



# ASEAN Economic Community and the Philippine Tourism: Situating the Barangays to ASEAN Integration

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# OUTLINE

1. DOT'S Preparation for ASEAN Integration
2. What must be done?
3. What can the Barangays do?



# How is the Philippine tourism industry preparing for integration?

# Roadmap for Integration of the Tourism Sector (RITS) 2004 -2010

## COVERAGE

**Joint promotion and  
marketing**

**Tourism manpower  
development**

**Investment**

**Tourism  
Standards**

**Improving crisis  
communications**

❖ **Responsible Body:**  
Special Working Group on ASEAN  
Tourism Integration

❖ **2011 (implementation of ATSP)**  
- Accomplished the 19 measures in the  
Roadmap

# ASEAN Tourism Strategic Plan (ATSP) 2011-2015

## Vision:

By 2015, ASEAN will provide an increasing number of visitors to the region with authentic and diverse products, enhanced connectivity, a safe and secure environment, increased quality of services, while at the same time ensuring an increased quality of life and opportunities for residents through responsible and sustainable tourism development by working effectively with a wide range of stakeholders.

### Strategic Directions

**1. Develop  
Experiential  
Regional Products &  
Creative Marketing &  
Investment  
Strategies**

**2. Strategically  
Increase the Quality  
of Services and  
Human Resources in  
the Region**

**3. Enhance and  
Accelerate Travel  
Facilitation and  
ASEAN Connectivity**

### Strategic Actions

**1.1 Develop and implement  
a tourism marketing  
strategy for the ASEAN  
region**

**2.1 Develop a set of ASEAN  
tourism standards with a  
certification process**

**3.1 Advocate for  
a single visa for the ASEAN  
region**

**1.2 Develop  
Experiential and creative  
regional/sub regional  
circuits & packages  
together with investment  
strategies**

**2.2 Implement the MRA on  
ASEAN Tourism  
Professionals and its  
requirements**

**3.2 Work with other ASEAN  
bodies to expand  
connectivity through air,  
water, rail and ground  
transportation**

**1.3 Enhance the external  
relation policies and  
procedures of ASEAN  
tourism**

**2.3 Provide opportunities  
for increase knowledge and  
skill development**

# 1. Develop experiential regional products and creative marketing strategies

1.1

- Develop and implement a tourism marketing strategy for the ASEAN region

1.2

- Develop experiential and creative regional/sub-regional circuits & packages with investment strategies

1.3

- Enhance the external relation policies and procedures of ASEAN tourism



## 2. Strategically increase the quality of HR

2.1

- Develop a set of ASEAN Standards

2.2

- Implement the MRA (Mutual Recognition Agreement)

2.3

- Provide opportunities for increase knowledge and skills development

### 3. Enhance and accelerate travel facilitation and connectivity

3.1

- Advocate for a single ASEAN visa

3.2

- Work with other bodies to expand connectivity thru air, water, rail and ground infrastructure



# What must the Philippines do to reap the gains from the AEC thru tourism?

# Positioning the Philippines in ASEAN

- **Develop and Launch Pro-Active Marketing Program for the Gateway Tourism Development Area Airports of Entry**
  - Partnerships between airlines and the airports, between airlines and the tourism operators/providers (Routes Conferences – airline: airport business matching)
- **Enhance Inter-Island Maritime Connectivity**
  - Development and/or Modernization of port facilities for cruise tourism
  - Upgrading of shipping vessels
  - Provision of safe, secure and seamless services for passengers at the ports and between ports

# Positioning the Philippines in ASEAN

- **Expanding destination capacity**

- Investments in room capacity and enterprise services
- Investments in site infrastructure (water, power, sanitation and waste management) and resiliency programs for enterprises and destinations

- **Cluster development programs**

- Investments in product development (heritage, nature-based, youth programs), scalability, adaptability & flexibility of enterprise systems – Procurement processes, IT systems and web usage of tourism enterprises particularly SMEs
- Establishment of capital/financing relationships with banks and financial institutions
- Increase in capacity to enter into inter-regional investments
- Increase in base of trained and skilled HR especially among SMEs

# What can the barangay initiate?

## ATSP 1

1. Develop experiential regional products and creative marketing strategies

1

- Prepare the tourism product

2

- Prepare the community

3

- Establish your destination image



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*feel the warmth*



# Prepare the tourism product



- ✓ Development of activities that ***tourists can do*** towards the destination is the most basic tourist product.
- ✓ Conducting ***an event*** is a tourism product classified as an attraction.
- ✓ Tourism product development could be an ***establishment or upgrading of services***, either manpower or facilities.





# Prepare the tourism product

- ✓ Development and improvement of ***support infrastructure*** to facilitate flow and access of tourists
- ✓ Tourist facilities should have quality standards, including ***quality level of services***.
- ✓ Development of new tourism products that are ***unique and trendy***.



# PUTTING FORWARD QUALITY PRODUCTS

1. Quality of attraction, in terms of relative uniqueness, attractiveness and abundance;
2. The mix of natural and cultural experience;
3. Accommodation: cleanliness is of primary importance but issues such as ablution and toilet arrangements, general functionality, privacy and overall design and ambience can be significant;
4. Guiding and interpretation: a fine balance between local color and story telling, and scientific knowledge and accuracy is often sought;





# PUTTING FORWARD QUALITY PRODUCTS

5. Local produce and handicrafts: although visitors may look for authenticity, it is very important to avoid depletion of cultural artifacts and other resources.
6. General experience of village life, including folklore
7. Participation: some visitors value the opportunity to participate in activities.



## ATSP 2

## 2. Strategically increase the quality of HR

### 2.1

- Capacity-building among local communities





# Capacity-building among local community

## ☐ Understand the Community's Role

Communities should ***exercise control*** over their growth and development

## ☐ Empower Communities

***Participation*** is a process that is more than just making communities the beneficiaries of an ecotourism project. They must genuinely participate in the decision-making process.

## ☐ Urge Local Project Participation

Project managers must identify ***local leaders, local organization, key priorities of the community, and ideas, expectations and concerns*** local people already have.





# Basic Steps to Encourage Community Participation

## ☐ Create Stakeholders

Investments in project development should be encouraged either in cash, labor or in-kind resources.

## ☐ Link Benefits to Conservation

The links between ecotourism benefits and conservation objectives need to be direct and significant. Income, employment, and other benefits must promote conservation.

## ☐ Distribute Benefits

Ensure that both the community and the individuals benefit from the project.

## ☐ Identify Community Leaders

Identify opinion leaders and involve them in the planning and execution of projects





## ATSP 3

### 3. Enhance and accelerate travel facilitation and connectivity

3.1


- Establish networks for infra-support facilities

3.2

- Create investment-friendly business atmosphere



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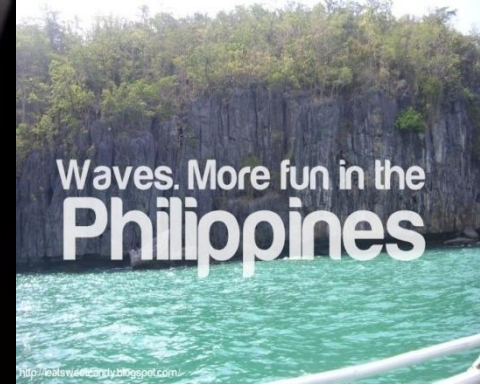


"Success is the  
sum of small  
efforts, repeated  
day in and day  
out."

~ Robert Collier



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**THANK YOU.**

