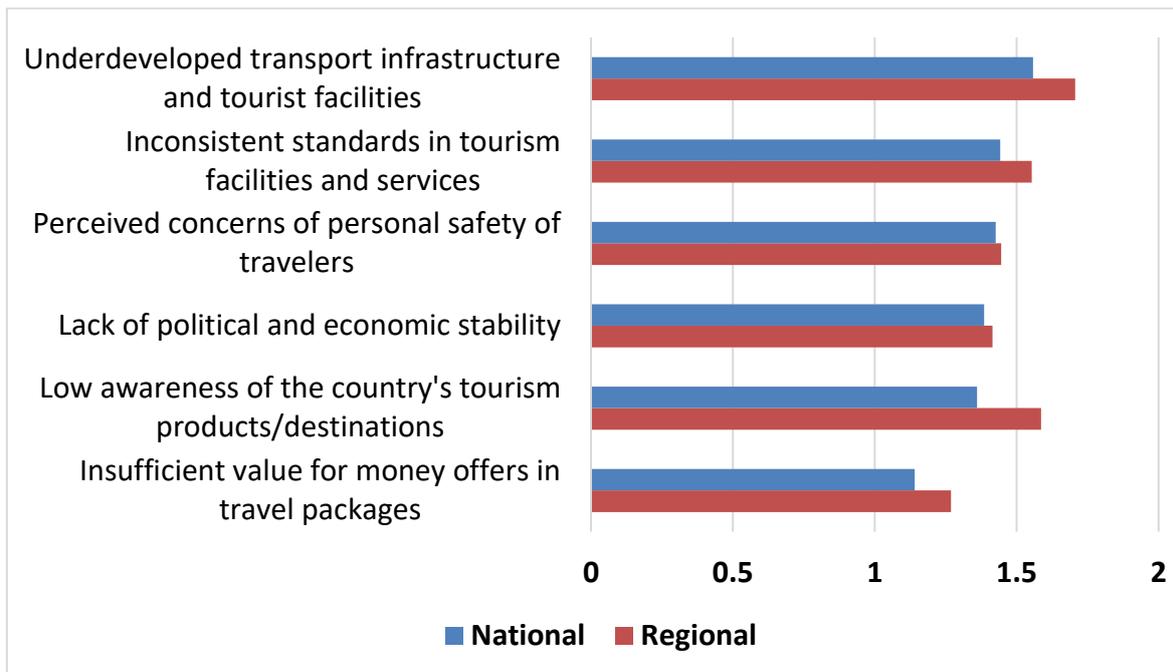
<b>Grouping</b>	<b>Cluster Destinations</b>	<b>Tourism Development Areas</b>	
	CP-3: Palawan	CP3-A: Calamianes Group of Islands	
		CP3-B: North Main Land	
		CP3-C: South Main Land (Puerto Princesa)	
	CP-4: Western Visayas	CP4-A: Iloilo Guimaras	
		CP4-B: Antique Aklan Capiz	
	CP-5: Central Visayas and Negros Island	CP5-A: Cebu	
		CP5-B: Negros Oriental Negros Occidental Siquijor	
		CP5-C: Bohol	
	CP-6: Eastern Visayas	CP6-A: Leyte Southern Leyte Biliran	
		CP6-B: Samar Northern Samar Eastern Samar	
	Southern Philippines	SP-1: Surigao and Dinagat Islands	SP1-A: Dinagat Islands Siargao Island
			SP1-B: Surigao Del Norte Surigao Del Sur
SP-2: Agusan River Basin		SP2-A: Agusan del Norte Agusan del Sur	
SP-3: Cagayan de Oro Coast and Hinterland		SP3-A: Camiguin	
		SP3-B: Cagayan de Oro City Misamis Oriental	
		SP3-C: Misamis Occidental Iligan City Lanao del Norte	
		SP3-D: Bukidnon	
SP-4: Zamboanga Peninsula		SP4-A: Zamboanga Del Norte	
		SP4-B: Zamboanga Del Sur	
		SP4-C: Zamboanga Sibugay Zamboanga City Isabela City	
SP-5: Davao Gulf And Coast		SP5-A: Davao Del Norte Davao City Samal Island	
		SP5-B: Davao Del Sur Davao Occidental	
		SP5-C: Compostela Valley Davao Oriental	
SP-6: Cotabato & Sarangani		SP6-A: Cotabato	
		SP6-B: South Cotabato	
		SP6-C: Sultan Kudarat	
		SP6-D: Sarangani	
SP-7: ARMM		SP7-A: Basilan Tawi-Tawi Sulu	
		SP7-B: Lanao Del Sur Maguindanao	

**Convergence Concept:** Following the recommendations for strengthening the institutional capacity of public and private stakeholders, ensuring participatory governance and creating successful partnerships, a tourism governance and management framework was formulated to allow convergence of approach in national, regional, and local levels at both strategic and tactical horizons.



Tourism Convergence Principle

The Convergence Principle draws heavily on Rule VIII-Tourism Governance and various chapters of the Tourism Act. Various sections spell out the shared responsibilities of the national and local governments particularly in tourism development planning, the formulation of an accreditation system as a basis for promulgating rules and regulations in the operation of tourism enterprises, and the designation tourism zones and areas. The establishment of a tourism infrastructure program to support the needs for vital access roads, airports, seaports, and other requirements necessitated convergence programs with DPWH, DOTr, including DBM to provide priority status and funding of transport infrastructure programs. Likewise, together with DFA, DOJ, DTI-BOI and DOT policies and practices covering travel formalities and its facilitation are to be reviewed to develop systems and procedures that will encourage visits and longer stay of foreign tourists in the Philippines. Also, the National Ecotourism Strategy formulated by DENR and DOT through the National Ecotourism Steering Committee (NESC) integrated its efforts in identifying ecotourism sites for its development, conservation, and eventual conversion into Tourism Enterprise Zones.

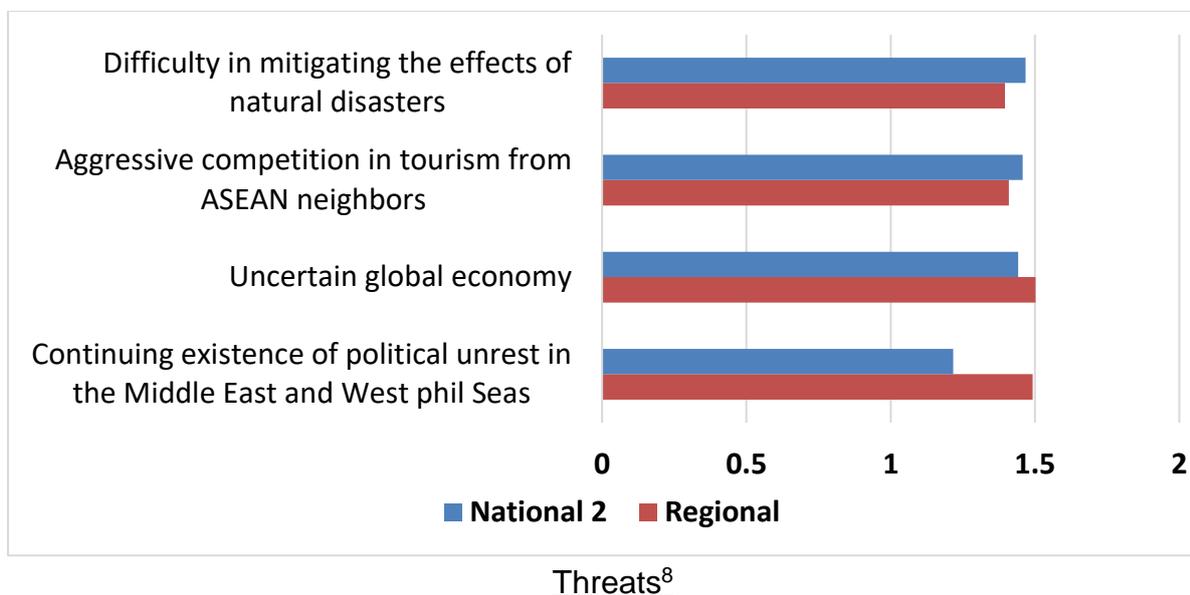


Weaknesses<sup>7</sup>

**Industry Concerns:** Part of the Focus Group Discussions held in selected regions involved the conduct of a SWOT survey that sought to identify and measure the general characteristics and status of the tourism industry in both the national and regional contexts.

Results from the survey showed that from both the national and regional perspective, the underdeveloped state of transport infrastructure and tourism facilities continue to rank as the most urgent concern (the same result is resulted in the NTDP 2011-2016) and continue to be a weakness that requires immediate remedial action for strong government investments and private sector involvement.

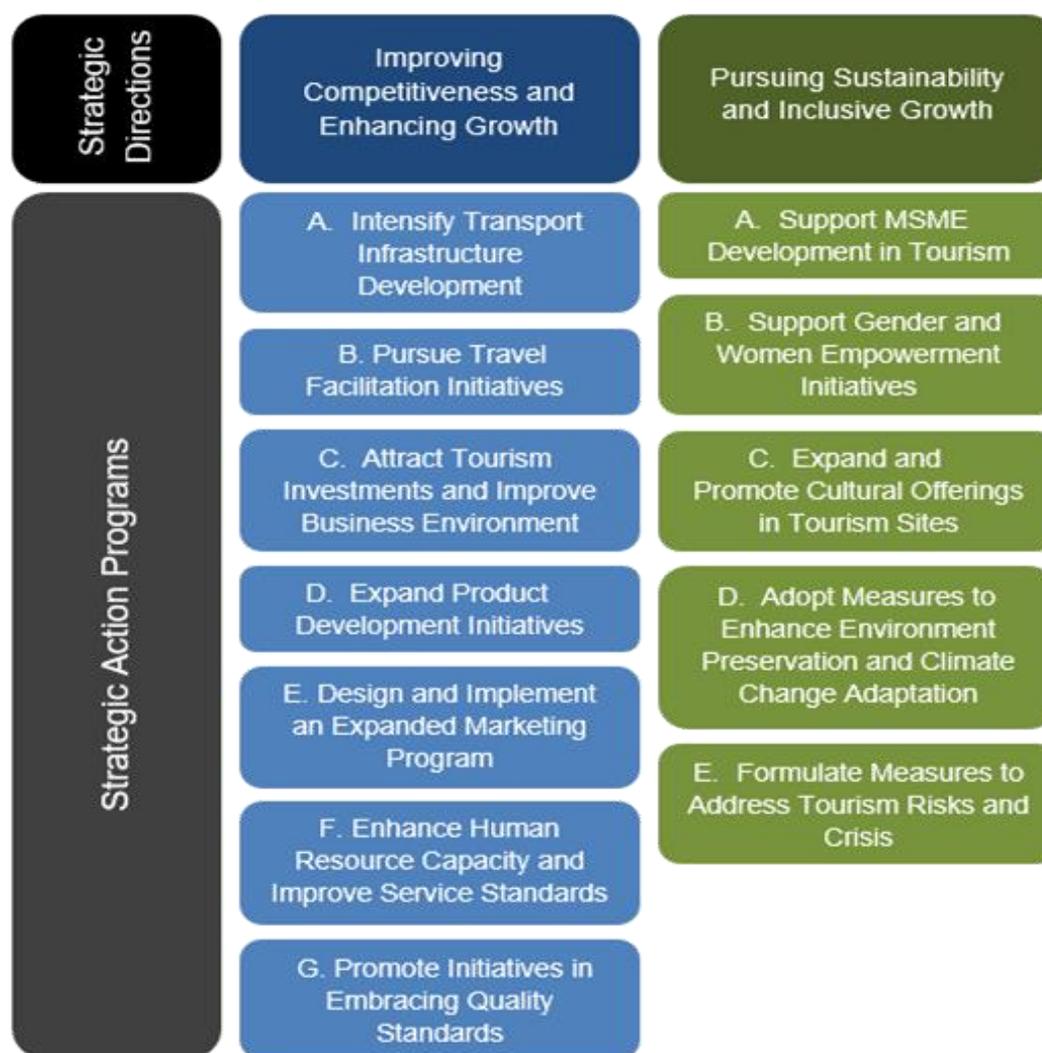
A close second is the inconsistent standards in tourism facilities and services, followed by perceived concerns of personal safety of travelers. Such areas need to be addressed in order to move the development of tourism forward.



From a national perspective, natural disasters and aggressive competition from ASEAN neighbors are ranked as the top threats to Philippine tourism. The political unrest existing in the Middle East and certain parts of the west together with uncertainties in the global economy serve as the major threats to regional tourism.

The Strategic Directions set forth in this Plan enumerates the various programs essential in addressing the weaknesses and threats which will require lobbying for sufficient resources to address infrastructure and security gaps. DOT and the private sector should capitalize on the excess capacity to absorb travelers in the central part of the country through the expanded and new existing gateways in Cebu-Mactan, Iloilo, Bacolod, and eventually Panglao, Bohol while the proposed new international airport for Metro Manila is under study. New routes to tourist destinations serviced by these gateways should be encouraged vigorously while at the same time enhancement of tourist sites in destinations served by these gateways should be undertaken. Expansion of air charter operations should also be supported.

### III. NTDP Strategic Direction Action Programs

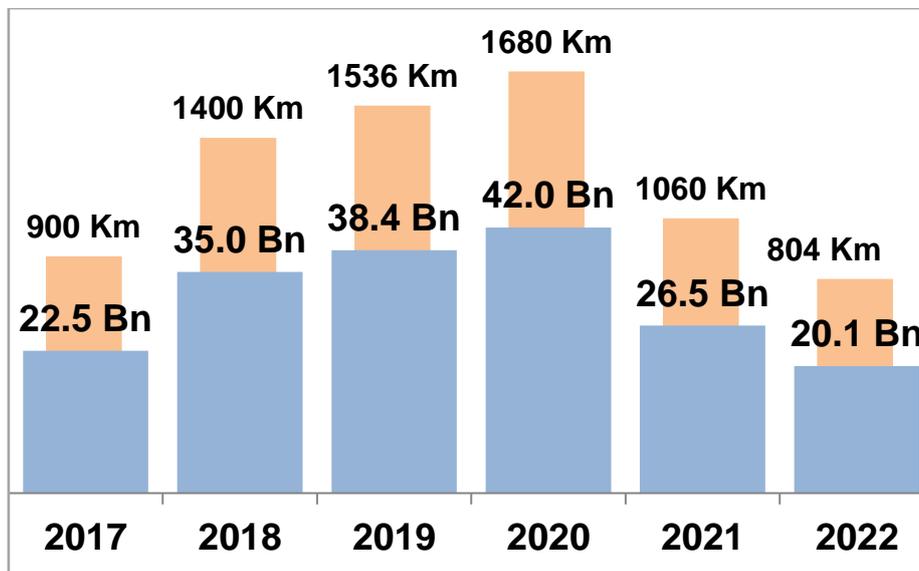


NTDP 2016-2022 Strategic Directions and Programs

**Intensify Transport Infrastructure Development:** Crucial to meeting the targets for both foreign tourist arrivals and domestic air passengers is the successful implementation of capacity enhancement programs for the Ninoy Aquino International Airport and all international gateways of the country together with the attendant modernization of facilities and streamlining of operations. This includes meeting the completion schedules of the international airports in Bohol and Bicol (estimated 2020). The privatization of all international air terminal operations should also be studied by DOTr/CAAP. In support of the National Cruise Tourism Strategic Plan, designated transit ports of call have been identified for upgrading in order to accommodate cruise ships. The expansion of the Tourism Road Infrastructure Program with DPWH is recommended to be pursued so as to develop tourism circuits and improve connectivity with the designated tourism destination areas and tourism sites.

Distribution of International Visitors by Gateways (2015/2022<sup>9</sup>)

Gateway	Terminal Capacity (2015)	Total Pax Traffic (2015) A = B+C	Domestic Pax Traffic (2015) B	Foreign Pax Traffic (2015) C	International Tourist Throughput Traffic (2015) D	Share of Int'l Tourists to Total International Traffic (2015) E = D/C	Projected Terminal Capacity (2022) F	Int'l Tourist Throughput Traffic (2022) G
	Million	Million	Million	Million	Million	Percent	Million	Million
Manila	30.0	36.6	19.40	17.20	7.40	40.7%	35.0	9.00
Clark	4.0	0.9	0.04	0.83	0.32	38.5%	7.5	1.90
Cebu	4.5	7.8	5.80	2.00	1.70	85.0%	15.0	8.80
Davao	2.0	4.1	4.10	0.05	0.02	40.0%	6.7	0.12
Iloilo	1.2	1.7	1.62	0.06	0.01	11.3%	4.5	0.24
Kalibo	0.7	2.4	0.99	1.40	1.00	71.4%	2.4	0.92
Caticlan							3.0	1.60
Palawan	0.4	1.4	1.40	0.02	0.02	100.0%	2.0	0.46
Bohol							1.7	0.32
Bicol							2.4	0.16
Laoag		0.2					2.0	0.22
Bacolod		1.4					3.0	0.08
Laguindingan							4.3	0.09
<b>TOTAL</b>	<b>42.8</b>	<b>56.5</b>	<b>33.35</b>	<b>21.56</b>	<b>10.45</b>	<b>48.5%</b>	<b>89.5</b>	<b>24.00</b>
			60.73%	39.27%				



Tourism Roads 2017-2022 (in Billions Php & Km)<sup>10</sup>

**Pursue Travel Facilitation Incentives:** Aggressively promoting routes and additional air services utilizing the new and expanded airports will be essential in providing the necessary seat capacities to meet visitor targets. Likewise, crucial would be the adoption of a program to increase seat entitlements between the Philippines and the targeted growth country markets through the conduct of air negotiations. Hand in hand with these initiatives would be introducing new immigration policies and procedures

such as electronic visa issuances, visa-upon-arrival systems, and streamlining visa application systems, particularly for Indian and Chinese nationals.

**Attract Investment and Improve Business Environment:** While transport infrastructure development is being undertaken, equally crucial to the country's tourism competitiveness is expanding the available transportation equipment primarily through acquisition of additional aircraft, ferry vessels, and tour coaches (buses) together with the expansion of the country's accommodation supply (i.e. hotel and resort rooms) through private investments in this sector. Expanding the tourist product offerings by fast-tracking TIEZA TEZ projects through the completion of planned integrated resort complexes, heritage and cultural theme parks, and ecotourism destinations will provide the tourism industry a more diverse tourism experience. With the tourism incentives program of TIEZA resolved, an investment promotions campaign highlighting the opportunities of developing tourism facilities in the county's identified tourism development areas, especially in the priority clusters, can now be undertaken.

**Expand Product Development Initiatives:** The development of the tourism circuits as proposed in this plan will result in greater connectivity between tourism development areas and sites which will, in turn, bring travel-related business opportunities closer to local communities. Likewise, alternative travel through roads and roll-on-roll-off port facilities will relieve existing pressure on airports. For these proposed tourism circuits to thrive, improved access and visitor facilities to natural and heritage sites, monuments and landmarks, selected national protected areas and sanctuaries as well as service centers will have to be undertaken through public and private sector investments.

**Implement an Expanded Marketing Program:** The coming years' expanded marketing program for foreign markets will consist of four major thrusts involving the continuation of the "It's more fun in the Philippines" branding campaign, market penetration strategies through expanded trade and consumer activities in the 12 major markets, the design of market development programs for the identified 12 new markets, and product-market development programs specific to the tourism product portfolio, with emphasis on MICE and Cruising products. A domestic multi-media tourism promotions campaign is also being advocated to promote new destinations with special focus on heritage and ecotourism sites. The domestic promotions program shall go hand in hand with the tourism awareness campaign to promote a culture of tourism.

**Enhance HR Capacity and Improve Service Standards:** As tourism is extremely labor-intensive and thus a significant source of employment, existing human resource challenges confronting the industry will have to be addressed. Such short-term concerns involve the lack of foreign language speaking guides, insufficient number of skilled workers to meet tourism hospitality industry needs, lack of good training (laboratory facilities) and teachers with industry experience. Short-term solutions will

involve the provision of substantial grants to individuals pursuing tourism and hospitality skills improvement programs as well as scholarships for foreign language learning linked up with tour operators. Strategic programs should include the strengthening of industry/academic linkages by providing opportunities for teachers to be exposed in tourism business operations and on the converse, encouraging practitioners to teach in academic institutions. Likewise, curriculum review should be instituted to include elective courses centered on personality enhancement, communication skills and learning of foreign languages. Upgrading the delivery of tourism services is a key component of achieving a high level of competitiveness.

**Promote Initiatives in Embracing Quality Standards:** The development of local tourism plans particularly in the provincial level forms an integral part in quality standards formulation as it will not only involve physical planning of tourism sites but also the adoption of standards, guidelines, and certification processes of tourism enterprises in the province. The program calls for the fast-tracking of local tourism plan formulation with a target of 60 plans per year. The program also calls for the strengthening of the Accreditation (Star Rating) system for tourism enterprises by increasing the involvement of the private sector which should culminate with the different associations embracing self-regulation among members and peers.

**Support MSME Development:** The program calls for the setting up of an institute of tourism competitiveness, an entity that shall support qualified travel and tourism entrepreneurs in terms of providing access to capital, access to markets, and building of technical and managerial skills. Aside from access to financing which has been identified as the most serious constraint to MSME development, there is need to address the high cost of doing business or particularly the cost to start a business (Philippines lags behind its neighboring countries) discouraging the formation of new MSMEs. As of 2010, some 12.5% of MSMEs are in the hotel and restaurant sector or approximately 96,900 enterprises out of a total of 774,000 MSMEs in the country.

In partnership with Department of Science and Technology (DOST), the Small Enterprise Technology Upgrading Program (SETUP) and the Food and Innovation Center (FIC), shall form part of the capacity building initiatives to be offered to tourism-related MSMEs. The SETUP is a national strategy to encourage and assist MSMEs in the adoption of technological innovations to improve operations and boost productivity as well as promote the use of indigenous materials in producing quality products.

**Promote Gender and Women Empowerment:** The Philippines is currently ranked 7<sup>th</sup> in terms of Gender Equality based on the World Economic Forum's Global Gender Gap index. This status could be partly attributed to the efforts of government and civil society organizations in ensuring that major programs being implemented and developed address key gender gaps through planning and budgeting and the use of Gender Analysis tools. For the tourism industry, the Plan calls for cascading gender sensitivity training on GAD guidelines for tourism to provincial and municipal tourism officers and working with the tourism congress for the promulgation of appropriate regulations covering harassment cases and instituting proper decorum in the workplace.

**Expand and Promote Cultural Offerings:** Expanding our cultural offerings in our tourism products and sites provides an excellent opportunity to enhance the value of our natural and cultural heritage through sustainability and preservation measures but also expand our tourism offerings. Such an effort will be valuable particularly in our destinations in Iloilo, Negros, Bohol, and Palawan where improved international gateways can accommodate international flights. In creating additional demand in these areas, heritage tourism and promotions must be designed and marketed to enhance visitor interest.

**Preserve Environment and Promote Climate Change Adaptation:** Nature-based tourism can be a source of community pride and livelihood, and their use as tourism assets for ecotourism and low-impact tourism can also be an educational tool for highlighting environmental preservation measures showcasing sustainable good practices in taking care of the natural surroundings. The growth of this particular travel market segment has been the cornerstone of success in several countries as travelers continue to seek unique, authentic, and environment-friendly destinations and products. The National Ecotourism Strategy forged by the DENR and the DOT is a strategy to foster a connection to nature and the lasting commitment to their conservation.

**Implement Risks and Crisis Management Programs:** An event or series of circumstances which can severely compromise or damage the marketability of a tourism business or destination has to be managed properly from the risk reduction stage to the recovery stage. It shall involve the application of health and safety measures, crisis communication with media, and restoring confidence in affected tourism source markets. Addressing tourism risks and crisis requires concerted efforts from all stakeholders and timely and well-understood responses from travel industry partners to include rescue, medical, and police authorities.

## **Monitoring and Evaluation Framework**

The overall implementation of the NTDP 2016-2022 shall rest with the DOT as the lead agency in:

- a) carrying out the strategic action programs through convergence and partnerships with identified national government agencies;
- b) assigning specific action plans within its internal office as well as its regional and overseas offices to include attached agencies;
- c) taking the initiative in the involvement of tourism, travel related private sector and non-governmental organizations, civic bodies and academe; and
- d) making representations with both houses of Congress to expedite the passing of appropriate laws and policies in support of the NTDP.

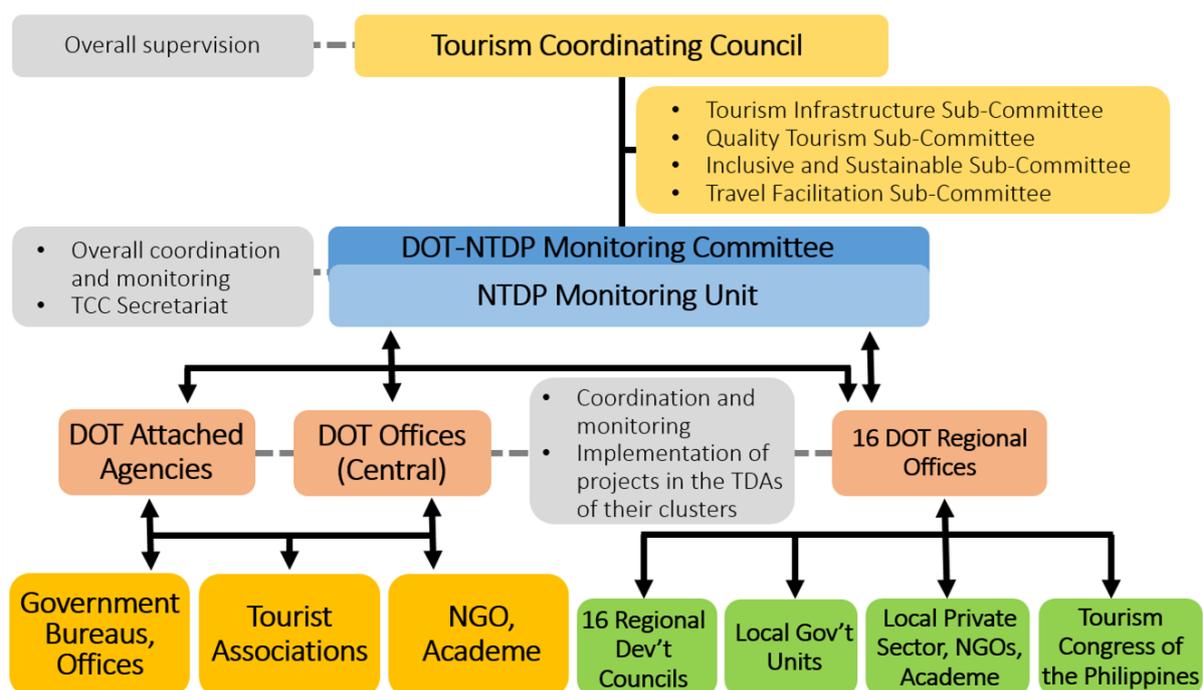
In its implementation, the coordinative effort and the allocation of resources to support strategic action plans of the NTDP are centralized at the Tourism Coordinating Council (TCC) as created by Republic Act 9593, with the Tourism Congress, comprised of the private tourism sector and created by the same act, to provide technical assistance in the implementation of relevant action plans requiring private sector support. National Government Agencies with convergence programs with the DOT are encouraged to appoint a coordinating officer.

To further strengthen the implementation and management of the NTDP 2016-2022 strategic action programs, the following organizational initiatives are being recommended:

- a) Establishment of 4 sub-committees from the 25-member Tourism Coordinating Council to provide focus in the implementation of related programs, to wit:
  - Tourism Infrastructure Sub-Committee
  - Quality Tourism Sub-Committee
  - Inclusive and Sustainable Sub-Committee
  - Travel Facilitation Sub-Committee
- b) Creation of a DOT-National Tourism Development Plan Committee, an internally-created office within the DOT comprised of representatives from key DOT offices and attached agencies which will act as the coordinating body for all entities involved in the NTDP programs. It shall, likewise, act as monitoring and coordination unit to support the action plans specified in the tourism clusters by working with the DOT Regional Offices and the different Regional Development Councils, relevant LGUs, the private sector, NGOs and Academe, if any. An NTDP Monitoring Unit shall act as its secretariat as well as support the Tourism Coordinating Council. An appropriate budget is to be allocated for this purpose under the Tourism Development Division of the DOT Regional Offices.
- c) Designation of an NTDP Project Coordinator within the Tourism Development Division in all Regional Offices who shall be responsible for the close coordination between the Head and Regional Offices for activities directly

related to the monitoring of NTDP programs such as coordination meetings, inspection visits, and liaison work with LGUs.

- d) Expansion of the TPB private sector membership base through the creation of an allied member category representing the demand side of the tourism industry (i.e. multi-national corporations, professional associations, civic and social societies and clubs, athletic, sports and recreational bodies, etc.).
- e) Creation of a foreign marketing officer item under the TPB plantilla who will form part of the Overseas Offices team in order to implement promotional activities in their area as spelled out in the Annual DOT Marketing Program and who shall report to the Tourism Attaché. The officer shall also act as the SDO for all funds remitted by TPB.
- f) Institutionalization of a one-day Tourism Industry Forum to be held back to back with the Annual Tourism Congress General Membership Meeting to act as a platform for the presentation and discussion of issues affecting the tourism industry and solutions to address such thru attendant resolutions as a call to action. The forum will be organized by the Tourism Congress with support coming from the DOT and its attached agencies.



NTDP Monitoring and Evaluation Framework

#### IV. Tourism Targets and Indicative Costs

**Targets and Economic Impact:** A target of 12 million foreign visitor arrivals (visitors inbound) and 89.2 million domestic travelers (visitors domestic) for year 2022 has been set reflecting a compound annual growth rate of 8.8% from the base year of 2015 for foreign visitor arrivals and an average growth rate of 9.6% for domestic travelers covering the period 2016-2022. Said targets are premised on the timely expansion and improvements of all international gateways, the opening of new airports (e.g. Bohol and Bicol), the successful promotions for new air routes and air services, increased seat availability, modernization of travel facilitation policies and procedures, and substantial investments to be undertaken by the private sector in expanding the existing transport systems.

**NTDP 2016-2022 Indicative Cost:** The indicative cost for implementing the NTDP 2016-2022 is dominated by requirements to meet the needed program of improving transportation networks, primarily through the expansion of airports, seaports, and roads. Complementing this program would be the necessary investments primarily to be undertaken by the private sector in terms of modernizing and expanding the existing air fleets and building accommodation supply (hotel and resort rooms) across all categories. These two components of the budget (Tourism Infrastructure and Investment) totals Php 2.969 trillion amounting to 99.6% of the total Plan budget. Implementing an Expanded Marketing Program, amounting to Php 9.25 billion, constitute the necessary resources to expand and diversify our tourism markets by building a greater awareness of the country's tourism sites and products, particularly Meetings and Conventions industry, Health, Wellness and Medical Tourism, among others.

Increasing the country's tourism competitiveness will require efforts in establishing and implementing quality standards in all tourism facilities as well as improving the delivery of tourism services by building our human resource capital amounting to Php 866 million and Php 477 million, respectively. Finally, Php 120 million is allocated to improve accessibility to the country, while Php 207 million is allotted to expand tourism sites which have been recommended by Local Government Units for development.

Strategic action programs have been incorporated to achieve the goal of inclusivity while pursuing tourism growth. These would involve specific programs to promote our natural and cultural assets, enhance environmental conservation measures costing Php 556 million and Php 210 million. Acknowledging the role of Micro-Small-Medium Enterprises in spreading the benefits in tourism, programs providing greater access to capital and marketing opportunities will involve Php 434 million throughout the plan period. Hand in hand with these economic efforts are social projects geared to establishing greater community involvement through gender and women empowerment initiatives with a budget of Php 48 million, and measures addressing tourism risks and crises amounting to Php 87 million.

The adoption of the NTDP 2016-2022 through the 12 strategic action programs is estimated to cost Php 2.981 trillion.

# **National Tourism Development Plan**

Medium-Term Strategic Action Program  
2016-2022

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
<b>1. Improving Competitiveness and Enhancing Growth</b>											
<b>1.1. Intensify Transport Infrastructure Development</b>								677,036 Mn			
1.1.1. Undertake capacity enhancement measures for NAIA as embodied in the preliminary JICA Report for DOTr consideration	<ul style="list-style-type: none"> <li>▪ Provide inputs to the DOTr on the proposed dual airport policy for NAIA and Clark</li> <li>▪ Privatize the operations and maintenance of NAIA and Clark as airports under the dual airport system</li> <li>▪ Implement decongestion plans for NAIA               <ul style="list-style-type: none"> <li>- Modernize and improve space configuration in NAIA terminals</li> <li>- Transfer general aviation from NAIA to Sangley</li> <li>- For DOT to provide support in promoting direct flights to other international gateways aside from NAIA by stimulating sufficient air traffic demand and working with CAAP for the granting of packaged incentives.</li> <li>- Extend the operations of domestic airports during early morning and late night periods by providing lighting and other navigational facilities and incentives for night operations</li> </ul> </li> </ul>	X								<p>DOT, DOTr, MIAA, CAAP CIAC</p> <p>Tourism's inputs incorporated in the policy issuance</p> <p>Tourism's inputs incorporated in the feasibility study of NAIA and Clark's privatization</p> <p>Night rating of priority domestic airports completed</p>	
1.1.2. Expand capacity and modernize facilities, equipment and operations and maintenance of existing gateways	<p><b>Clark Airport</b></p> <ul style="list-style-type: none"> <li>▪ Expand the Clark airport terminal and runway capacity</li> <li>▪ Build access road from SCTEX to Clark Airport Terminal</li> </ul> <p><b>Regional PPP Program</b></p> <ul style="list-style-type: none"> <li>▪ Implement the privatization of operations and maintenance of Iloilo, Bacolod, New Bohol, Davao, and Laguindingan airports and, include provision for the grant of packaged incentives to international carriers</li> </ul> <p><b>Program for other international gateways</b></p> <ul style="list-style-type: none"> <li>▪ Complete the rehabilitation of the old terminal and acquisition of sites to expand capacity of Kalibo for mid-range to long haul flights</li> <li>▪ Complete the modernization of Caticlan Airport and declare it as international gateway to accommodate short haul regional flights</li> <li>▪ Modernize Laoag International Airport</li> <li>▪ Expedite completion of Puerto Princesa International Airport</li> </ul>		X			X				<p>DOT, DOTr, CIAC, CAAP, PPP Center</p> <p>Inputs from tourism industry incorporated in airport designs and programs</p> <p>Regional airports privatized</p> <p>Airport expansion programs completed by 2020</p>	

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
	<p><b>Domestic Airport Program and Other Support Infrastructure</b></p> <ul style="list-style-type: none"> <li>▪ Improve domestic airport network</li> <li>▪ Provide CIQS to these international airports</li> <li>▪ Amend the CAAP Law to modernize the air transport system and network</li> </ul>	X	X								
1.1.3. Invest in new gateways to service future destinations i.e. San Vicente	<ul style="list-style-type: none"> <li>▪ Operate the San Vicente Airport for domestic flights</li> <li>▪ Invest in runway expansion and extension of San Vicente Airport for future regional flight operations in the TEZ and declare it as international airport</li> <li>▪ Expedite the completion, classification as international, and operation of the New Bohol and New Bicol International Airport for international flights</li> <li>▪ Refer proposal of Ilocos Sur LGU to NEDA as PPP for the upgrading of Vigan airport for international operations</li> </ul>	X	X	X						DOT, DOTr, CAAP, PGP, PGA	New airport gateways operational by 2020
1.1.4. Establish a dedicated cruise port and terminal in Metro-Manila to pave the way for fly-cruise programs by identifying sites that should attract private investors	<ul style="list-style-type: none"> <li>▪ Identify the area and implement MOU among the concerned government agencies and/or private sector investors</li> <li>▪ Bid out the masterplan for the Manila cruise port and the technical studies</li> <li>▪ Operate the cruise port and terminal</li> </ul>	X	X							DOT, TIEZA, DPWH, DOTr, CCP, PPA	MOU signed and implemented  Cruise port established by 2018
1.1.5. Improve existing ports of destinations identified by cruise lines as having the capability to host cruise programs	<ul style="list-style-type: none"> <li>▪ Develop ports and destinations within or close to the “Turquoise Triangle” (Manila-Boracay-Puerto Princesa)</li> <li>▪ Prepare for additional destinations in the north of Luzon</li> <li>▪ Improve the following ports: <ul style="list-style-type: none"> <li>- Coron</li> <li>- Iloilo</li> <li>- Tagbilaran</li> <li>- Cebu</li> <li>- Salomague/Currimao</li> </ul> </li> </ul>	X	X							DOT, PPA, LGUs	Port improvements completed by 2020

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
1.1.6. Improve port and maritime facilities for inter-island vessels in support of inter-island tourism circuit development thru but not limited to RORO, boats, yachts	<ul style="list-style-type: none"> <li>Identify the maritime routes in support of tourism circuit development and improve the facilities to ensure safe and convenient sea passage</li> </ul>	X	X							DOT, DOTr (PPA, MARINA), TIEZA	Port facilities for inter-island maritime routes improved by 2022
1.1.7. Fund the improvement of tourism road projects to ensure safe, seamless movements of visitors within and across TDAs	<ul style="list-style-type: none"> <li>Implement the Medium-Term Tourism Road Infrastructure Program 2016-2022 in support of tourism circuit development</li> <li>Provide support infrastructure and physical improvements (Info/interpretation centers, public restrooms, lighting, parking areas, etc.) in major tourism destinations to enhance the travel experience</li> <li>Develop the criteria for prioritizing farm tourism roads</li> <li>Update the Medium-Term Tourism Road Infrastructure Program to include the priority farm tourism roads</li> </ul>	X	X	X	X	X	X	X		DOT, DPWH	Funding for the tourism roads in the infra program
1.1.8. Pursue the development of the railway system to enhance mobility across TDAs and clusters	<ul style="list-style-type: none"> <li>Provide inputs to the development of the studies and implementation of proposed railway programs (e.g. Manila to Clark, Clark to Cordillera, Cagayan de Oro to Davao)</li> </ul>		X	X	X	X	X	X		DOT, DOTr, NEDA, PPP	Tourism inputs incorporated in the railway studies
1.1.9. Accelerate development of support infrastructure for TEZs	<ul style="list-style-type: none"> <li>Rizal Park, Metro Manila</li> <li>Mt. Samat, Bataan</li> <li>San Vicente, Palawan</li> <li>Panglao, Bohol</li> <li>Bucas Grande, Surigao Del Norte</li> </ul>	X	X	X	X					TIEZA, DOT	TEZs operating and generating investments and tourist arrivals
<b>1.2. Pursue Travel Facilitation Initiatives</b>									120 Mn		
1.2.1. Advocate for the ASEAN Common Visa initiative by working closely	<ul style="list-style-type: none"> <li>DOT to submit position paper and actively participate in the Tourism Competitiveness Committee of the ASEAN NTOs so as to accelerate the implementation of Article 2 of the 2002 ASEAN Tourism Agreement</li> </ul>		X							DOT, DFA, BID	Position paper(s) submitted to ASEAN

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
with the Department of Foreign Affairs and Department of Justice	<ul style="list-style-type: none"> <li>DOT to regularly meet with concerned DFA and Immigration authorities to synchronize efforts in being able to meet the technical requirements for the implementation of the ASEAN Common Visa</li> </ul>		X	X	X						
1.2.2. Pursue the adoption of the Advance Passenger Information System (APIS) for air lines and cruise ships	<ul style="list-style-type: none"> <li>Issue the Executive Order on the APIS</li> <li>Strongly indorse the budgetary submission of the Immigration Bureau for additional funds in support of upgrading its technical and administrative capability to implement the APIS</li> <li>Mobilize the tourism industry to call for the speedy implementation of the APIS</li> </ul>	X	X							DOT, BID, OP	EO issued and implemented  APIS implemented in airports and seaports
1.2.3. Aggressively promote new air services in international/ secondary gateways having extra capacity especially in the new airports	<ul style="list-style-type: none"> <li>Prepare and Implement the Route Development Strategy and Action Plan</li> <li>Identify growth markets requiring increase in air seats for possible negotiations of ASAs</li> <li>Identify other existing country markets requiring future increase in air seats and activate negotiations for reviewing Air Service Agreements</li> <li>Discuss with relevant carriers the findings of the APEC Tourism Group Draft Report for the Philippines – Develop Air Connectivity in the APEC Region in introducing additional routes to and from Australia, Canada, Indonesia, New Zealand and the US where additional demand exists</li> <li>Hold Tourism Competitiveness Summit with stakeholders to craft country action plan that will reduce the travel cost to the Philippines from major source markets</li> <li>Implement the recommendations from the Tourism Competitiveness Summit</li> <li>Translate forecasted foreign tourism arrivals from key markets to forecasted passenger traffic (air seats) in new and improved international airports</li> <li>Produce appropriate collaterals featuring new/expanded international gateways</li> </ul>	X	X							DOT, DOTr, CAB, CAAP, BID, BOC, BOQ, Air carriers and ground handlers	Route Development Strategy completed and implemented by 2017  Future schedule for air agreement consultation talks by CAB  Collaterals ready for distribution by 2020

Strategy and Action Plan Elements	Description of Activities	Timing						Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021			
1.2.4. Work for more cruise itineraries involving new ports of call in the Philippines	<ul style="list-style-type: none"> <li>Partner with cruise lines to include new ports of call and destinations</li> <li>Expand bilateral and multilateral agreements (i.e. Asia Cruise Corporation) for cruise itinerary development and promotions</li> </ul>	X	X	X					DOT, Cruise Lines, PPA	At least 6 new ports of call identified  At least 2 new itineraries introduced
1.2.5. Provide incentives to cruise lines	<ul style="list-style-type: none"> <li>Waive cabotage for cruise ships</li> <li>Permit cruise ships to operate their casinos until they drop anchor</li> <li>Simplify visa crew list requirements and waive fees</li> <li>Amend tug regulations and fees</li> <li>Create a new port charges system based on frequency of calls</li> </ul>	X	X	X					DOT, DOTr, PPA, House of Representatives, Senate	Study to justify proposals for Congress to amend appropriate laws completed
1.2.6. Enable modernization of Immigration policies and procedures	<ul style="list-style-type: none"> <li>Amend the 1940s Immigration Act to promote an enabling business environment by removing overtime fees charged to airlines and cruise lines</li> <li>Adopt new visa application systems in major gateways such as electronic visa issuance, visa-upon-arrival procedures and streamline visa application requirements for China and India nationals</li> </ul>		X						DOT, DOJ-BI and DFA	Study completed
1.2.7. Create an air charter incentives program applicable to new and expanded gateways	<ul style="list-style-type: none"> <li>Work for airport incentives/discounts from CAAP</li> <li>Provide promotional and advertising support for charter operators</li> <li>Carry out technical and familiarization visits for charter operators in new gateways</li> </ul>	X	X						DOT, DOTr-CAAP, TPB, tour operators and LGUs	Program implemented
<b>1.3. Attract Tourism Investments and Improve Business Environment</b>								2, 291,893 Mn		
1.3.1. Push for the resolution of the existing impasse on the granting of the TIEZA incentives	<ul style="list-style-type: none"> <li>Undertake briefings for the Tourism Committees of both Houses in Congress</li> <li>Work for major business and industry players to act as lobby groups (Tourism Congress, PCCI, chambers of commerce, tourism associations)</li> </ul>	X	X						DOT, TIEZA, Tourism Associations, Tourism Congress, PCCI, Chambers of Commerce	IRR passed by 2017
1.3.2. Formulate a tourism investments promotions	<ul style="list-style-type: none"> <li>Produce the necessary collaterals highlighting investment opportunities covering tourism and recreational facilities open for investments in each project</li> <li>Create and maintain website</li> </ul>	X	X						DOT, TIEZA, DFA, DTI-BOI, Foreign business councils and media	60% of investment targets achieved

Strategy and Action Plan Elements	Description of Activities	Timing						Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021			
program specific to TIEZA TEZ projects	<ul style="list-style-type: none"> <li>Launch the investment promotions campaign through a forum with the business community</li> <li>Prepare shortlist of investment fairs and sales missions and undertake overseas promotions program</li> </ul>	X	X							
1.3.3. Attract investments in hotels/resorts to fill in projected supply gaps	<ul style="list-style-type: none"> <li>Prepare industry roadmap for the accommodation sector</li> <li>Conduct roadshows/investment missions among the hotel/resort/real estate industry stakeholders and investment promotions agencies</li> </ul>	X	X	X	X	X	X		Private Sector (investors)	70% of room requirements achieved
1.3.4. Expand major Philippine carriers' fleet thru aircraft acquisition	<ul style="list-style-type: none"> <li>Invest in new aircraft fleet in order to improve connectivity, capacity, passenger experience and to promote safety</li> </ul>	X	X	X	X	X	X		Philippine Air Carriers	Aircraft fleet delivered
1.3.5. Expand investments program to include crucial infrastructure needed in priority TDAs and other areas thru NEDA-PPP	<ul style="list-style-type: none"> <li>Indorse proposal for the New Vigan Intl Airport</li> <li>Elicit studies for the institution of a fast ferry system for routes such as Batangas-Mindoro Occidental and Cagayan de Oro-Camiguin to enhance nautical tourism in support of tourism circuit development</li> <li>Undertake studies to support the development of the "Private Island" concept so as to expand the country's cruise products-include Pag-asa Island as possible cruise and marine research destination</li> <li>Promote the development of new exhibition and trade venues/centers in Metro Manila, Cebu, Davao and other key urban capitals</li> </ul>	X	X						DOT, PPA, NEDA, LGUs, TCP, PACEOS	Completed study of the fast ferry system  Development of exhibition and trade venues for MICE industry included in investment program
1.3.6. Work for the rotational hosting of the ASEAN tourism Investment Forum	<ul style="list-style-type: none"> <li>Through meetings with the ASEAN NTO's, propose the rotational hosting of the investment event among member countries, similar to Travex</li> </ul>	X	X						DOT, ASEAN NTOs, ASEANTA	Rotational hosting initiated in 2018
1.3.7. Develop systems and procedures to improve competitiveness of the tourism	<ul style="list-style-type: none"> <li>Prepare DOT Administrative Order creating a task force in improving competitiveness in the tourism industry which will include TCP and other appropriate entities.</li> <li>Prepare objectives in areas requiring reforms by working with the National Competitiveness Council</li> </ul>	X	X						DOT and attached agencies, NCC, DILG, DOF, BIR, DOJ, SEC	Roadmap of business reforms developed

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
industry involving reforms in starting a business, attracting and protecting investors, getting credit, among others	<ul style="list-style-type: none"> <li>▪ Undertake consultations with industry stakeholders (Government and private Sector entities such as DOF, DILG, BIR, etc.)</li> <li>▪ Develop roadmap</li> </ul>		X								
<b>1.4. Expand Product Development Initiatives</b>									207 Mn		
1.4.1. Pursue the development of tourism circuits and corridors by linking tourism development areas via road and sea (if applicable) connectivity emphasizing existence of public transport routes linking tourism sites, urban service centers and accommodation facilities of varying categories	<ul style="list-style-type: none"> <li>▪ Form different Tourism Circuit Devt Task Forces comprised of DOT, DPWH, DILG to establish preliminary trunk routes: <ul style="list-style-type: none"> <li>- Northern Luzon Tourism Circuit</li> <li>- Southern Luzon Tourism Circuit</li> <li>- East-Center Visayas Tourism Circuit</li> <li>- West-Center Visayas Tourism Circuit</li> <li>- Northern Mindanao Tourism Circuit</li> <li>- Southern Mindanao Tourism Circuit</li> </ul> </li> <li>▪ Expand Task Forces to include transport companies, petrol companies, automobile and biking associations and map out tour itineraries</li> <li>▪ Assess actual tour itineraries through actual experimental trips (Actual road improvements in 1.1.6. and support services in 2.1.4)</li> </ul>	X	X								
1.4.2. In support of cruising, improve the tour quality and the ground experience in transit ports identified in the	<ul style="list-style-type: none"> <li>▪ Conduct shorex and site management workshops in the following areas to be able to design innovative tour programs to increase levels of satisfaction in the following ports of call: <ul style="list-style-type: none"> <li>- Manila, Subic, Cebu</li> <li>- Tagbilaran, Bohol</li> <li>- Puerto Princesa, Palawan</li> <li>- Coron, Palawan</li> <li>- Boracay&amp;Caticlan</li> </ul> </li> </ul>		X	X							

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
Cruise Strategy for the country	<ul style="list-style-type: none"> <li>- Currimao, Ilocos Norte, Salomague, Ilocos Sur</li> <li>▪ Establish a cruising association of the Philippines comprised of cruise industry stakeholders</li> <li>▪ Provide business opportunities to the local community and participative activities to both host and guests</li> </ul>		X								
1.4.3. Undertake the development of Farm Tourism (Agri Tourism) per RA10816	<ul style="list-style-type: none"> <li>▪ Create a Farm Tourism Development Board</li> <li>▪ Formulate criteria for site selection and design action plan for its development</li> <li>▪ Undertake accreditation system based on standards</li> <li>▪ Implement the accreditation system and design tour programs</li> </ul>	X		X	X	X	X	X		DOT, DA, DTI, DPWH, DILG	Development and promotion of farm tourism programs implemented nationwide
1.4.4. Designation of six (6) additional Tourism Enterprise Zones (TEZs)	<ul style="list-style-type: none"> <li>▪ Coordinate with DOT Regional Offices and LGUs for submission of recommended TEZs based on TIEZA criteria</li> <li>▪ Conduct of site inspections and pre-market evaluations to develop shortlist</li> <li>▪ Conduct of pre-feasibility studies and other supporting plans</li> </ul>	X	X	X	X	X	X			DOT, Regional Officers, TIEZA, LGUs, Provincial Tourism Councils, Local communities	6 new TEZ sites identified and planned
1.4.5. Expand and strengthen the line-up of nature and culture-based products which has always been cited as a major strength of the country due to its vast natural resource base and cultural diversity	<ul style="list-style-type: none"> <li>▪ Pursue extensive product market research to identify and quantify special interest market segments (nature and culture-based)</li> <li>▪ Update the profiling of nature and culture-based products as identified in the 49 Tourism Development Areas and pursue improvement of site facilities in conformity with LGU and community tourism plans</li> </ul>	X	X							DOT, DENR, LGUs	Database for special interest market established
<b>1.5. Design and Implement an Expanded Marketing Program</b>									9,250 Mn		
1.5.1. Expand Marketing thrusts by merging country-market and product-market approaches in strategic and	<ul style="list-style-type: none"> <li>▪ Create a data base consisting of information of the nine tourism products in the portfolio</li> <li>▪ With private sector participation, develop promotional plans specific to the identified products in the product portfolio and merge such activities in the annual country marketing plans</li> </ul>	X								DOT, TPB, Foreign Offices, Private sector association and selected air carriers	New tour packages designed for each tourism product in the portfolio

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
tactical promotional activities	<ul style="list-style-type: none"> <li>Design and implement market development programs for the new 12 markets.</li> <li>Expand marketing thrusts in the 12 major country markets</li> </ul>		X	X	X	X	X	X			
1.5.2. Continue the branding campaign and media plan “It’s More Fun” to strengthen and reinforce the brand-consumer relationship across geographical market and formulate a communications plan to expand positive perceptions of tourist destinations	<ul style="list-style-type: none"> <li>Establish a Review Panel to ascertain effectivity of the campaign in terms of being relevant to different customer segments (fun seekers, relaxed vacationer, social traveler, soul searchers) and its application to the different products; reposition accordingly</li> <li>Implement and widen the reach of the communications plan by putting emphasis on web-based promotions</li> <li>Evaluate tourism product portfolio and ascertain best adaptation of the Philippine brand in each tourist product</li> <li>Provide opportunities for adoption of the Fun Campaign elements by private sector companies in their own promotions programs</li> </ul>	X	X							DOT, TPB, Foreign offices, Private sector associations, Official creative (ad) agencies.	Expanded branding campaign implemented
1.5.3. Rationalize the production of tourism-related collateral materials	<ul style="list-style-type: none"> <li>Identify existing inventory of all collateral materials currently being used</li> <li>Conduct survey on collaterals most needed by all users</li> <li>Prepare list of materials identified as most essential and prioritize</li> <li>Agree on efficient production runs and establish distribution scheme</li> <li>Encourage LGUs to produce their own tourism information materials</li> </ul>	X								DOT, TPB, Domestic and foreign offices, creative (ad) agencies, LGUs	Prioritized collateral materials produced to support all users
1.5.4. Prepare an annual Tourism Special Events calendar	<ul style="list-style-type: none"> <li>With consultations from tourism associations, develop a Tourism Calendar of events consisting of existing events that merit recognition and new events that complements PR efforts and increase visitor traffic. These can be thematic events such as culinary shows, sports, musical and cultural events, etc.</li> </ul>	X	X	X	X	X	X	X		DOT, TPB, TCP, other private associations and even organizers.	4 events per year are organized

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
1.5.5. Promote domestic tourism	<ul style="list-style-type: none"> <li>Undertake a tourism awareness campaign to promote a “culture of tourism”</li> <li>Launch a domestic tourism campaign to promote new destinations with special focus on cultural, historical and ecological elements</li> </ul>		X	X						DOT, TPB, NCCA, DENR, TCP, creative (ad) agencies, and other private associations	Campaigns are launched by 2018
1.5.6. Create a MICE promotions plan in support of new meeting destinations and facilities	<ul style="list-style-type: none"> <li>Run a survey to identify MICE destinations that possess the capabilities to host MICE events</li> <li>Complete MICE Industry Roadmap</li> <li>Provide competence and capacity building programs in destinations that require organizational, marketing and management expertise in MICE</li> <li>Reestablish the Philippine Council of Associations and Association Executives (PCA AE) to build a network in expanding efforts to expand association meetings and conferences in the country</li> <li>Develop a multi-media MICE promotions campaign for both the domestic and international markets</li> <li>Adopt procedures for efficient release of exhibit materials for use in international trade fairs and exhibitions</li> </ul>	X	X							DOT Regional offices, TPB, TCP, PACEOS, selected LGUs  DOF (Bureau of Customs)	At least 50% increase in domestic and international MICE events in the country
1.5.7. Expand physical presence of tourism offices in geographical areas that exhibit the potential to contribute to tourism arrivals	<ul style="list-style-type: none"> <li>Undertake a study of existing foreign office networks maintained by ASEAN countries, its functions and responsibilities relative to increasing market share so as to provide a framework for expanding the physical presence of tourism offices in the future.</li> </ul>	X								DOT, TPB, DFA	Study completed
<b>1.6. Enhance Human Resource Capacity and Improve Service Standards<sup>11</sup></b>									477 Mn		
1.6.1. Facilitate tourism education and training especially for tour guides and build capacity of the public sector	<ul style="list-style-type: none"> <li>Fast track the training of qualified tour guides</li> <li>Work with Overseas Workers Welfare Administration (OWWA) to develop programs that shall train qualified returning overseas workers as foreign language tour guides</li> <li>Create incentives package for studying foreign languages for tourism purposes</li> </ul>	X	X	X	X	X	X	X		DOT, Tourism and Tourguide Associations, TESDA, TIBFI, Tour Operators, OWWA	Improved curriculum for tour guides  Number of LGUs and host

Strategy and Action Plan Elements	Description of Activities	Timing						Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021			
	<ul style="list-style-type: none"> <li>Enhance the quality and content of tour guide training</li> <li>Continue the provision of grants for skills improvements of deserving students/institutions</li> <li>Create a culture of tourism that promotes good hosting especially for frontline service workers</li> <li>Provide training on sustainable tourism for host communities and LGUs</li> </ul>		X							communities trained
1.6.2. Strengthen industry/academe linkages and the K-12 tourism education offering	<ul style="list-style-type: none"> <li>Promote and introduce K-12 tourism education in high schools</li> <li>Fast track the Expanded Tertiary Education Equivalency and Accreditation Program (ETEEAP) to bring teachers from the industry into the academe and gain required academic qualifications</li> <li>Introduce an academe to industry externship program to provide faculty opportunities to actual industry practices</li> </ul>		X	X					DepEd, LGUs, and DOT Regional Offices	Increased uptake of tourism courses in high schools
1.6.3. Upgrade the curriculum, quality of teaching and graduates	<ul style="list-style-type: none"> <li>Review and update HRM and TM curricula in higher education institutions by strengthening foreign language course offerings and providing more relevant elective courses</li> <li>Improve and regulate OJT/practicum courses for student trainees by institutionalizing apprenticeship programs</li> <li>Explore venues of providing international practicum experiences and immersion programs through foreign institutional linkages</li> <li>Establish and enforce minimum standards for laboratories</li> <li>Develop strong graduate programs for industry executives</li> </ul>		X						DOT, CHED, TESDA, TIBFI	Strengthened foreign language curricula improved OJT/apprenticeship programs Graduate programs for executives developed and in place
1.6.4. Update employment legislation and improve labor relations	<ul style="list-style-type: none"> <li>Prepare recommendations on employment protection particularly on the issue of contractualization</li> <li>Review existing labor laws on compensation systems</li> <li>Improve labor relations by modernizing the Labor Code</li> <li>Rationalize the collection and distribution of the Service Charge</li> </ul>		X						DOT, DOLE, TIBFI, TCP	Study on employment protection completed  Modernized Labor Code
1.6.5. Implement the ASEAN MRA on tourism professionals and	<ul style="list-style-type: none"> <li>Ensure readiness for the launch of ASEAN MRA for tourism</li> <li>Establish links to the ATPRS through TESDA Registry</li> <li>Review ACCSTP for local additions</li> <li>Institutionalize and review ASEAN Master Assessor program</li> </ul>	X	X	X					DOT, TIBFI, CHED, TESDA, TCP	Number of MRAs implemented

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
pursue the DOT internal HRD program											Institutionalized ASEAN Master Assessor program
1.6.6. Build capacity of public sector human capital to include DOT HR development and prepare people for employment	<ul style="list-style-type: none"> <li>Implement the DOT-HR Strategy</li> </ul>	X	X	X	X	X	X	X		DOT, TESDA, CHED, TIBFi	DOT-HR Strategy implemented
<b>1.7. Promote Initiatives in Embracing Quality Standards</b>									866 Mn		
1.7.1. Expand the creation of tourist police forces in high density tourist traffic areas with appropriate training	<ul style="list-style-type: none"> <li>Intensify the TOP COP program</li> <li>Coordinate with PNP for the development of training programs for barangay/community level procedures and systems for security personnel (e.g. barangay tanod)</li> </ul>	X	X	X	X	X	X	X		DOT, DILG-PNP	At least 100 TOP COP graduates per year  20 Municipalities covered for training every year
1.7.2. Strengthen the accreditation system for tourism enterprises	<ul style="list-style-type: none"> <li>Undertake dialogues with HRAP, Federation of Hotel Owners to and other tourism associations to increase the engagement of the private sector in the third party audit system and undertake self-regulation</li> <li>Encourage accredited tourism enterprises and tourism associations to utilize travel website such as Trip Advisor as a platform in addressing customer feedback to improve facilities and delivery of services</li> </ul>	X	X	X						DOT, HRAP, TCP, Hotel and tour transport associations, event organizers' associations	Implementation of self-regulation system initiated by 2022
1.7.3. Adopt ASEAN quality standards and certification processes within the Philippine context in such facilities like homestays, spa services and public toilets	<ul style="list-style-type: none"> <li>Conduct training programs for tourism enterprises in order to comply with the quality standards of facilities</li> </ul>	X	X	X	X	X	X	X		DOT	All regions covered by end of 2022



Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
	<ul style="list-style-type: none"> <li>Where possible provide technical assistance in creating websites to feature products and services; i.e. homestay directory</li> </ul>		X								
2.1.3 Raise skills capabilities through technical programs with DTI targeting backyard industries i.e. handicrafts, souvenirs, food products	<ul style="list-style-type: none"> <li>Identify specific needs in skills improvement in technical areas as material procurement, production, packaging, distribution...</li> <li>Design training programs/workshops</li> <li>Coordinate with LGUs and local communities in running programs</li> <li>Incorporate the DOST-SETUP initiative and food innovation center wherever applicable in adopting new technology to boost productivity and competitiveness as well as promote the use of indigenous materials</li> </ul>	X								DOT, DOST, DTI, DSWD, TCP, UP-ISSI, LGUs	10 Skills training workshops conducted
2.1.4 Establish DOT-TIEZA Tourism Institute for Business and Competitiveness	<ul style="list-style-type: none"> <li>Partner with UP-AIT to prepare study for the institute to operate as an incubation center</li> <li>Develop criteria, operations handbook and detailed programs</li> <li>Set up site and venue</li> <li>Create short list of tourism-related innovative enterprises for submission by private sector and DOT regional offices</li> <li>Implement programs of short-listed enterprises</li> <li>Prepare study on the establishment of an internationally competitive research and learning center/institute for nautical and dive tourism</li> <li>Establish the research and learning center</li> <li>Prepare study on the feasibility of declaring Kalayaan Islands as TEZ</li> </ul>	X	X							DOT, TIEZA, DTI, DOT Regional Offices, TCP	Operations handbook completed  10 enterprise graduates
<b>2.2 Support Gender and Women Empowerment Initiatives</b>									48 Mn		
2.2.1 Expand gender sensitivity training thru the conduct of workshops on Harmonized Gender and Development (GAD) Guidelines for Tourism to	<ul style="list-style-type: none"> <li>Set coordination meetings with Philippine Commission on Women to solicit support and its active participation</li> <li>Design workshops with focus on GAD project planning and budgeting</li> <li>Conduct workshops in regional/provincial levels</li> </ul>	X								DOT, DSWD, PCW, LGUS	6 workshops per year  workshops completed in all regions by 2022

Strategy and Action Plan Elements	Description of Activities	Timing						Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators	
		2016	2017	2018	2019	2020	2021				2022
provincial and municipal tourism officers level											
2.2.2	Utilize wherever possible the GAD Checklist in designing and evaluating tourism projects particularly those funded by official foreign development assistance	<ul style="list-style-type: none"> <li>▪ Review GAD checklist to ascertain conformity to local conditions</li> <li>▪ Pilot implementation of GAD Checklist in a selected region thru the DOT Regional Office</li> <li>▪ Modify if necessary and introduce to the other Regional Offices</li> </ul>	X	X	X	X	X	X		DOT Regional Offices, DOT Main Office	GAD Checklist implemented in all regions by 2022
2.2.3	Work with the Tourism Congress for the promulgation of appropriate regulations covering sexual harassment cases including adoption of guidelines for proper decorum in the workplace	<ul style="list-style-type: none"> <li>▪ Prepare a project brief as a proposal to the Tourism Congress using RA 9770 of 2009: The Magna Carta for Women as the platform for discussion</li> <li>▪ Arrange meeting with Tourism Congress officials to secure support as a joint program</li> <li>▪ Design the workshop and agree on the coverage</li> <li>▪ Conduct workshops with DOT staff as Secretariat and Tourism Congress members as participants</li> <li>▪ Monitor implementation of participating tourism establishments</li> </ul>	X	X	X	X	X	X		DOT, TCP, LGUs and other private tourism associations	Designed and conducted workshop in Northern, Central, and Southern Philippines by 2022
2.2.4	Adopt review mechanisms to put an end to the inappropriate portrayal of women and children in tourism related promotional materials and images	<ul style="list-style-type: none"> <li>▪ Create a small Collateral Review Board from DOT and TPB with the mandate of formulating guidelines in the layout and design of tourism materials</li> <li>▪ Issue Administrative Order to adopt said guidelines</li> </ul>	X	X						DOT, TPB and all attached agencies	Review Board in place by 2017

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
<b>2.3 Expand and Promote Cultural Offerings in Tourism Sites</b>									556 Mn		
2.3.1 Promote NCCA relevant cultural events in the tourism calendar	<ul style="list-style-type: none"> <li>DOT representative in the NCCA Board to present the DOT offer for cultural events and show indorsed by NCC for inclusion in the annual DOT Tourism Calendar of Events</li> <li>Discuss coordinating mechanisms and criteria</li> </ul>	X	X							DOT, NCCA	2 events promoted each year
2.3.2 Enhance and support regional festivals which carry cultural and historic elements	<ul style="list-style-type: none"> <li>With technical assistance of NCCA, design a set of criteria to be applied to festivals organized by LGUs and private entities to ascertain historical and cultural accuracy and appropriateness</li> <li>Regional Offices adopts and apply criteria to events requesting for financial assistance</li> <li>Regional Offices monitors conduct of the festival</li> </ul>	X								DOT, NCCA, DILG, selected LGUs	At least 5 events supported each year
2.3.3 Work with tour agencies to expand heritage tours and programs	<ul style="list-style-type: none"> <li>With assistance from PTTA, Philtoa and other travel associations, prepare data base of existing historic/cultural tour programs presently being offered and evaluate its popularity and improve program if necessary</li> <li>Organize a technical team to design new heritage tours particularly for Iloilo, Bacolod, Bohol, Albay and Puerto Princesa where the new gateways are in place</li> <li>Provide assistance to Intramuros Administration, Rizal Park and the National Museum for the design and production of heritage walking tour maps within their sites</li> </ul>	X								DOT, PTTA, PHILTOA, IA, RIZAL PARK, NATIONAL MUSEUM, TPB	5 heritage tours designed  walking tour maps produced
2.3.4 Continue the support provided by TIEZA for restoration and conservation projects in heritage sites and interpretation centers	<ul style="list-style-type: none"> <li>DOT Regional Offices are to come up with a shortlist of heritage and ecological sites requiring enhancement and restoration and information/interpretation centers</li> <li>DENR and NCCA to validate the list</li> <li>TIEZA to prepare scope of work and ascertain financial requirements and feasibility</li> <li>TIEZA proceeds with implementation if found feasible</li> </ul>	X	X							TIEZA, DOT, Regional Offices, DENR, NCCA, NHCP, DILG	At least 6 Heritage sites restored
2.3.5 Study the feasibility of introducing a cultural show as an integral part of a	<ul style="list-style-type: none"> <li>Create a Study Team lead by DOT-NCR, DOT-Region 7 and DOT-Region 11 offices and travel associations</li> <li>Discuss the feasibility of holding daily cultural shows of varying themes/formats in a permanent venue</li> </ul>		X							DOT, private travel associations, DOT, TPB	Cultural show integrated in city tours

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
Manila, Cebu and Davao city tour	<ul style="list-style-type: none"> <li>Prepare a business plan and identify possible organizers and investors with DOT/TPB providing promotional support</li> </ul>		X	X							
2.3.6 Implement the Intramuros Administration Infrastructure program to transform Intramuros as a premiere historical and heritage park	<ul style="list-style-type: none"> <li>Reconstruction of Almacenes Walls (Maestranza Project)</li> <li>Museo de Intramuros (Reconstruction of San Ignacio Church)</li> <li>Rehabilitation of Aduana Street (underground cabling)</li> <li>Comprehensive Rehabilitation of Fort Santiago</li> <li>Redevelopment of Casa Azul (Plaza San Luis)</li> <li>Adaptive Re-use of Almacenes Reales</li> </ul>	X	X	X	X	X	X	X		DOT, IA, TIEZA, NCCA	Projects completed on time
<b>2.4 Adopt Measures to Enhance Environmental Preservation and Climate Change Adaptation</b>									210 Mn		
2.4.1 Implement the National Ecotourism Strategy by initially identifying existing sites that provide a range of nature-based activities for inclusion in the TDAs cluster program and for provision of necessary support infrastructure and facilities	<ul style="list-style-type: none"> <li>Review shortlist of existing sites as identified in the existing Plan and introduce improvements as necessary with community involvement in commercial endeavors as a priority objective</li> <li>Involve the private sector and schools from a promotions standpoint</li> <li>As a pilot project, support the Burgos Windmill Ecotourism Development Plan in Ilocos Norte with the LGU as lead agency</li> <li>Develop pilot model sites Balisabayao, Bucas Grande and Bataan National Park</li> </ul>	X	X							DENR, DOT, Selected LGUs, TIEZA, Private sector and local tourism councils	9 Ecotourism sites identified and improved
2.4.2 Work with ASEAN for inclusion of appropriate Philippine tours in its product packages for nature-based tourism	<ul style="list-style-type: none"> <li>The DOT shall dialogue with ASEAN NTO partners for the inclusion of Philippine ecotourism sites as part of the development and marketing of ASEAN tourism packages</li> <li>The DOT shall involve Philippine member associations of ASEANTA in this effort</li> </ul>	X	X							DOT, Philippine-based ASEAN members i.e. PAL, HRAP, PTTA, PHILTOA	3-4 nature-based tourism products included in ASEAN tourism packages

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators		
		2016	2017	2018	2019	2020	2021	2022					
2.4.3	With DENR, develop a short list of national parks and marine sanctuaries that can be developed for low-density recreation and educational purposes and opened up for private sector investment in trails (walking and biking), picnic sites, camping grounds, eco-lodges where feasible, and other support facilities	<ul style="list-style-type: none"> <li>▪ Identify new parks that can be opened up for low density recreational areas such as the Mt. Iglit-Baco National Park in Occidental Mindoro and Mt. Hamiguitan in Davao Oriental.</li> <li>▪ Improve trails and introduce new facilities such as bike trails, camping sites, picnic grounds view decks, ecolodges, in existing parks such as Mt. Pulag in Northern Luzon, Mt. Isarog in Camarines Sur, Sohoton National Park in Samar and other areas</li> <li>▪ If found meritorious, create a business development unit within the parks organizational structure to guide operations of commercial activities</li> <li>▪ Create visitor centers in the welcoming area which will provide information to better appreciate the natural environment and conservation efforts being undertaken</li> </ul>	X									DOT, DENR, TIEZA, selected national parks, LGUs	At least 5 parks are enhanced
2.4.4	Promote green technologies and innovative conservation measures in the development of tourist sites and facilities by acknowledging such in accreditation processes	<ul style="list-style-type: none"> <li>▪ Encourage innovative companies and other entities promoting green technologies to participate in national and regional travel and tourism fairs and exhibitions</li> <li>▪ Work for the inclusion of green practices in the operation of tourism establishment and which can form part of the accreditation system particularly in accommodation facilities</li> <li>▪ Work for the promotion of biodiversity friendly tourism enterprises</li> </ul>	X	X	X							DOT, TCP, HRAP	Successfully promoted green technologies and conservation measures in hotels, resorts and transport operators
2.4.5	Actively participate in the ASEAN initiatives for the preparation of a manual of	<ul style="list-style-type: none"> <li>▪ Conduct consultations among Philippine stakeholders for the preparation of guidelines</li> <li>▪ Provide inputs to the ASEAN Tourism Working Group</li> </ul>	X									DOT, ASEAN NTOs	Inputs provided to the ASEAN Tourism Working Group

Strategy and Action Plan Elements	Description of Activities	Timing						Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021			
guidelines for incorporating environment and climate change mitigation, adaptation and resilience in tourism										
<b>2.5 Formulate Measures to Address Tourism Risks and Crises</b>								87 Mn		
2.5.1 Secure technical assistance from international bodies and NGOs in the formulation of a crisis management plan	<ul style="list-style-type: none"> <li>▪ With technical assistance from international bodies and NGOs, prepare mechanics for the conduct of seminars and workshops to elaborate on contingency action plans designed to meet different crisis events</li> <li>▪ Undertake consultative workshops with stakeholders (DOT offices, business community, LGUs, local police, disaster, rescue and medical authorities) to present and clarify elements of the plan, solicit inputs and modifications, and secure commitments</li> <li>▪ Publish and disseminate a Tourism Crisis Guide and Checklist</li> </ul>	X	X						DOT, LGUS, local tourism councils, local police, disaster rescue, medical authorities	Publication and dissemination of Tourism Crisis Guide to tourism stakeholders
2.5.2 Create a key unit in the Tourism Department and appoint a spokesperson to implement and coordinate measures appropriate to the crisis	<ul style="list-style-type: none"> <li>▪ Create/Review the internal setup within the DOT in managing crisis events to conform to the new plan with clearly defined roles for all units/individuals involved</li> <li>▪ Appoint a primary spokesperson who will manage communications with media and the release of relevant information</li> <li>▪ Maintain a crisis contingency fund to support related activities</li> <li>▪ Develop LGUs/provincial level crisis plan</li> <li>▪ Prepare a communications guide on how to handle media channels especially social media in the different phases of the plan</li> </ul>	X	X						DOT, TPB, PATA, DOT attached agencies and regional offices	Creation of a Crisis Management Team with Contingency Fund  Crisis communications guide distributed to industry stakeholders
2.5.3 Undertake a program for the hospitality industry in complying with	<ul style="list-style-type: none"> <li>▪ In major tourism destination areas, design training programs to strengthen compliance with health and sanitation guidelines as well as adaption of occupational safety measures in the workplace</li> </ul>		X						DOT, DOH, DOLE, LGUs	Conduct of programs in all (10) priority tourism clusters

Strategy and Action Plan Elements	Description of Activities	Timing							Cost Estimate (Php)	Lead Responsible and Strategic Partners	Success Indicators
		2016	2017	2018	2019	2020	2021	2022			
public health standards and undertaking occupational safety measures in the workplace	<ul style="list-style-type: none"> <li>Work with the private sector in the conduct of the said programs</li> <li>Include such guidelines as part of the DOT accreditation process</li> </ul>			X	X	X	X	X			
2.5.4 Revive project for deployment of 3 decompression chambers in priority diving areas	<ul style="list-style-type: none"> <li>Ascertain and inspect status of decompression chambers</li> <li>Embark on joint-venture agreements with appropriate medical institutions including training programs and certification for operators</li> </ul>	X	X	X						DOT, TIEZA, PCSSD, Medical Institutions	Operationalization by 2018

<sup>1</sup> Source: DOT

<sup>2</sup> Source: DOT

<sup>3</sup> Source: DOT, National Tourism Development Plan 2011-2016

<sup>4</sup> Source: DOT, DOTr, and CAAP

<sup>5</sup> Source: DOT

<sup>6</sup> Source: PSA, Philippine Tourism Satellite Account

<sup>7</sup> Based on 877 responses during FGDs held February to March 2016

<sup>8</sup> Based on 877 responses during FGDs held February to March 2016

<sup>9</sup> Source: DOT, DOTr, and CAAP

<sup>10</sup>Source: DOT, DPWH

<sup>11</sup>The activities enumerated in this section is an abbreviated version of the entire range of action plans embodied in the Philippines Tourism Human Resource Development Strategy and Action Plan 2015-2020 as formulated through a grant from the Asian Development Bank (ADB) and the Government of Canada (CIDA)