



TOURISM DEVELOPMENT ROADMAP

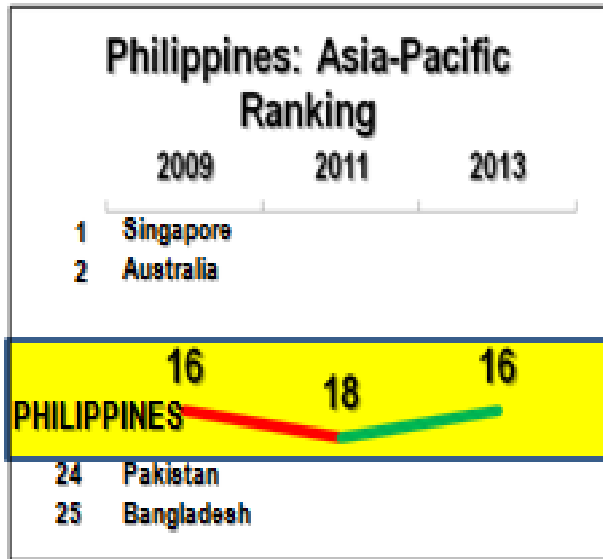
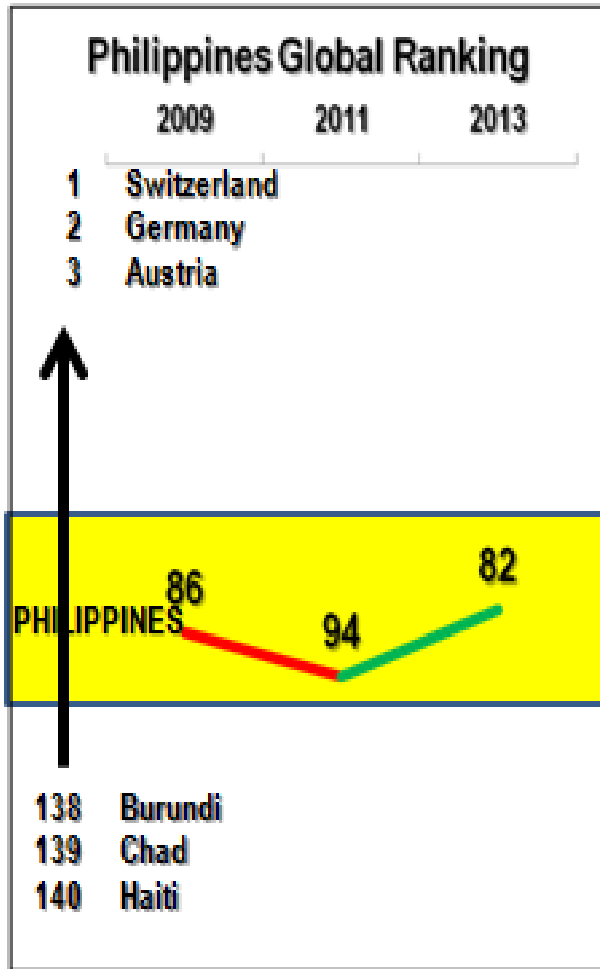
It's More Fun with Skilled Human Resources

Maria Rica Bueno
Director

2nd National TechVoc Congress: *"Quality TechVoc for Inclusive Growth"*
SMX Convention Center, Pasay City
October 29, 2013



TRAVEL & TOURISM COMPETITIVENESS



2013 Headline

PH as most improved country in Asia and the Pacific

Strengths	Weaknesses
Natural Resources	Protection of Foreign Investments
Price Competitiveness	Starting Up a Business
Visa Regulation	Safety and Security
Air Services Agreement	Health and Hygiene
	Transport and ICT Infrastructure

Source: World Economic Forum



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TOURISM ACT OF 2009

- ✓ **Creation of Office of Industry Manpower Development (Chapter II, Section 13)**

Functions under the IRR (*Chapter I. Section 12*)

- Develop & conduct training and continuing education programs for the industry manpower and tourism officers of the LGUs in coordination with appropriate government agencies and tourism enterprises and associations;
- Implement an apprenticeship program for tour guides and other similar workers jointly with appropriate government agencies and the private sector;
- Implement a tourism capacity building program for tourism officers and LGUs;
- Enlist the support & participation of experts for the provision of technical assistance, training and education programs to LGUs, tourism enterprises and other entities to improve quality of tourism services.



NATIONAL TOURISM DEVELOPMENT PLAN

TARGET
10 million international visitors
56 million domestic travellers

STRATEGIC DIRECTION 1
Develop and market competitive tourism products and destinations

STRATEGIC DIRECTION 2
Improve market access, connectivity and destination infrastructure

STRATEGIC DIRECTION 3
Improve tourism institutional, governance and human resources

- Raise quality standards
- Facilitate investments
- Improve business climate

IMPLEMENTATION ARRANGEMENT
Clustering and Convergence Program

- Develop highly competent, motivate and productive tourism workforce
- Improve institutional linkages

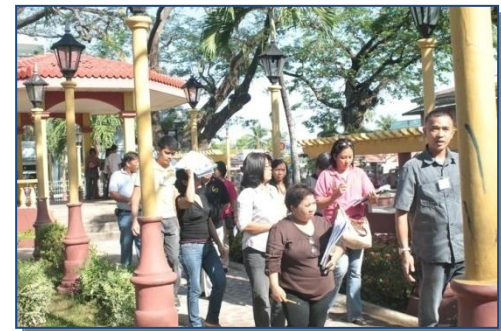


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TOURISM MANPOWER DEVELOPMENT

TOUR GUIDES SEMINAR

- Tour Guiding Seminar for Professionals
- Community Guiding
- Naturalist/Eco Guiding Seminar
 - Mountain Guiding
 - Cave Guiding
 - River Guiding
- Refresher Course for Tour Guides
- Tourist Reception and Guiding Techniques





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SKILLS TRAINING PROGRAM

- Housekeeping
- Waitering and Bartending
- Front Office



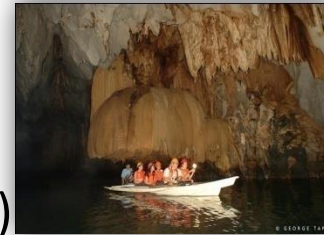


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FRONT-LINE SERVICES

- Airport Taxi & Tourist Bus Drivers
- Local Transport Drivers
(e.g. Kalesa, Tricycle, “Habal-habal”)
- Boatmen
- Vendors



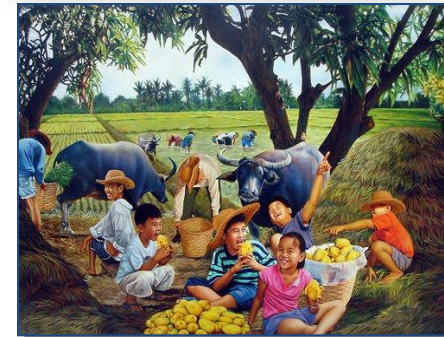


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TOURISM MANPOWER DEVELOPMENT

SPECIAL TOURISM AWARENESS PROGRAMS

- National Tourist –Oriented Police for Community Order and Protection (TOPCOP)
- Tourism Awareness and Capability Building Seminar for LGUs
- Tourism Investment Seminar/ Forum
- Childwise Tourism Seminar
- Cross-Cultural Learning Experience Program for Foreign Nationals
- Forum on Accessible Tourism





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TOURISM MANPOWER DEVELOPMENT

SPECIAL SEMINARS/ TRAINING PROGRAMS

- Effective Customer Service and Values Formation
- Tourist Safety and Security
- Handling Persons with Disabilities (PWDs)
- Homestay/ Basic Innkeeping
 - Entrepreneurship
 - Housekeeping
 - Table Setting
 - Food Preparation





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TOURISM MANPOWER DEVELOPMENT

SPECIAL SEMINARS / TRAINING PROGRAMS

- Basic Foreign Language & Culture
 - Japanese
 - Korean
 - Mandarin





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ASEAN MUTUAL RECOGNITION ARRANGEMENT (MRA) ON TOURISM PROFESSIONALS





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ASEAN MRA on Tourism Professionals



- The ASEAN Mutual Recognition Arrangement (MRA) on Tourism Professionals was signed by the ASEAN Member States on January 6, 2009 in Hanoi, Vietnam.
- Thailand signed on November 09, 2012.



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MRAs



Mutual Recognition Arrangements

are arrangements between two or more parties to mutually recognise or accept some or all aspects of one another's conformity with assessment results



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MRA Objectives



- To facilitate mobility of Tourism Professionals /Workers
- To exchange information on best practices in competency-based education and training for Tourism Professionals
- To provide opportunities for cooperation and capacity building across ASEAN member countries.



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MRA Infrastructure

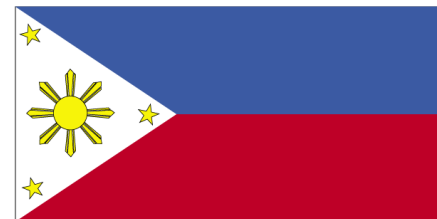
REGIONAL LEVEL

1. **ASEAN Tourism Professional Monitoring Committee (ATPMC)**
2. **ASEAN Tourism Professional Registration System (ATPRS)**



NATIONAL LEVEL

1. **National Tourism Professional Board/Agency (NTPB)**
2. **Tourism Professional Certification Board (TPCB)**





The ATPMC



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**Consist of ASEAN National
Tourism Organizations
(NTOs) and appointed
representatives from the
National Tourism
Professional Boards(NTPBs)**



ATPMC Responsibilities

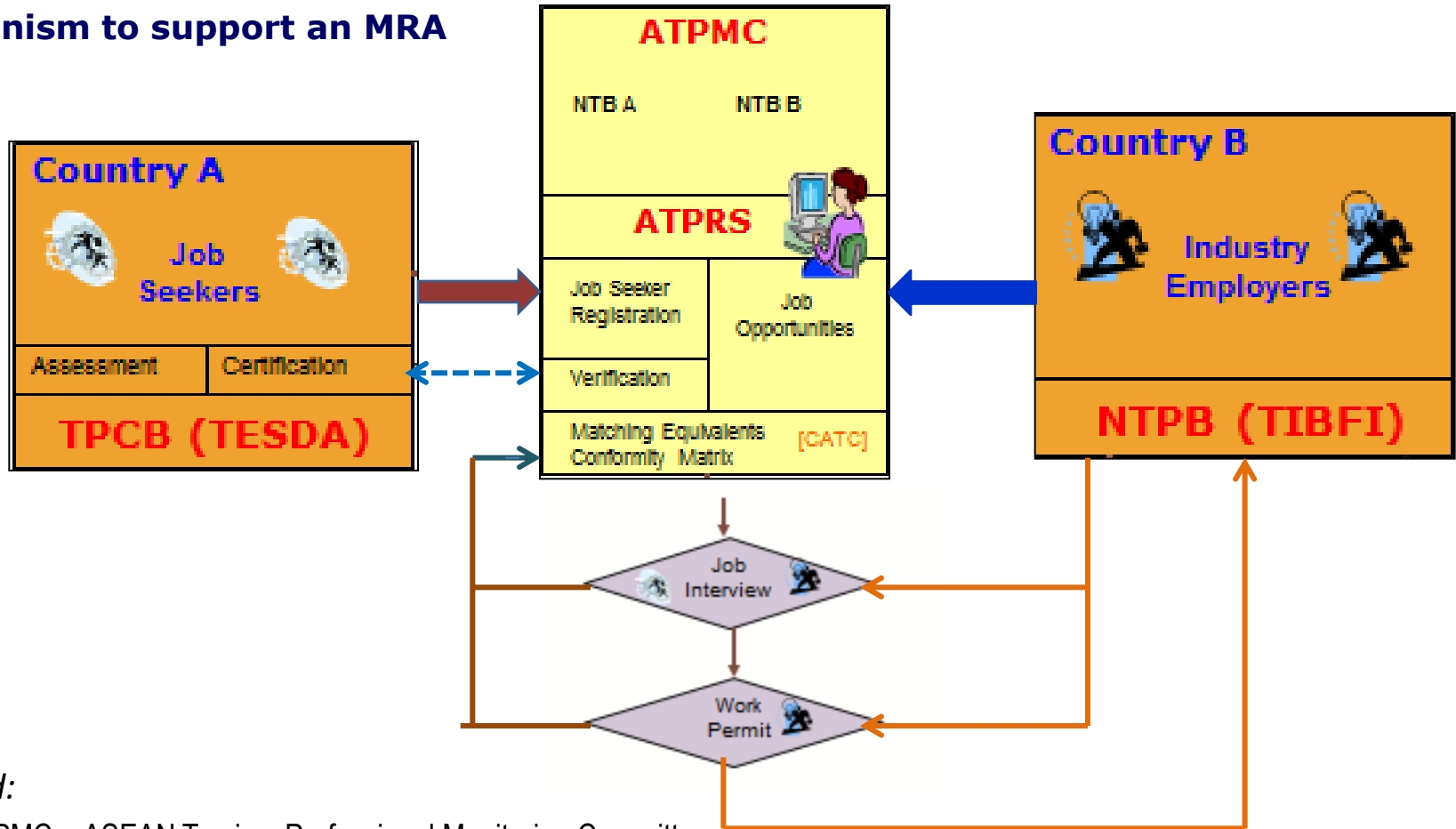


1. Create awareness and disseminate information about this Arrangement on Tourism Professionals within ASEAN;
2. Promote, update, maintain and monitor the ACCSTP and the CATC
3. Notify promptly the concerned TPCB upon receipt of feedback from NTPBs, in case a foreign Tourism Professional is no longer recognized by the host country;
4. Facilitate the exchange of information concerning assessment procedures, criteria, systems, manuals and publications relating to this Arrangement;
5. Report its work progress to the ASEAN NTOs;
6. *Formulate and update necessary mechanisms to enable the implementation of this Arrangement; and*
7. Such other functions and responsibilities that may be assigned to it by the ASEAN NTOs in the future.



MRA on Tourism Professionals

Schematic outline of a mechanism to support an MRA



Legend:

- ATPMC – ASEAN Tourism Professional Monitoring Committee
- ATPRS – ASEAN Tourism Professional Registration System
- NTPB – National Tourism Professional Board (National level)
- TPCB – Tourism Professional Certification Board (National level)



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Six Labor Divisions



Primary Division (First Labor Division)	(Second Labor Division)
Hotel Services	Front Office Housekeeping Food Production Food and Beverage Service
Travel Services	Travel Agency Tour Operations



Hotel Services (22 job titles)



Front Office

1. Front Office Manager
2. Front Office Supervisor
3. Receptionist
4. Telephone Operator
5. Bell Boy

Food Production

1. Executive Chef
2. Demi Chef
3. Commis Chef
4. Chef de Partie
5. Commis Pastry
6. Baker
7. Butcher

Housekeeping

1. Executive Housekeeper
2. Laundry Manager
3. Floor Supervisor
4. Room Attendant
5. Public Area Cleaner

F&B Services

1. F&B Director
2. F&B Outlet Manager
3. Headwaiter
4. Bartender
5. Waiter



Travel Services (9 job titles)



Travel Agencies

1. General Manager
2. Assistant General Manager
3. Senior Travel Consultant
4. Travel Consultant

Tour Operator

1. Product Manager
2. Sales and Marketing Manager
3. Credit Manager
4. Ticketing Manager
5. Tour Manager



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**DOT as
NATIONAL TOURISM
ORGANIZATION (NTO)**



National Tourism Organization (NTO)



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Refer to the government institutions
in charge of the tourism sector of
ASEAN Member States



National Tourism Organization (NTO)



- Develop, coordinate and implement work programmes/plans to enhance cooperation in tourism
- Provide a mechanism to promote participation from the private or business sector and non-government organizations
- Establish working groups to assist in the development and implementation of policies and work programmes
- Represent the Philippines in the ASEAN Tourism Professional Monitoring Committee (ATPMC)



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TESDA as
TOURISM PROFESSIONAL
CERTIFICATION BOARD (TPCB)



Tourism Professional Certification Board (TPCB)



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Government board or agency
authorized by the government of
each ASEAN Member State primarily
responsible for the assessment and
certification of tourism professionals



Tourism Professional Certification Board (TPCB)



- Assess qualifications and/or competencies of tourism professionals as specified in the ACCSTP
- Issue certificates to tourism professionals whose qualifications and/or competencies comply with the ACCSTP
- Develop, process and maintain a registry of certified tourism professionals and job opportunities
- Notify the NTPB when foreign tourism professionals are no longer qualified or have violated any technical, professional or ethical standards



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TIBFI as
NATIONAL TOURISM
PROFESSIONAL BOARD (NTPB)



National Tourism Professional Board (NTPB)



Refers to the Board for Tourism Professionals composed of representatives from the public and private sectors including the academia and other relevant tourism stakeholders as identified by the ASEAN NTOs.



National Tourism Professional Board (NTPB)



- Create awareness and disseminate information about the ASEAN MRA
- Promote, update, maintain and monitor the ACCSTP and the CATC
- Facilitate the exchange of information on assessment procedures, criteria, systems, manuals and publications relating to the MRA
- Report its work progress to the ASEAN NTO
- Formulate and update necessary mechanism to enable implementation of the MRA
- Facilitate the exchange of best practices in the tourism sector



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Diplomatic Note



- Letter of Notification transmitted to the ASEAN Secretariat
- Identifying TESDA and TIBFI as the Philippines TPCB and NTPB respectively



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TIMETABLE



Progress of the Implementation of MRA Work Plan 2010-2015



No	MRA Work Plan	Status	Targeted Time of Implementation
1	Establishment of ATPMC	<ul style="list-style-type: none">• Done	2010
2	Review of ACCSTP Framework & CATC	<ul style="list-style-type: none">• On-going	Implemented continuously
3	Development of Training Toolbox for Housekeeping	<ul style="list-style-type: none">• Done	2011-2012
4	Development of ATPRS including ASEAN Qualifications Equivalent Matrix (AQEM)	<ul style="list-style-type: none">• AQEM will be treated as living document to be revised based on the updates from ASEAN Member States• Project Proposal for the Project on Development of ATPRS had been circulated during the 7th ATPMC and ready to be submitted to AADCP II	2012-2013 Delayed to 2014
5	Feasibility Study for development of regional secretariat to implement MRA of Tourism Professional	<ul style="list-style-type: none">• Done.	2012-2013

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Progress of the Implementation of MRA Work Plan 2010-2015



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No	MRA Work Plan	Status	Targeted Time of Implementation
6	Development of training toolbox (functional competencies: Front Office, Food and Beverage Services, and Food Production)	<ul style="list-style-type: none"> 98 toolboxes has been submitted through 4 submission to ASEAN Secretariat and has been disseminated to ASEAN Member States through email communication Regional Workshop on the project had been held on 16 May 2013 in Jakarta. National Workshop in each ASEAN Member States to will be held on October-November 2013. 	2012-2013
7	Training Programme for ASEAN Master Trainer and Master Assessor for Housekeeping Division	<ul style="list-style-type: none"> Done 	2012
8	Development of training toolbox (functional competencies: Travel Agents and Tour Operators)	<ul style="list-style-type: none"> Project Proposal had been approved by ATPMC and ready to be proposed to AADCP. 	2013
9	Training of Trainer Programme for Master Trainer and Master Assessor for Front Office, Food and Beverage Services, Food Production, Travel Agents, and Tour Operators	<ul style="list-style-type: none"> To be implemented after toolbox of respective division is finalised To be separated into two projects, proposed within early next year. 	2013 2014



Progress of the Implementation of MRA Work Plan 2010-2015



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No	MRA Work Plan	Status	Targeted Time of Implementation
10	Implementation of CATC for 6 tourism labour division	<ul style="list-style-type: none"> To be implemented after toolbox of respective division is implemented 	2013
11	Establishment of Regional Secretariat for ATPMC	<ul style="list-style-type: none"> ASEAN Member States agreed that Indonesia will host the Regional Secretariat for ATPMC Draft Agreement on the Establishment of the Regional Secretariat of ASEAN Tourism Professionals has been formulated and being discussed by ATPMC. The signing of this Agreement is targeted to be held in conjunction with the ATF 2014 	2013-2014
12	Soft Launching of the Implementation of MRA on Tourism Professionals	<ul style="list-style-type: none"> On 2014, pilot project to be reviewed and decided by ASEAN Tourism Ministers 	2014
13	Assistance to Least Developed Countries in Implementing MRA		2014
14	Grand Launching of the Implementation of MRA on Tourism Professionals		2015



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DOT - TESDA - TIBFI COLLABORATION



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DOT - TESDA - TIBFI COLLABORATION

- Organized the 1st Tourism Human Resources Congress held on 17-18 June 2004 and 2nd Tourism HR Congress last October 2012
- Participated in the Common ASEAN Tourism Curriculum (CATC) Workshops
- Conducted “Curriculum Development Workshops” sponsored by TESDA and DTI
- Participated in the APEC Skills Standard Concept and System
- Development of Philippine Competency Standards
- Participated in the National Workshop on ASEAN Toolbox Development of a Priority Tourism Labour Division Project (Housekeeping) on June 13, 2012 at Diamond Hotel Philippines





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DOT - TESDA - TIBFI COLLABORATION

- Participated in the National Workshop on Gap Analysis on the Implementation of ASEAN MRA on Tourism Professionals and Feasibility Study for the Establishment of a Regional Secretariat for ASEAN Tourism Professionals held on 3-4 September 2012 at Pan Pacific Hotel
- Pre-screened participants to the ASEAN Master Trainers' and Master Assessors Training on Housekeeping held in Bali, Indonesia, November – December 2012





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ON-GOING ACTIVITIES

Review of Training Regulations (TRs) of TESDA

- Bartending
- Commercial Cooking
- F & B Service
- Housekeeping
- Tour Guides
- Front Office Services
- Travel Services





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ON-GOING ACTIVITIES

- **Memorandum of Understanding on Tourism Human Resource Development and Training (DOT- TESDA - TIBFI)**
- **Expansion and strengthening of the Tourism Industry Board Foundation, Inc.**
- **ASEAN MRA Awareness Seminars** (July – November 2013)
 - ✓ Cebu City - July 5
 - ✓ Iloilo City - July 11
 - ✓ Puerto Princesa City - July 22
 - ✓ Bacolod City - August 30
 - ✓ Baguio City - September 11
 - ✓ Legazpi City - September 18
 - ✓ Tagbilaran City - October 4



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ON-GOING ACTIVITIES

- **ASEAN MRA Awareness Seminars** (July – November 2013)
 - Cagayan de Oro City - October 9
 - Angeles City - October 25
 - Tacloban City - November 5
 - Laoag City - November 15
 - Metro Manila - November 29

- **In Country Workshop on ASEAN Toolbox Development**
 - Front Office
 - Food Production
 - Food and Beverage

Date: *October 24, 2013*
Venue: *Metro Manila*



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ON-GOING ACTIVITIES

- **Master Trainers and Master Assessors Training (Housekeeping)**

Date: *November 18-22, 2013*

Venue: *Metro Manila*

- 50 master trainers
- 50 master assessors
- Participants screening on-going



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ON-GOING ACTIVITIES

ADB-CIDA Technical Assistance on Skills Development

- Technical Assistance Components
 - Undertake a training and skills needs analysis
 - Develop a human resources plan/ strategy for tourism
 - Review and revise the quality and management of tourism education and training
 - Strengthen the industry, academic and training institutional linkages
 - Implement a matching grant program
 - Industry
 - Local Government Units
 - Civil Society Organizations



Tour guides. More fun in the
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Parking. More fun in the
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Street fashion. More fun in the
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THANK YOU!

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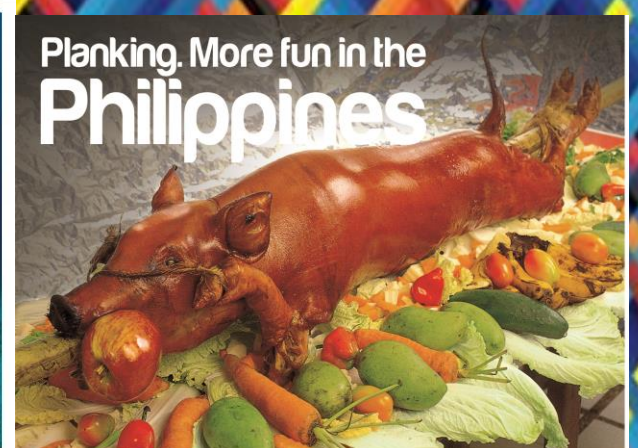
Going upstairs. More fun in the
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Banaue Rice Terraces Photo courtesy of George Tapan for DOT



High fives. More fun in the
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Dimakya Island, Palawan Photo courtesy of Gutsy Tusson



Planking. More fun in the
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