



It's more fun in the
Philippines



EXPERIENCE
Western Visayas
FIRST

LOCAL ECONOMIC DEVELOPMENT — THROUGH — TOURISM

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Regional Director, Department of Tourism Region VI

May 23, 2017

Punta Villa Resort, Arevalo, Iloilo City



— WHAT IS — TOURISM?

TWO PLACES INVOLVED IN TOURISM



ORIGIN

Demand

↑
BUYER



DESTINATION

Supply

↑
SELLER

PRODUCT COMPONENTS



Attractions



Facilities



Image

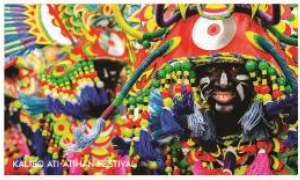


Security & Safety



Hospitality

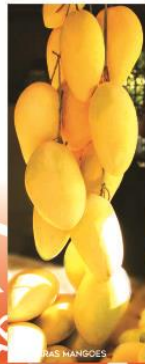
AKLAN **GUIMARAS**



KALIBO AT-AT FESTIVAL



GUIMARAS BEACH



DIAS MANGOES



TIMBARAN RIVER, MICALAD, AKLAN



GUIMARAS BEACH

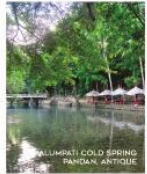
ANTIQUE



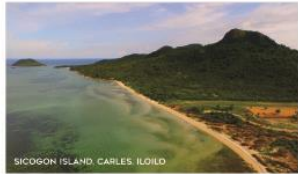
ILOILO PROVINCE & ILOILO CITY



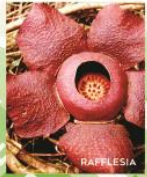
ANTIPOB PANDAYONG



KALUMPATI COLD SPRING, PANDAYAN, ANTIQUE



SICOSON ISLAND, CARLES, ILOILO



RAFFLESIA



DIWALYANG FESTIVAL, ILOILO CITY

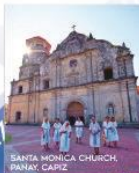
CAPIZ



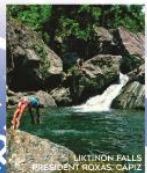
NEGROS OCCIDENTAL & BACOLOD CITY



PAUNA GREENBEE ECO-PARK, TOMAS CITY, CAPIZ



SANTA MONICA CHURCH, PANAY, CAPIZ



LITKINOH FALLS, PRESIDENT ROXAS, CAPIZ



MAS-CAR FESTIVAL, BACOLOD CITY



MT. KANILOAN NATURAL PARK, NEGROS OCCIDENTAL

WESTERN VISAYAS TOURISM PRODUCT PORTFOLIO

- ✓ Agri-Farm
- ✓ Cruise & Nautical
- ✓ Culinary
- ✓ Cultural
- ✓ Diving & Marine Sports
- ✓ Eco-tourism
- ✓ Educational
- ✓ Leisure & Entertainment
- ✓ MICE
- ✓ Nature-based
- ✓ Pilgrimage
- ✓ Sun & Beach

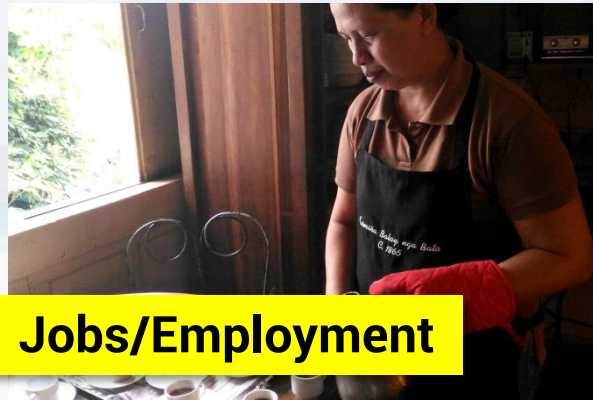


WHY LOCAL AND NATIONAL ECONOMIES DEVELOP THRU TOURISM

TOURISM MEANS



Investments



Jobs/Employment



Business



Income



More Taxes



Fun



LOCAL TOURISM

- should be included in LGU development plan
- development should be based on a well-thought out plan responsive to the needs of the community
- should change the quality of and quantity in life of local communities
- Should be included in the CLUP of LGUs





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THANK YOU!
