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S E N A T E

P. S. Res. No. 339

RECEIVED BY: 

INTRODUCED BY SENATOR VILLAR

RESOLUTION
URGING THE APPROPRIATE COMMITTEES TO CONDUCT AN INQUIRY, IN AID OF
LEGISLATION, IN ORDER TO COME UP WITH A COMPREHENSIVE ROAD MAP FOR
PHILIPPINE TOURISM CONSISTING OF SHORT-TERM MECHANISMS AS WELL AS
LONG-TERM APPROACHES TO PUMP PRIME THE TOURISM CAMPAIGN
REDOUNTING TO NATIONAL ECONOMY

Whereas, Section 1 paragraph 1 of Article XII of the 1987 Constitution states that:

“The goals of the national economy are a more equitable distribution of opportunities, income, and wealth; a sustained increase in the amount of goods and services produced by the nation for the benefit of the people; and an expanding productivity as the key to raising the quality of life for all, especially the underprivileged”;

Whereas, over time, there has been an increase in the number of destinations opening up and investing in tourism development and turning modern tourism into a key driver for socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenues earned¹;

Whereas, the overall export income generated by inbound tourism, including passenger transport, exceeded US\$1 trillion in 2009, or close to US\$ 3 billion a day²;

Whereas, for many developing countries like the Philippines, tourism is one of the main sources for foreign exchange income and the number one export category creating much needed employment and opportunities for development³;

Whereas, the net income of the tourism industry in the Philippines totaled to \$2.1 billion at the start of the 21st Century and is one of the major contributors to economic development in the country⁴;

Whereas, in 2000, the Philippines' tourist arrivals totaled to 2.2 million while in 2003 it totaled to 2,838,000 posting a growth of almost 29%⁵;

¹ http://www.unwto.org/facts/eng/pdf/highlights/UNWTO_Highlights10_en_LR.pdf

² *ibid.*

³ *ibid.*

⁴ <http://ezinearticles.com/?The-Improvement-of-Philippine-Tourism-and-Its-Economy&id=5364827>

⁵ http://en.wikipedia.org/wiki/Tourism_in_the_Philippines

Whereas, in the first quarter of 2007, the tourist arrival in the Philippines grew as much as 20% in same period last year while in the period of January to September 2009 alone, the government recorded 5.2 million tourists visiting the country⁶;

Whereas, statistics show that over 3.4 million tourists arrived in the Philippines in 2010 which is a 20% increase from 2009 despite the travel advisories issued but this is minimal growth compared to our South East Asian neighbors like Singapore which had 12.5 million arrivals, Thailand 15.8 million, Malaysia with 23.6 million and Hongkong with 36.03 million arrivals⁷;

Whereas, government must resolve problems which affect tourism such as:

- a.) terrorism scare
- b.) air access with competitive fares
- c.) tourism facilities and structures
- d.) better transportation facilities
- e.) development, improvement, maintenance and preservation of tourist spots and sites;

Whereas, the diplomatic and consular offices should be utilized in promoting Philippine tourism;

Whereas, tourism marketing should also be strengthened by utilizing modern resources like the internet, on-line advertising, search engines, social networking sites and similar mediums;

Whereas, local and national governments should work hand in hand in order to plan, develop and support the tourism industry in the Philippines by harmonizing all sectors within each locality to better market their respective tourist destinations;

Whereas, the State, consistent with the Tourism National Strategy, should provide a comprehensive framework for tourism development so that it can play a key role in economic growth while establishing its direction and identification;

Whereas, the State should also undertake to create related tourism facilities and supporting infrastructure while specifying the major programs, roles and responsibilities of key players, institutional arrangements and resource requirements for achieving said vision;

NOW THEREFORE BE IT RESOLVED, as it is hereby resolved, to urge the appropriate Committees to conduct an inquiry, in aid of legislation, in order to come up with a comprehensive road map for Philippine tourism consisting of short-term mechanisms as well as long-term approaches to pump prime the tourism campaign redounding to national economy.

Adopted,


MANNY VILLAR
Senator

⁶ *Ibid.*

⁷ "Tourism Potential in the Philippines – Still Murky!" by Sara Soliven de Guzman