

# MACRO PERSPECTIVE OF TOURISM & HOSPITALITY

BSHM

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# PHILIPPINE TOURISM INDUSTRY AND ECONOMY

## MODULE II

### **INTENDED LEARNING OUTCOMES**

- Understand the tourism industry in the Philippines
- Learn the different resources of the Philippines
- Learn how the Philippines resources are utilized in tourism industry
- Know the different types of tourism in the Philippines
- Know the various popular destinations in the Philippines

# CONTENT

- ▣ HISTORY
- ▣ THE ATTRACTION AND ACTIVITIES  
INDUSTRY
- ▣ FILIPINO CUISINE
- ▣ IMMIGRATION AND CUSTOMS
- ▣ TRANSPORTATION

# PHILIPPINE TOURISM INDUSTRY AND ECONOMY

## Overview

- ▣ Tourism makes an important part to the economy of the country. The growth of the economy had been into a major change since the end of the People Power Revolution up until the present time because of the growth of tourism.
- ▣ In 2000, Philippines' tourist arrivals totaled 2.2 million. In 2003, it totaled 2,838,000, a growth of almost 29%, and was expected to grow as much as 3.4 million in 2007. In the first quarter of 2007, the tourist arrival in Philippines grew as much as 20% in same period last year. In 2011, the Department of Tourism D.O.T recorded 3.9 million tourists visiting the country, 11.2 percent higher than the 3.5 million registered in 2010.

# PHILIPPINE TOURISM INDUSTRY AND ECONOMY

- In 2012, Philippines recorded 4.27 million tourist arrivals, after the Department of Tourism launched a widely publicized tourism marketing campaign entitled "It's More Fun In the Philippines".
- The 2017 Travel and Tourism Competitiveness Report of the World Economic Forum ranked the Philippines 79th out of 136 countries overall. The country's best-rated features were price competitiveness (22nd) and natural resources (37th).

# PHILIPPINE TOURISM INDUSTRY AND ECONOMY

- ▣ The tourism industry employed 3.8 million Filipinos, or 10.2 per cent of national employment in 2011, according to data gathered by the National Statistical Coordination Board. In a greater thrust by the Aquino administration to pump billion to employ 7.4 million people by 2016, or about 18.8 per cent of the total workforce, contributing 8 per cent to 9 per cent to the nation's GDP.

# PHILIPPINE TOURISM INDUSTRY AND ECONOMY

- ▣ The official heritage properties of the Philippines are listed under the National Government's
- ▣ Philippine Registry of Cultural Property (PRECUP), Pinagmulan: Enumeration from the Philippine Inventory of Intangible Cultural Heritage, and the **National Integrated Protected Areas System** (NIPAS).

Properties registered among those lists are heralded as possible nominations to the UNESCO World Heritage List, where at least 16 declarations containing 19 properties have been recognized by

# PHILIPPINE TOURISM INDUSTRY AND ECONOMY

- ▣ **United Nations Educational, Scientific and Cultural Organization (UNESCO)**

UNESCO through its 4 different lists  
(UNESCO World Heritage List, UNESCO  
Memory of the World Register, UNESCO  
Intangible Cultural Heritage List, and UNESCO



# PHILIPPINE TOURISM INDUSTRY AND ECONOMY

Tourism in the Philippines traces its origins during the ancient times when the first set of people chose to migrate through land bridges, followed by the other sets of migrations from the Malayan archipelago in the south and Taiwan in the north. Through time, numerous ethno-linguistic groups developed, until some of them became monarchies, plutocracies, hunter-gatherers, city-states, and so on. Trade also became part of the tourism as Arabs, Indians, Japanese, Chinese, Malays, and other ethnic groups in mainland Southeast Asia, Taiwan, and Ryukyu traded goods with the natives. When the islands became part of the territory of Spain, an influx of Spanish people migrated into the country, though still few compared to the Spanish migrations in South America as the Philippines was farther from Spain.

# PHILIPPINE TOURISM INDUSTRY AND ECONOMY

- ▣ The tourism industry first truly flourished during the late 19th to early 20th century due to the influx of immigrants from Europe and the United States. It was listed as one of the best countries to visit in Asia aside from Hong Kong and Japan, earning the nickname "Pearl of the Orient Seas". The tourism declined during and after the World War II, leaving the country with a completely devastated economy, and a landscape filled with destroyed heritage towns. The second wave of tourist influx flourished in the 1950s but declined drastically during the dictatorship era. After the People Power Revolution, the tourism industry continued to decline due to the domino effect caused by the dictatorship. The industry only managed to cope in 1991 and 1992, where 1.2 million tourists visited the Philippines. It afterwards waned again after a decade due to corrupt practices in government.

# PHILIPPINE TOURISM INDUSTRY AND ECONOMY

- ▣ The tourism industry flourished again for the third time at the early part of the 2010s under the *"It's More Fun in the Philippines"* slogan, which was widely regarded as an international success, gaining international media attention. The country saw an influx of tourists from all over the world, with the help of social media and the creative tagline, the tourism went at its peak with having 5,360,682 foreign million tourists recorded in 2015. The industry continued to grow in 2017, but the growth rate from Western tourists drastically decreased due to an ongoing drug war and the declaration of martial law in Mindanao. Nonetheless, the growth continued due to an influx of Asian and Russian tourists.

# PHILIPPINE TOURISM INDUSTRY AND ECONOMY

- ▣ 2,861,572 international visitors arrived from January to July 2014, up by 2.24% for the same period in 2013. 46.96% of these came from East Asia, 18.79% came from North America, and 9.37% came from other ASEAN countries. 8,260,913 international visitors arrived from January to December 2019, up by 15.24% for the same period in 2018. 58.62% (4,842,774) of these came from East Asia, 15.84% (1,308,444) came from North America, and 6.38% (526,832) came from other ASEAN-  
Association of South East Asian Nation  
countries. In 2015, the travel and tourism industry contributed 10.6% to the country's GDP-Gross  
Domestic Product.

# ASEAN COUNTRIES

	State	Accession
	<u>Brunei</u>	7 January 1984
	<u>Cambodia</u>	30 April 1999
	<u>Indonesia</u>	8 August 1967
	<u>Laos</u>	23 July 1997
	<u>Malaysia</u>	8 August 1967
	<u>Myanmar</u>	23 July 1997
	<u>Philippines</u>	8 August 1967
	<u>Singapore</u>	8 August 1967
	<u>Thailand</u>	8 August 1967
	<u>Vietnam</u>	28 July 1995

# MAP OF ASEAN COUNTRIES





# THE ATTRACTION AND ACTIVITIES INDUSTRY

- ▣ Aside from the being the most diverse archipelago in Asia, the Philippines is rich in history. The fact that our country is fortunate enough to be blessed with different places to visit and see, still many people love to discover the historical origins of our country.

# THE ATTRACTION AND ACTIVITIES INDUSTRY

- ▣ The attractions and activities industry is also referred to as the recreation, entertainment or the best places to spend one's leisure time with such as parks, shopping malls, night clubs, restaurants, and the like. Other attractions which provide
- ▣ entertainment and convenience to the travelers includes museums, cultural villages, disco houses, and dining centers.



# THE ATTRACTION AND ACTIVITIES INDUSTRY

- ▣ Attractions Industry includes Natural Attractions and Man-Made Attractions.

## **Natural Attractions**

- ▣ Botanical and zoological
- ▣ Seaside parks
- ▣ Mountains
- ▣ Falls
- ▣ Bay
- ▣ Sea
- ▣ Lake

# Natural attractions in Philippines

- ▣ Puerto Princesa Subterranean River National Park  
Palawan
- ▣ Chocolate Hills Natural Monument, Bohol
- ▣ Kayangan Lake, Coron Palawan
- ▣ Kawasan Falls, Badian Cebu
- ▣ Honda Bay, Puerto Princesa
- ▣ Small Lagoon , El Nido Palawan
- ▣ Big Lagoon, El Nido Palawan
- ▣ TaalVocano, Batangas City
- ▣ Twin Lagoon, Coron Palawan
- ▣ Crystal Cove Island, Boracay

# Man-Made Attractions

- ▣ Historic Site/Pre-history
- ▣ Archaeological Sites
- ▣ Cultural and Religious Festivals

# Historic Site

- ▣ Sheik Karim al Makdum Mosque, Tawi-Tawi.
- ▣ Enchanted Kingdom, Laguna.
- ▣ Leyte Landing Memorial Park, Palo Leyte
- ▣ Sandugo Shrine, Bohol.
- ▣ Baler Church. Aurora
- ▣ Plaza Cuartel, Puerto Princesa, Palawan
- ▣ Tabon Cave, Palawan.
- ▣ Basilica del Santo Niño, Cebu.
- ▣ Manila Cathedral, Manila.
- ▣ Barasoain Church, Bulacan.
- ▣ Intramuros, Manila.

# Archaeological Sites

- ▣ The “Yawning” Jarlet of Leta-Leta Cave, Palawan
- ▣ The Callao Man, Palawan
- ▣ The Laguna Copper Plate Inscription (LCI), Laguna
- ▣ The Flying Elephant of Lena Shoal, Palawan
- ▣ The Manunggul Jar, Palawan
- ▣ Oton Death Mask, Iloilo
- ▣ Bolinao Skull, Pangasinan

# Cultural and Religious Festivals

- ▣ **SINULOG FESTIVAL – CEBU**
- ▣ **ATI-ATIHAN FESTIVAL – AKLAN**
- ▣ **DINAGYANG FESTIVAL – ILOILO CITY**
- ▣ **PAHIYAS FESTIVAL – LUCBAN, QUEZON**
- ▣ **PANAGBENGA FESTIVAL – BAGUIO CITY**
- ▣ **LECHON FESTIVAL – BATANGAS**
- ▣ **KADAYAWAN FESTIVAL – DAVAO CITY**
- ▣ **MASSKARA FESTIVAL – BACOLOD**

# FILIPINO CUISINE

- ▣ **Filipino cuisine** (**Filipino**: *lutuing Pilipino/pagkaing Pilipino*) is composed of the cuisines of more than a hundred distinct ethno-linguistic groups found throughout the Philippine archipelago. However, a majority of mainstream Filipino dishes that compose Filipino cuisine are from the cuisines of the various ethnolinguistic groups and tribes of the archipelago, including the Ilocano, Pangasinan, **Kapampangan**, Tagalog, Bicolano, Visayan (Cebuano, Hiligaynon and Waray), Chavacano and Maranao ethno-linguistic groups. The style of food making and the food associated with it have evolved over many centuries from their **Austronesian** origins (shared with **Malaysian** and **Indonesian** cuisines) to a mixed cuisine of **Indian**, **Chinese**, **Spanish** and **American** influences, in line with the major waves of influence that had enriched the cultures of the archipelago, as well as others adapted to indigenous ingredients and the local palate.

# FILIPINO CUISINE

- Dishes range from the very simple, like a meal of fried salted fish and rice, to fish curry, chicken curry, complex paellas and cozidos of Iberian origin created for *fiestas*. Popular dishes include: lechón (whole roasted pig), longganisa (Philippine sausage), tapa (cured beef), torta (omelette), adobo (chicken or pork braised in garlic, vinegar, oil and soy sauce, or cooked until dry), dinuguan (pork blood stew), kaldereta (meat stewed in tomato sauce and liver paste), mechado (larded beef in soy and tomato sauce), pochero (beef and bananas in tomato sauce), afritada (chicken or pork and vegetables simmered in tomato sauce), kare-kare (oxtail and vegetables cooked in peanut sauce), pinakbet (kabocha squash, eggplant, beans, okra, and tomato stew flavored with shrimp paste), crispy pata (deep-fried pig's leg), hamonado (pork sweetened in pineapple sauce), sinigang (meat or seafood in sour broth), pancit (noodles), and lumpia (fresh or fried spring rolls). Various food scholars have noted that Filipino cuisine is multi-faceted and is the most representative in the culinary world for food where "east meets west"



# TOURISM ACTIVITIES

- ▣ Beach and diving tourism
- ▣ Hiking tourism
- ▣ Research and education tourism
- ▣ Arts and crafts tourism
- ▣ Pilgrimage tourism
- ▣ Fiesta tourism
- ▣ Wellness tourism

# IMMIGRATION AND CUSTOMS

## **Guidelines on the entry of temporary visitors to the Philippines**

- ▣ Nationals from countries who are travelling to the Philippines for business and tourism purposes are allowed to enter the Philippines obtaining visa on arrival for a stay not exceeding 30 days, provided they hold valid tickets for their return journey to port of origin or next port of destination. However, immigration officers at ports of entry may exercise their discretion to admit holders of passports valid for at least sixty days beyond the intended period of stay.

# TRANSPORTATION

## ▣ **Air transportation**

Currently, there are eleven airports classified by the Civil Aviation Authority of the Philippines as International Airports. There are also hundreds of principal domestic airports and community airports throughout the country. Aside from the eleven international airports, there are also two international airports that are currently being constructed in Albay and Bohol. The eleven international airports include:

# TRANSPORTATION

- ▣ Clark International Airport in Mabalacat, Pampanga
- ▣ Mactan–Cebu International Airport in Lapu-Lapu City, Cebu
- ▣ Francisco Bangoy International Airport in Davao City
- ▣ General Santos International Airport in General Santos City
- ▣ Iloilo International Airport in Cabatuan, Iloilo
- ▣ Kalibo International Airport in Kalibo, Aklan
- ▣ Laoag International Airport in Laoag, Ilocos Norte
- ▣ Ninoy Aquino International Airport in Pasay / Parañaque
- ▣ Puerto Princesa International Airport in Puerto Princesa
- ▣ Subic Bay International Airport in Morong, Bataan
- ▣ Zamboanga International Airport in Zamboanga City

# TRANSPORTATION

- ▣ **Sea transportation**
- ▣ The country traditionally used sea vehicles since pre-colonial times. The archipelagic country has four areas of ports concentration, as administered by the Philippine Ports Authority.

# TRANSPORTATION

## ▣ **Land transportation**

Land transportation in the Philippines is administered through various means such as trains, jeepneys, tricycles, taxis, buses, and many others. Various Philippine expressway network have been established throughout the country to hasten land transportation.

# ACTIVITY

## ACTIVITY SHEETS

**COURSE :** \_\_\_\_\_

**MODULE # : -2      PRELIM**

**INSTRUCTOR: MR RODRIGO PADERANGA**

**NAME OF THE**

**STUDENT:** \_\_\_\_\_

**YEARLEVEL/COURSE:**

\_\_\_\_\_

**DATE SUBMITTED:** \_\_\_\_\_

# ACTIVITY

- ▣ 1. List of festivals in the Philippines
- ▣ 2. What is the importance of transportation in tourism?
- ▣ 3. What are the different types of transportation?
- ▣ 4. What are the different types of transportation?
- ▣ 5. Differentiate Natural attraction between Man-made Attraction.



- ▣ **ASSIGNMENT!**
- ▣ **Present 1 province or your province.**
- ▣ **Search the following**
- ▣ **Economy**
- ▣ **Food**
- ▣ **Festival**
- ▣ **Culture**
- ▣ **Tourist Attraction**

▣

▣

▣ **NAME OF THE STUDENT:** \_\_\_\_\_

▣

▣ **YEAR/LEVEL:** \_\_\_\_\_

▣

▣ **COURSE/ MAJOR:** \_\_\_\_\_

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An abstract graphic at the top of the slide featuring a wavy, horizontal band of colors. From left to right, the colors transition from a bright yellow, through orange and red, to a dark green and finally a light blue. The colors are layered and overlap, creating a sense of depth and movement.

THANK YOU