THE PHILIPPINE TOURISM INDUSTRY



DEPARTMENT OF TOURISM
PHILIPPINES

DEPARTMENT OF TOURISM

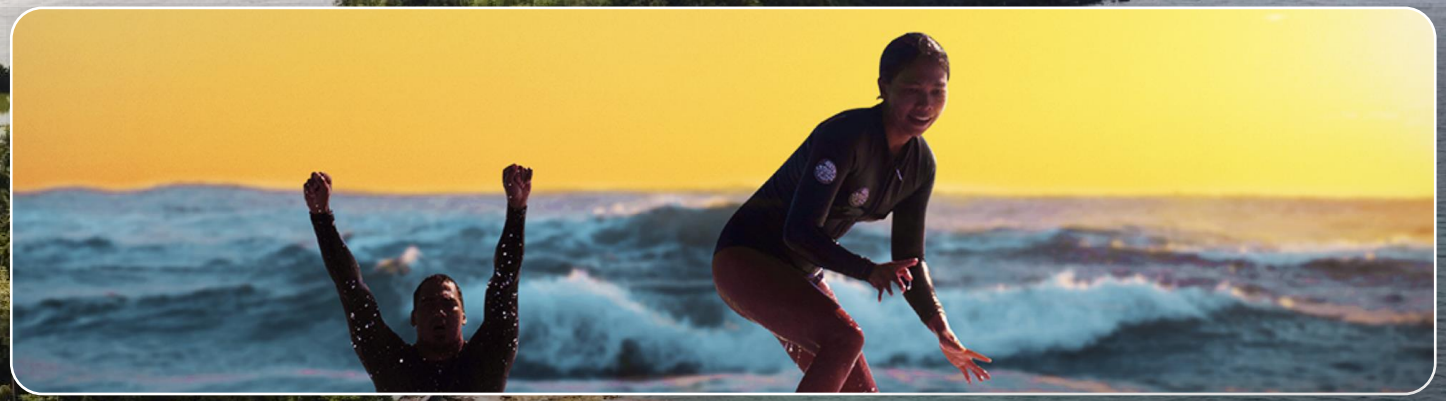
From a global perspective,

TOURISM EXPERIENCED A 3.8% UPTURN IN 2021

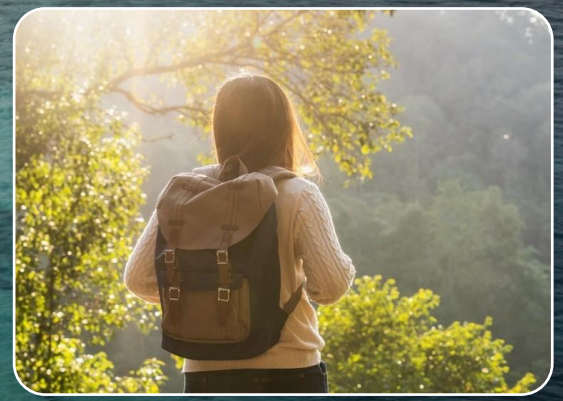
*According to the **UNWTO World Tourism Barometer***











THE PHILIPPINES HAS WELCOMED 1,772,310 MILLION TRAVELERS AS OF OCTOBER 17, 2022

since we reopened our doors to international leisure travel in February this year.

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REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF TOURISM



"Tourism is not only an important economic development tool but the abundance of opportunities that the sector creates in terms of regular employment and even job creation at the grassroots level is undeniable."

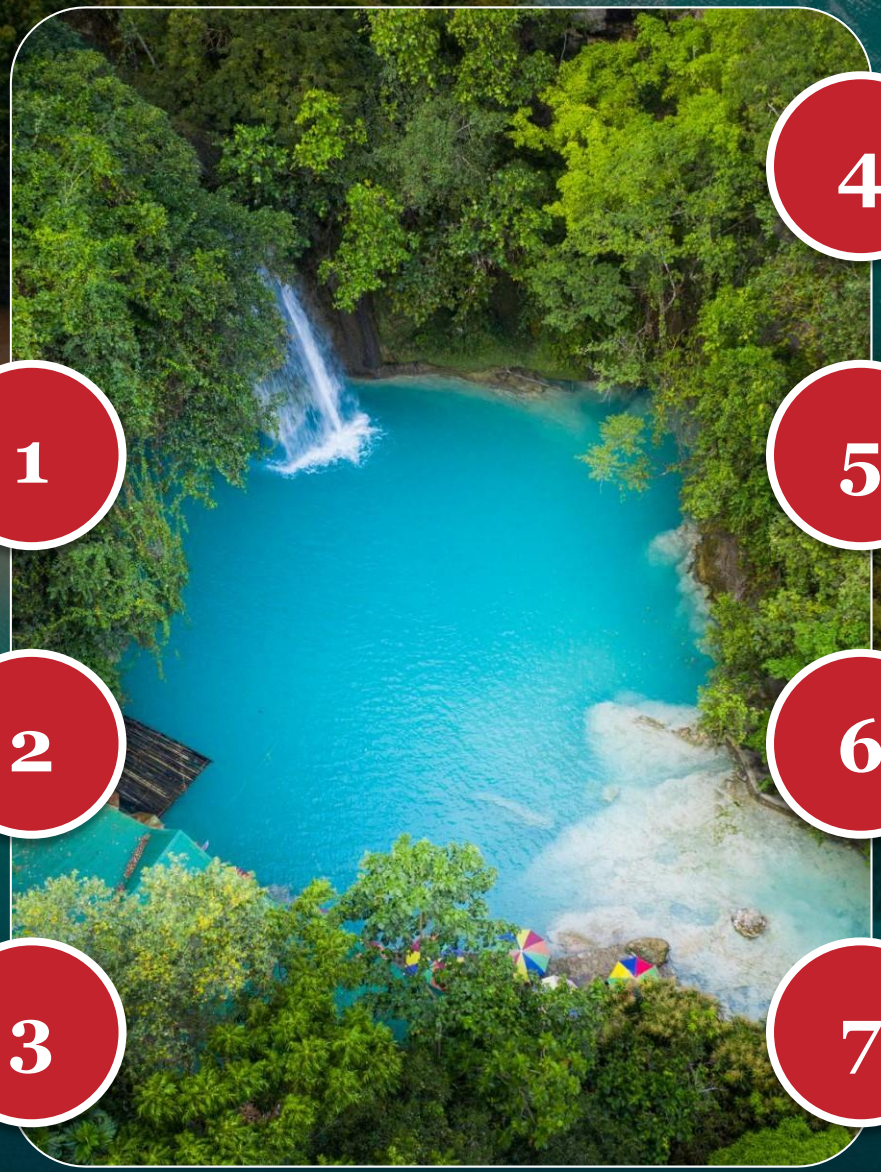
PRESIDENT
FERDINAND R. MARCOS, JR.

July 25, 2022
First State of the Nation Address (SONA)

Photo courtesy of pbbm.com.ph

/Department of Tourism @TourismPHL @tourism_phl

7-POINT AGENDA OF THE DEPARTMENT OF TOURISM



1. Improving Tourism Infrastructure and Accessibility
2. Cohesive and Comprehensive Digitalization and Connectivity
3. Enhancement of Overall Tourist Experience
4. Equalization of Tourism Product Development and Promotion
5. Diversification of Portfolio through Multidimensional Tourism
6. Maximization of Domestic Tourism
7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders



Connectivity



Convenience



E(Quality)

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CONNECTIVITY

Aims to ensure that our tourist destinations are **accessible through improved transportation network, affordable travel costs, and digitalization of tourist services.**



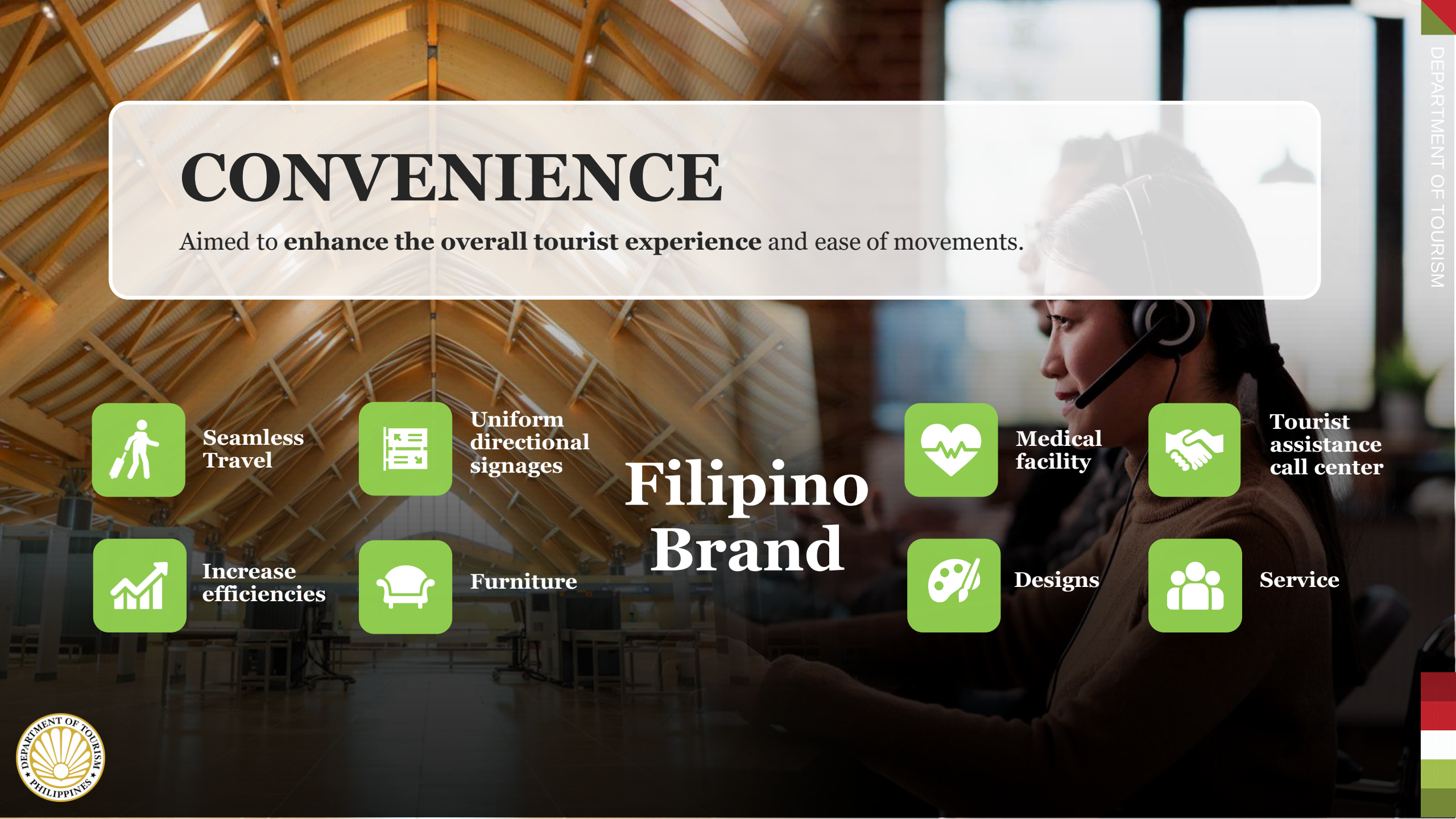




On internet **service availability**

The building of **tourism intelligence**

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CONVENIENCE

Aimed to **enhance the overall tourist experience** and ease of movements.

- Seamless Travel
- Uniform directional signages
- Increase efficiencies
- Furniture

Filipino Brand

- Medical facility
- Tourist assistance call center
- Designs
- Service

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(E)QUALITY

Which is aimed at the equalization of **overall tourism product development and promotion.**

- Tourism Circuits
- Heritage Caravans
- Equal Promotion & Support to destination
- Improvement of Standards, Accreditation & product audits
- Roll-out of Product Development Manual for LGUs
- Training Modules

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Diversification of Portfolio through Multidimensional Tourism



Nature-based Tourism



Film Tourism



Food And Gastronomy



Heritage And Culture



Farm And Agri-tourism



Health And Wellness



Arts



And More

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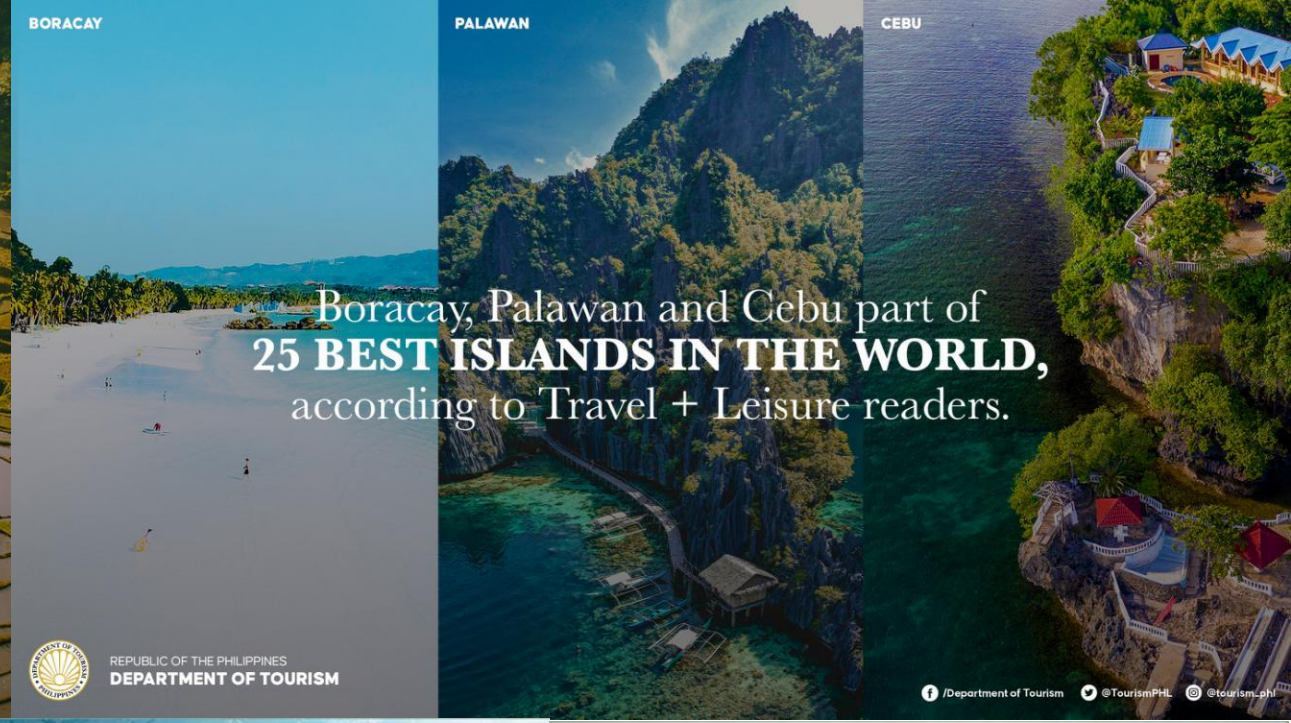




1st PHILIPPINE TOURISM JOB FAIR

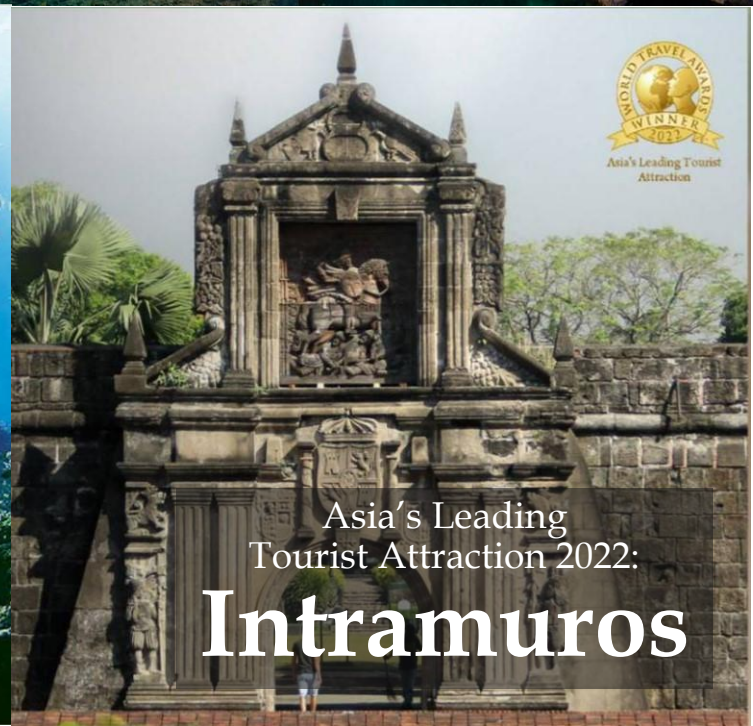
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PUERTO PRINCESA, PALAWAN
Subterranean River National Park
CARMEN, BOHOL
Chocolate Hills
BANAUE, IFUGAO
Rice Terraces
DOT hails Philippines being named in
Condé Nast Traveler's
40 MOST BEAUTIFUL COUNTRIES
in the world.
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BORACAY
PALAWAN
CEBU
Boracay, Palawan and Cebu part of
25 BEST ISLANDS IN THE WORLD,
according to Travel + Leisure readers.
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Asia's Leading
Beach Destination 2022:
Philippines
Saud Beach, Pagudpud, Ilocos Norte


Asia's Leading
Dive Destination 2022:
Philippines
Tubbataha Reefs Natural Park, Cagayancillo, Palawan


WORLD TRAVEL AWARDS
WINNER
2022
Asia's Leading Tourist Attraction
Asia's Leading
Tourist Attraction 2022:
Intramuros



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DAGHANG SALAMAT!



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