

**STATUS REPORT ON THE
TECHNICAL WORKING GROUP ON
TOURISM
(*INCLUDING HEALTH AND WELLNESS*)**

**4th Meeting of the Working Group on Growth and
Investment Climate (WG-GIC)
November 4, 2008**

**CYNTHIA C. LAZO
Director**

**Office of Sports and Wellness Tourism
Department of Tourism**

Tourism (including health and wellness)

- **Period of work (July 10 to Oct 8, 2008)**
 - *Meetings conducted (10 + 3 for LGU Conference)*

Tourism TWG

- Chair: DOT
- Co-chair: DTI
- DOH
- DFA
- DILG
- LCP
- LMP
- PCCI

Directions Set for Tourism

Focused on Health and Wellness

- Focus on health and wellness with tourism gateways as anchor
 - *Medical tourism - NCR*
 - *Tourism “gateways” - Metro Manila, Cebu, Davao, Subic-Clark, Vigan-Laoag*

Working National Secretariat for Tourism
(including Health and Wellness) supports
Tourism TWG

Directions Set for Tourism

- Finalized the Terms of Reference (TOR) for the Technical Working Group (TWG) /National Secretariat for tourism (including health and wellness)

Work in Progress: Policy formulation/implementation

- DOH Committee of Examiners on Massage Therapy (CEMT) agreed to hold the licensure examination in Cebu City for a minimum of 50 examinees (DOH, TESDA, DOT, DTI)
- DOH and TESDA working towards harmonization of certification and licensure systems for massage therapists (DOH, TESDA, DOT, DTI)

Work in Progress: Policy formulation/implementation

- Took part in the Cebu Health and Wellness Council's Study Tour on 10 September 2008
 - Highlights

Work in Progress:

Implications on Policy and Decision-Making

- **Participated in the LGU Conference on Competitiveness (October 8, 2008, AIM)**

- **Identified partners involved in the delivery of LGU conference commitments**
 - *National Government*
 - *LGU and Leagues*
 - *Private associations*

LGU conference commitments

- **Create a National Tourism Competitiveness Council**
- **Launch a comprehensive and integrated Philippine Tourism website**
- **Harmonize National Accreditation Standards for hotels, restaurants, transportation and other tourist services**

COMMITMENTS

- SUPPORT the creation of the National Tourism Competitiveness Council which will serve as the single voice of the Philippine Tourism;
- SUPPORT the launch of a comprehensive and integrated Philippine Tourism website at par with global best practices;

COMMITMENTS

- Support the Harmonization of National Accreditation Standards with global standards for tourism services and facilities;

COMMITMENTS

- **SUPPORT national government initiatives that are intended to enhance the country's competitiveness particularly in those areas within the control of the LGU such as those:**

- 1. Revive the Local Tourism Development Council*
- 2. Increase budget allocations for tourism promotion*
- 3. Enforce accreditation standards for tourism services and facilities*

COMMITMENTS

- 4. Establish and/or strengthen the LGU Tourism Office*
- 5. Emphasize Sustainable Tourism with Environmental Protection Management as well as Protection of Heritage Sites and Natural Springs*
- 6. Address Infrastructure Development issues (airport, seaport and roads)*

COMMITMENTS

- PURSUE the action plan in the area of tourism as agreed by the representatives of the local Government Units (LGUs) using as framework the principles underlying public-private sector partnership;

COMMITMENTS

- PARTNER with the private sector in the planning and implementation of the projects and programs that would promote and support competitiveness, such as in the preparation of an investment code in each LGU;

COMMITMENTS

- PARTICIPATE in capacity building programs that would enhance competitiveness, and
- SUPPORT the initiatives in monitoring and assessing the country's competitiveness through various national and international surveys recognized by the National Competitiveness Council in cooperation with academic and research institutions

MABUHAY