

Open for business: how government can help reboot tourism post-COVID

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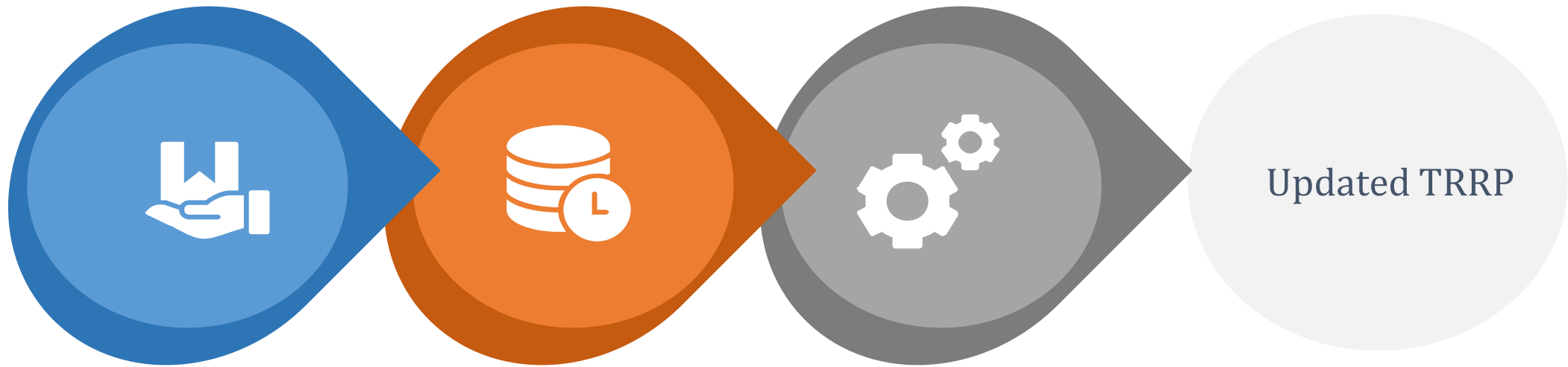


Open for business: how government can help reboot tourism post-COVID Webinar

**Global Government Forum
28 September 2022**

RAMIL S. BASUEL
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Identification of Priority Measures 2021-2022



Survival

How did stakeholders survive in the past year?

Market Rebound

Are there green shoots of rebound and recovery in the markets?

What are the prospects and challenges?

Priority Measures

What do stakeholders consider as priority survival measures in next 12 months?

What measures can be integrated in the reformulated national tourism policies?

Updated TRRP

Updated Tourism Response and Recovery Plan



Enterprises and job recovery supported



Safety and protection of workers, visitors and communities

OBJECTIVES



Market confidence restored

ACTION PLANS:

1. Social protection and livelihood recovery;
2. Enterprise survival mechanisms;
3. Product development and marketing;
4. Infrastructure investments; and
5. Readiness of LGUs and destinations.

DOT PRIORITY POLICY ACTIONS AND PROGRAMS

CONVENIENCE

Facilitate ease of travel and uniformity of protocols

Enhancement of overall tourist experience

Establishment of Tourist Service Centers and Rest Areas

Improvement of medical facilities and health services in tourist destinations



CONNECTIVITY

Convergence with tourism-enhancing government agencies (e.g., DPWH, DOTr, DICT)

Tourism Clustering

End-to-End Improvement of Transportation by Land, Sea, Air



(E)QUALITY

Diversification of Portfolio through Multidimensional Tourism

Maximization of Domestic Tourism



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