



Training Investment: An Opportunity for Quality Tourism

**Skills Development Forum
10 December 2013, Asian Development Bank**

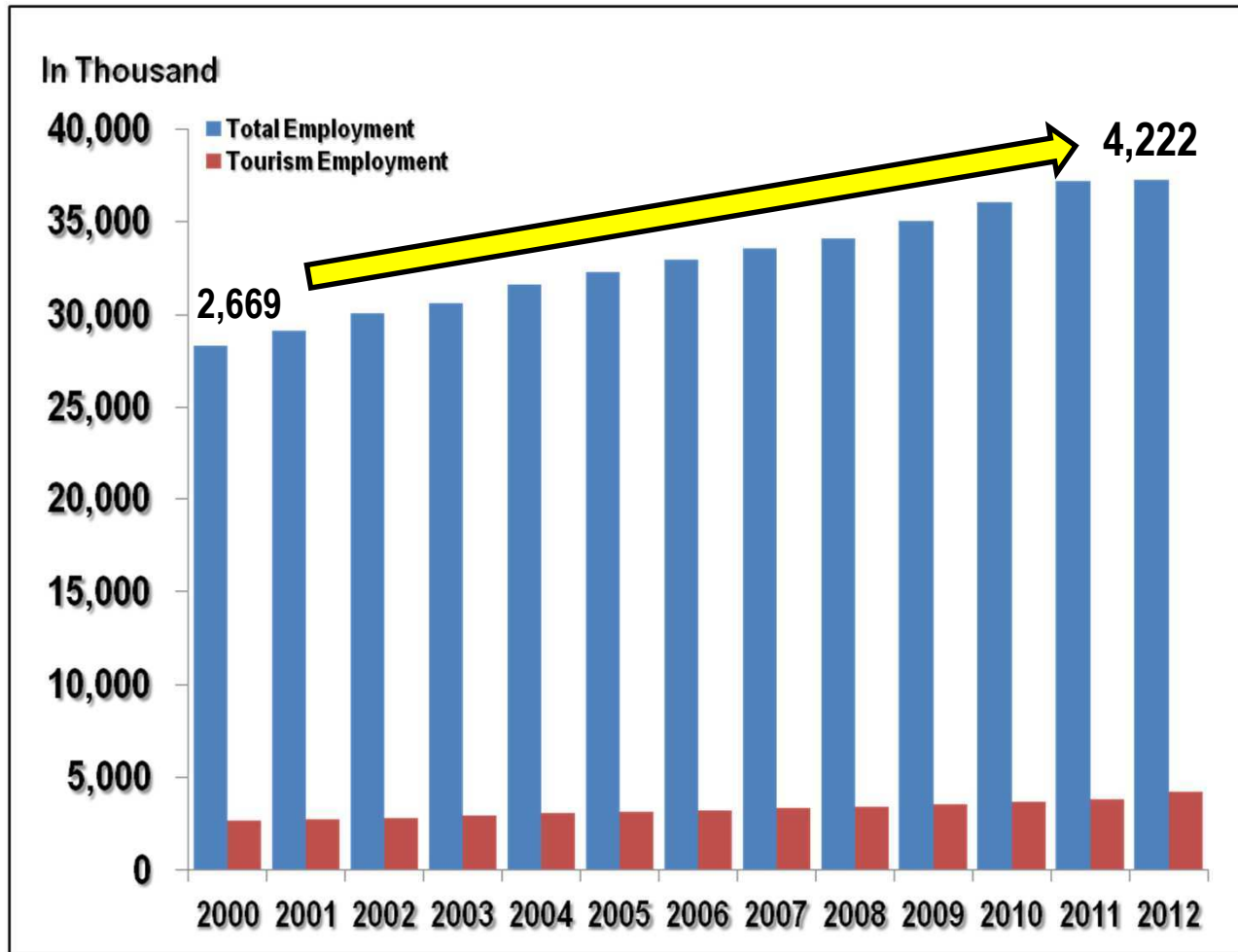
This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.



DEPARTMENT OF TOURISM

It's more fun in the
Philippines 

Tourism Employment Data



- Tourism is a labour intensive industry
- Employment in tourism sector grew faster at an annual average of 3.8%
- In 2012, the tourism sector accounted for 11.3% share to total national employment

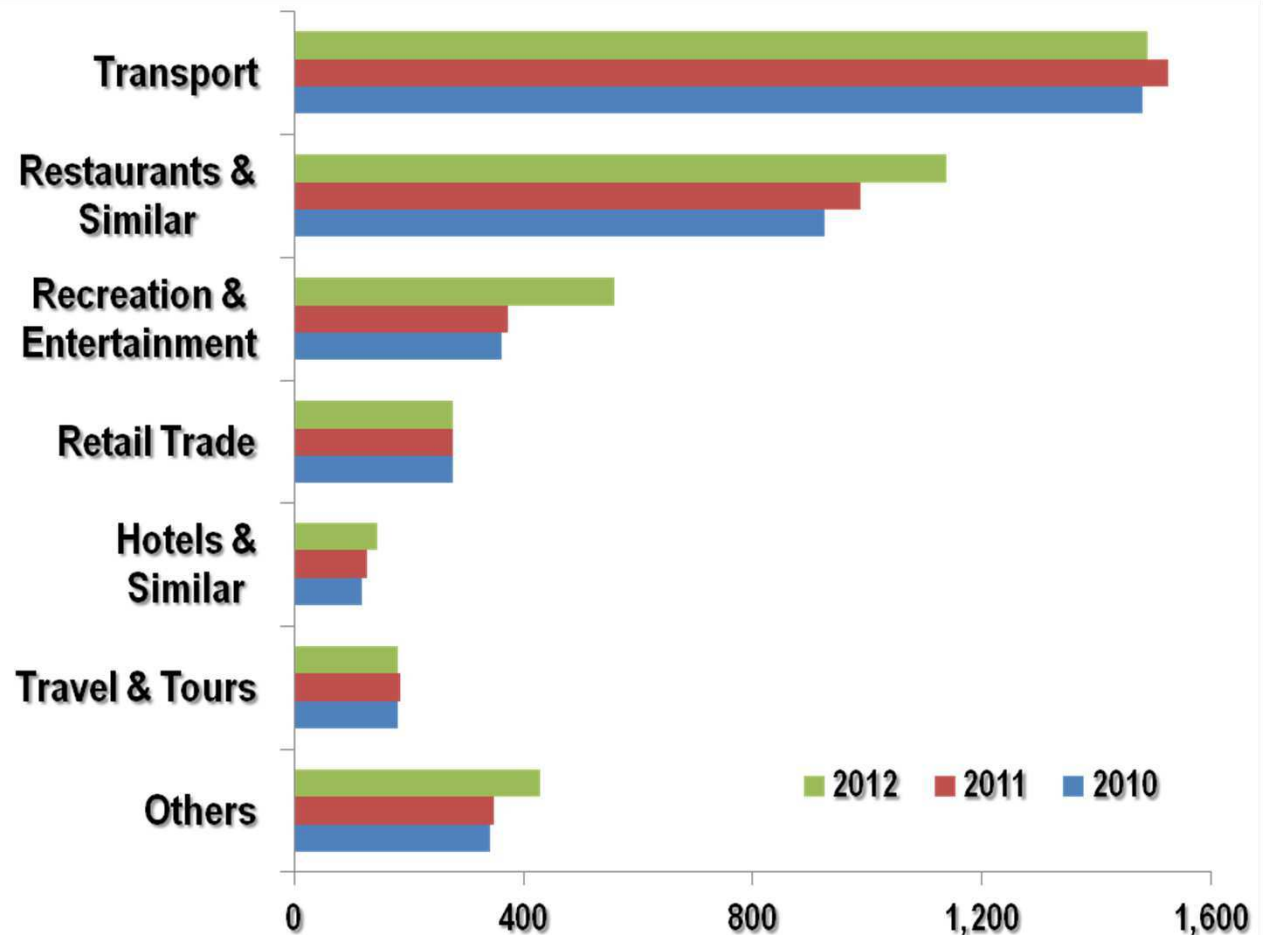


DEPARTMENT OF TOURISM

It's more fun in the
Philippines 

Employment in Tourism Sector, 2012

- In 2012, persons employed in the recreation, entertainment and cultural services posted 49.5% growth
- Hotels and restaurants showed remarkable growth at 15%
- Growth in the Transport and travel agents and tour operators slowed down



National Tourism Development Plan

Strategic Directions

- Develop and market competitive tourism products and destinations
- Improve market access, connectivity and destination infrastructure

- Improve tourism governance and human resources development

Key Issues on THR

- Lack of good quality and consistent levels of facilities and services
- Need to benchmark the current standards for quality assurance with international norms and practices
- Absence and low service standards in existing system
- Skills mismatch
- Absence of labour market and skills planning
- Low investments in training among employers
- Uncoordinated, fragmented and overlapping of functions among agencies



National Tourism Development Plan

Strategic Directions

- Develop and market competitive tourism products and destinations
- Improve market access, connectivity and destination infrastructure

- Improve tourism governance and human resources development

Program to develop highly competent, motivated, and productive tourism workforce

- Develop a tourism education and training system that is competitive and focused on specific career goals
- Develop a certification process for all job levels that ensures quality of service by tourism establishments
- Review and rationalize legislation that directly impact on the economic benefits of hospitality workers



Convergence Program on Training

Technical Education and
Skills Development Authority



Department of Tourism



Tourism Industry
Board Foundation Inc



National Tourism Certification Board

Develop and coordinate policy

National Tourism Professional Board



DEPARTMENT OF TOURISM

It's more fun in the
Philippines 

Logical Skills Process

Training Program

Employers identify the skills requirement for specific job level

Employers and Training Centres cooperate in the delivery of training programs

Skills Standards

DOT-TESDA-TIBFI formulate standards to assess workers competencies at work

Skills standards integrated in the accreditation program

Tourism Quality

Rating for hotels and other tourism enterprises is now based on both standards for facilities and service quality



Financing Tourism Trainings

- DOT funded programs in accordance with the annual work plan and budget
- Co-financing by the private sector or local government units, depending on the type of training requirement
- Matching Grant Program – ADB and Canada Government Technical Assistance



Matching Grant Program

➤ Eligible participants

- Registered “Primary Tourism Enterprises”
- Registered Community Service Organisations (NGOs) involved in community tourism activities.
- Local Government Units with responsibility for tourism/hospitality regulations.
- Consortium involving number of parties – private sector, community groups, home stay operators, training institutions.
- Projects that improve delivery of training by institutions will be encouraged – “work ready” graduates.

➤ Types of Training

- Enterprises
 - Wide range, focus on overcoming identified skills gaps
 - Can be generic or tailor made
 - Preference for on the job training
- Community Organizations
 - Improved skills of communities involved in tourism enterprises
 - Outcome should be improved income and livelihood opportunities
- Local Government Units
 - Improved skills to develop and implement more business friendly regulation
 - Local tourism support services not eligible



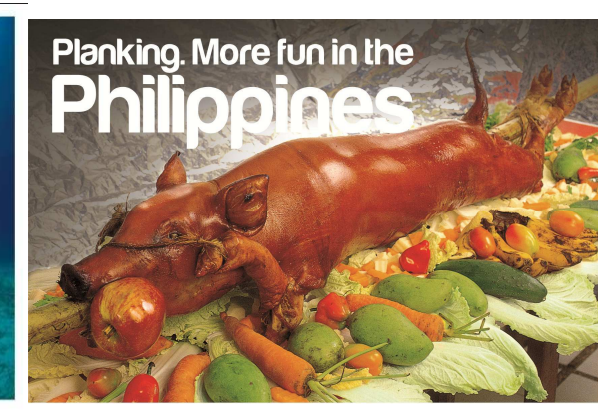
Why invest in training?

- Ensure long-term and sustained growth of tourism enterprises
- Promote professionalism and excellence at work
- Provide a career path among committed and loyal workers
- Enhance customer service and client patronage
- Develop a cadre of future leaders





Thank You!



Please email your queries at rcanizal@tourism.gov.ph



DEPARTMENT OF TOURISM

It's more fun in the
Philippines