

Department of Tourism



The DOT logo, represented by a shell, depicts the Philippines as the Pearl of the Orient. The shell has 13 vertical lines representing the 13 regions of the country where unique and beautiful destinations await foreign and local tourists. The curved line at the bottom of the shell symbolizes the smiling face of Filipinos who are known for their warmth and hospitality.

Legal Basis

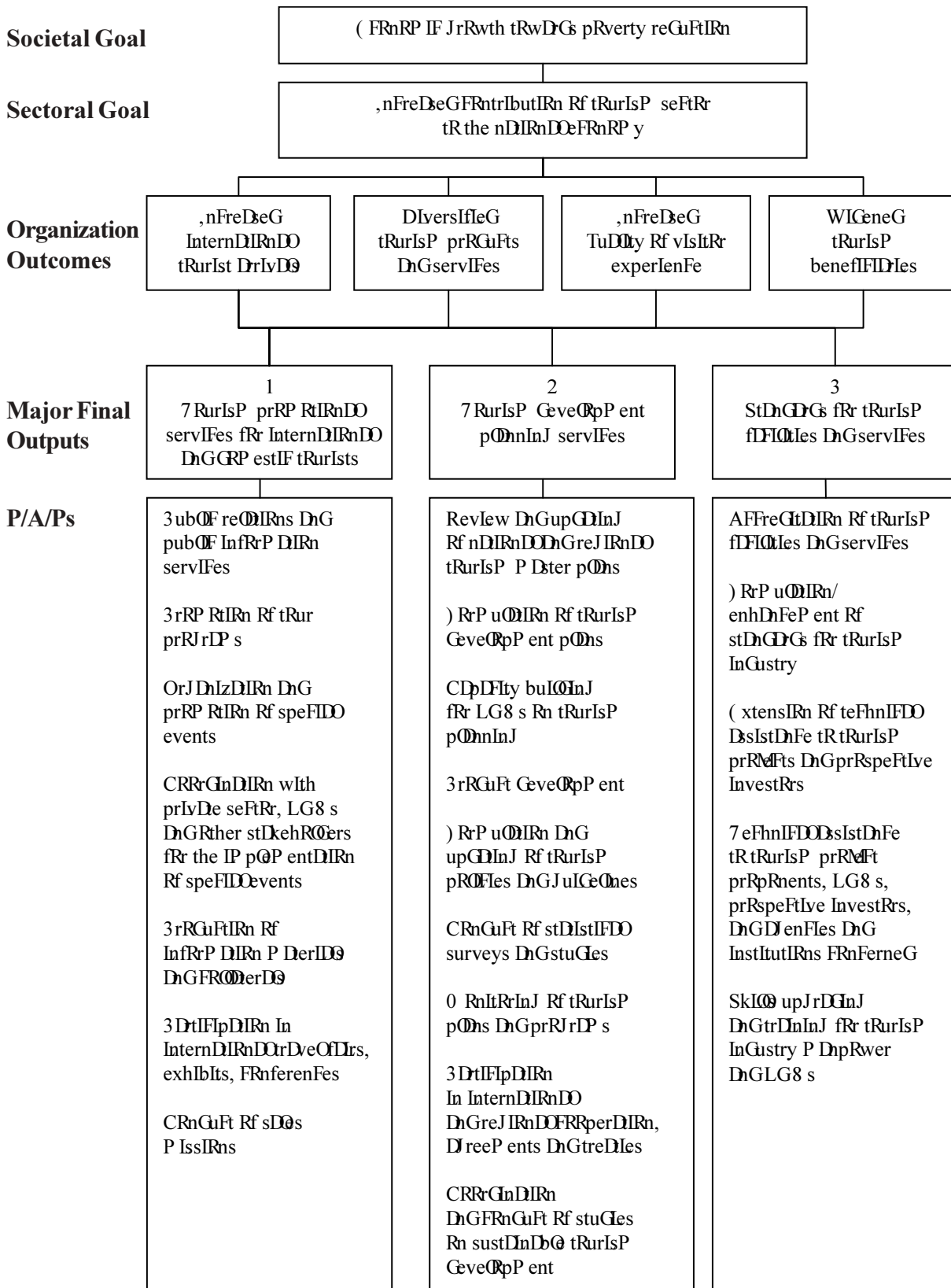
- **Presidential Decree 189** (May 11, 1973) organized the Ministry of Tourism (MOT).
- **Executive Order 120** (January 30, 1987), Reorganization Act of the Ministry of Tourism, reorganized the MOT and provided for a Department of Tourism under a presidential form of government.
- **Republic Act No. 7160** (October 10, 1991), the Local Government Code of 1991, provided for the devolution of some DOT functions to local government units, namely, domestic tourism promotion and tourism standards regulation.

Mandate

The Department of Tourism (DOT) is mandated to encourage, promote, and develop tourism as a major socio-economic activity to generate foreign currency and local employment and to spread the benefits of tourism to a wider segment of the population with the support, assistance, and cooperation of both the private and public sectors. The DOT assures the safe, convenient, enjoyable stay and travel of foreign and local tourists in the country.

We will promote fast-growing industries where high-value jobs are most plentiful. We have the competitive edge in tourism in the natural wonders of our country and the natural warmth of our people. - SONA, 2001

LOGICAL FRAMEWORK (DOT)



SECTOR GOAL

The goal of the Department of Tourism is to **increase the contribution of tourism to the national economy**. This contribution is translated into a higher percentage share of tourism to the gross domestic product (GDP), increased percentage share in the national employment, and increased share in the total capital formulation of both the public and private sectors.

There is no doubt that tourism is one of the world's largest industries and generator of quality jobs today. Based on the study of the World Travel and Tourism Council (WTTTC), tourism is expected to generate a P10.0 trillion of economic activity and 308 million jobs (direct and indirect) worldwide by 2010.

To date, the Department of Tourism is coordinating closely with the National Statistical Coordination Board for the implementation of the Tourism Satellite Account (TSA), based on the United Nations World Tourism Organization (UNWTO) system. The TSA will provide the socio-economic contribution of tourism to the economy, thus, espousing greater understanding and appreciation of its impact on the economy.

Tourism has also been identified as an important sector for creating jobs and livelihood opportunities for local communities in tourist areas. It facilitates infrastructure development especially in far-flung areas, and contributes to cultural preservation and environmental protection through education and actual visit to places.

ORGANIZATION OUTCOMES

Increased international tourist arrivals

During the first five months of 2008, international tourist arrivals in the Philippines reached 1,058,110 (up by 11.9%) as against 944,473 arrivals during the same period in 2007. Visitor receipts also posted significant growth, reaching a P87.48 million in January-May of 2008 for a 40% increase from the same period in 2007. Increase in international arrivals will encourage investment in tourism, resulting in more job opportunities and business expansion for tourism development. Consequently, it will accelerate economic growth that will reduce poverty.

Diversified tourism products and services

As the demand for tourism increases, so will the demand for more tourism-related services and products. The DOT will pursue and advocate policies to make tourist products diverse, more affordable, and of high quality so that visitors will spend more time and stay longer in the country. In partnership with the private sector, the government will upgrade tourism manpower skills to meet international standards of management and service. Tourism programs and policies will be gender-sensitive and founded on the preservation of cultural and natural resources, and sound use of the environment.

Increased quality of visitor experience

The DOT will ensure that visitors will have a safe, convenient, and enjoyable stay in the country. A culture of tourism will be instilled in all Filipinos by promoting partnership among all stakeholders and making them responsive and accountable for their specific areas of concern. Through the cooperation of national security agencies and local government units, peace and order will be improved to reduce threats to life and property of tourists.

Widened tourism beneficiaries

The DOT will ensure that Filipinos benefit from tourism through business, livelihood, jobs and employment opportunities. Given the magnitude of resources needed to develop tourism, investments will be put on stream in partnership with the private sector and local government units (LGUs). The LGUs, with communities and civil society, will increasingly be relied on to develop and maintain tourism sites in their localities and enhance the role of tourism in regional development. Consideration shall be given to long-term environmental impacts of tourism activities. The private sector, LGUs, national government agencies concerned, and other stakeholders will jointly strive to create a rational and orderly balance between socio-economic growth and environmental protection through the sustainable use, development, management, renewal, and conservation of the country's natural resources, including the preservation of cultural heritage.

MAJOR FINAL OUTPUTS

1. Tourism promotional services for international and domestic tourists

A niche-and-mass marketing approach will be undertaken based on a diverse mix of special interest, vacation, resort, convention, exhibition, shopping, retirement, touring, and incentive travel products that the country can offer. The Philippines will be promoted as a prime tourist destination in Asia, highlighting the country's unique products and attractions. Participation in international tourism exhibitions, fairs, and events will be aggressively carried out in partnership with the private sector and LGUs concerned. Other promotional activities, such as advertising, production and distribution of brochures and collateral materials, will be undertaken.

Associated Activities or PLAIPsW

Public relations and public information services

Promotion of tour programs

Organization and promotion of special events

Coordination with private sector, LGUs, and other stakeholders for the implementation of special events

Production of information materials and collaterals

Participation in international travel fairs, exhibits, conferences

Conduct of sales missions

2. Tourism development planning services

The implementation of tourism development plans at the national, regional, and local levels will be reviewed and assessed regularly. Existing facilities and services will be periodically evaluated vis-à-vis projected requirements and market demands. Tourism-related developments and trends will be frequently monitored to better respond to the changing needs of tourists.

Given the dynamic nature of tourism, continuing research will also be undertaken to support the preparation of tourism development plans and improve the country's competitiveness as a tourist destination, and as an investment and convention site. Accordingly, the private sector and LGs will be tapped to provide the pertinent data and reports, and share experiences, perceptions and insights so that the socio-economic benefits of tourism will be increasingly recognized.

Associated Activities or PIAIPs

- Review and updating of national and regional tourism master plans
- Formulation of tourism development plans
- Capacity building for LGs on tourism planning
- Product development
- Formulation and updating of tourism policies and guidelines
- Conduct of statistical surveys and studies
- Monitoring of tourism plans and programs
- Participation in international and regional cooperation, agreements and treaties
- Coordination and conduct of studies on sustainable tourism development

3. Standards for tourism facilities and services

To assure the safe, convenient, and enjoyable stay/travel of visitors, formulation/enhancement of standards for tourism facilities and services are continually undertaken. Accreditation of tourism facilities and services are likewise implemented to ensure compliance with the prescribed minimum levels of quality standards.

Associated Activities or PIAIPs

- Accreditation of tourism facilities and services
- Formulation/enhancement of standards for tourism industry
- Extension of technical assistance to tourism projects and prospective investors
- Technical assistance to tourism project proponents, LGs, prospective investors, and other concerned agencies and institutions
- Skills upgrading and training for tourism industry manpower and LGs

Performance Measures and Targets

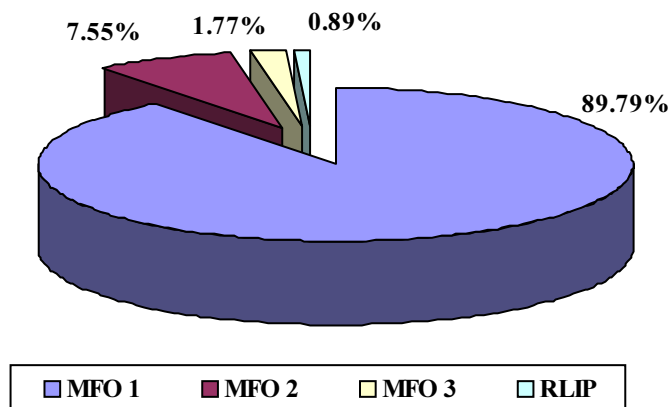
Particulars	2007 Targets
<p>MFO 1 Tourism promotional services for international and domestic tourists</p> <p>No. of promotions and information drives undertaken in key tourist markets (China, Korea, Japan, N. America, Europe), ad placements, sales calls/presentations, sales missions, trade/consumers fairs made/ conducted, travel agents invited, and sales support realized</p> <p>No. of media invitees</p> <p>% of circulation and reach of media invitational</p>	<p>6,865</p> <p>193</p> <p>33.669 million viewers</p>
<p>MFO 2 Tourism development planning services</p> <p>No. of tourism development plans formulated and updated</p> <p>No. of Regional Tourism Master Plans updated</p> <p>No. of tourism products developed</p>	<p>1</p> <p>13</p> <p>18</p>
<p>MFO 3 Standards for tourism facilities and services</p> <p>No. of hotels and tourism-related establishments (TREs) accredited and monitored</p> <p>No. of tour operators accredited and monitored</p>	<p>4,067</p> <p>383</p>

FY 2007 OPIF-Based Budget

FY 2007 Budget by Major Final Output (MFO)

Major Final Outputs (MFO)	Amount in Thousand Pesos				% Share in Total
	Personal Services	Maintenance and Other Operating Expenses	Capital Outlay	Total	
MFO 1 - Tourism promotional services for international and domestic tourists	187,908	980,774	25,504	1,194,186	89.79%
MFO 2 - Tourism development planning services	32,446	67,976	-	100,422	7.55%
MFO 3 - Standards for tourism facilities and services	7,548	15,991	-	23,539	1.77%
Sub-Total	227,902	1,064,741	25,504	1,318,147	99.11%
Life and Retirement Insurance Contributions	11,774	-	-	11,774	0.89%
% Share in Total	18.02%	80.06%	1.92%	100%	

2007 Budget by MFOs
(Total Budget = P1,329,921,000)



Other Budget Highlights

Priority Programs and Projects (in million pesos)

MFO 1 - Tourism Promotional Services for International and Domestic Tourisms

P 1,095.751

- Domestic tourism promotions 007.319
- International tourism promotions, including the operation and maintenance of overseas offices 739.074
- Provision for new locally-funded projects
 - ppAsia t ellness pummit 007 15.008
 - nformation systems pstrategic Plan 007-009 87.1R0
 - pports and t ellness Tourism 45.000

MFO 2 - Tourism Development Planning Services

P 76.104

- Tourism development planning, policy formulation and research and implementation of Tourism Master Plan Programs in Luzon, s isayas and Mindanao 54.814
- Provision for on-going foreign-assisted projects
 - pustainable bnvIRONMENTAL Management Project in k orthern Palawan - Project Management and pustainable Tourism Development Component 11.090

MFO 3 - Standards for Tourism Facilities and Services

P 20.206

- Tourism standards and accreditation 00.005