



THE NATIONAL TOURISM DEVELOPMENT PLAN
Turismo • Tao • Trabaho



MESSAGE

Geared towards global competitiveness and inclusive growth, the National Tourism Development Plan (NTDP) for 2016-2022 is in sync with President Rodrigo Duterte's Philippine Development Plan for 2017-2022.

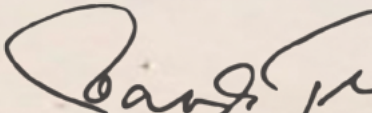
After reaching its initial target visitor arrival of 5.9 million for 2016 as officially indicated in the NTDP within six months in office, the Department of Tourism and its attached agencies have set higher goals. With the consistent increase in international visitor arrivals indicated by the first quarter months, we are well on our way to hitting the 6.5 million target for 2017.

Cognizant of the tourism industry as a major contributor to the country's gross domestic product (GDP) accounting for at least PHP 1.243 trillion or 8.6 percent of GDP, the NTDP now serves as a comprehensive roadmap designed to attract 12 million visitor arrivals by 2022.

The ultimate goal of our inclusive tourism program is to ensure that it serves as a catalyst for uplifting Filipino lives. The NTDP will have generated at least 6.5 million tourism-related jobs by the end of the Duterte administration.

To turn our ambitious projections into reality, the Duterte government has vowed to embark into a massive tourism infrastructure to improve connectivity and gateways.

With the invaluable support and contribution of every stakeholder in the tourism sector, I believe in my heart that we will succeed in showcasing the Philippines as a world-class and safe haven for international and domestic visitors alike.


WANDA TULFO-TEO
Secretary
Department of Tourism



Bohol International Airport



San Vicente, Palawan

National Tourism Development Plan

Provided for by Republic Act 9593 or the Tourism Act of 2009, the National Tourism Development Plan 2016-2022 is an evolution from its predecessor covering the period 2011-2016.

Efforts have been undertaken to consolidate the gains already made and adopt a more strategic and innovative approach in exploring new opportunities to pursue inclusive growth which will be done by expanding community participation across the full range of facilities and services planned in the tourism circuits and development areas.

Continuity is the cornerstone of the new Plan with special focus on what is achievable as well as on building on the momentum of what has already been initiated through the efforts of the numerous stakeholders comprising the tourism industry.

Vision

To develop a globally competitive, environmentally sustainable and socially responsible tourism industry that promotes inclusive growth through employment generation and equitable distribution of income thereby contributing to building a foundation for a high-trust society.

Strategic Directions

1. Improving competitiveness and enhancing growth
2. Pursuing sustainability and inclusive growth

NTDP Strategic Programs



Cluster Approach

In the pursuit of sustainable tourism development, the NTDP continues to adopt the cluster approach to support the development of the identified 20 Tourism Clusters comprising 49 Tourism Development Areas (TDAs).

These clusters and development areas are designed to increase visitor length of stay and expenditure following the right combination of tourist attractions, transport networks, attendant urban capitals and service centers, and key tourism infrastructure.

Convergence Approach

To successfully implement the identified development programs of the NTDP, the principle of convergence is being sought to promote strong institutional partnership through shared responsibilities among national, regional and local tourism stakeholders.



Targets

INDICATORS	BASILINE	TARGETS						
	2015	2016	2017	2018	2019	2020	2021	2022
Revenue (Php Billion)	2,077	2,156	2,361	2,603	2,888	3,186	3,519	3,905
Inbound	307	353	407	473	564	661	776	922
Domestic	1,771	1,803	1,954	2,130	2,324	2,525	2,741	2,983
Employment (Million)	5.0	5.2	5.3	5.6	5.8	6.0	6.3	6.5
Share to Total Employment (%)	12.7	13.0	13.2	13.4	13.6	13.8	14.1	14.4
Visitors (Million)								
Inbound	5.4	5.9	6.5	7.4	8.2	9.2	10.4	12.0
Domestic	67.8	70.5	73.3	76.3	79.3	82.5	85.8	89.2
Number of Poor Beneficiaries (Thousand)		486	449	556	448	481	492	541



Mount Samat, Bataan

Rizal Park, Manila

San Vicente, Palawan

Panglao Island, Bohol

Bucas Grande, Surigao del Norte

TOURISM DEVELOPMENT AREAS

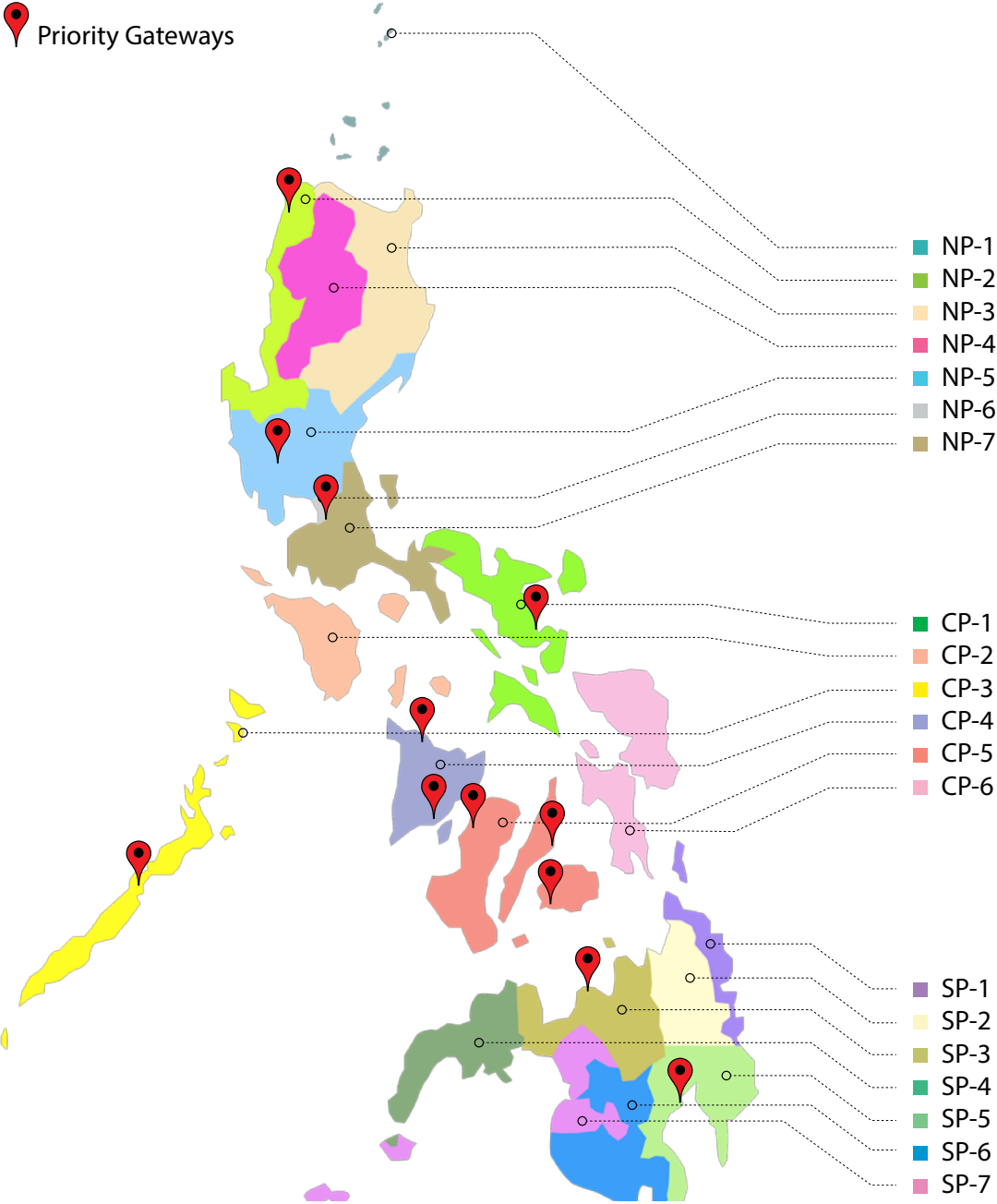
GROUPING	CLUSTER DESTINATION	TOURISM DEVELOPMENT AREA
NORTHERN PHILIPPINES	NP-1: BATANES	NP-1A: Batanes
	NP-2: ILOCOS REGION	NP-2A: Ilocos Norte Ilocos Sur Abra
		NP-2B: La Union Pangasinan
	NP-3: CAGAYAN	NP3-A: Cagayan Isabela
		NP3-B: Quirino Nueva Vizcaya
	NP-4: CAR	NP4-A: Apayao Kalinga
		NP4-B: Benguet Ifugao Mountain Province
	NP-5: CENTRAL LUZON	NP5-A: Zambales Bataan
		NP5-B: Clark Subic Tarlac Pampanga
		NP5-C: Bulacan Nueva Ecija Aurora
	NP-6: METRO MANILA AND ENVIRONS	NP6-A: Metro Manila e.g. Quezon City Makati City Manila City
		NP6-B: Rizal
		NP6-C: Cavite
	NP-7: LAGUNA, BATANGAS AND QUEZON	NP-7A: Laguna Batangas
		NP-7B: Quezon
CENTRAL PHILIPPINES	CP-1: BICOL	CP1-A: Camarines Norte Camarines Sur Catanduanes
		CP1-B: Albay Masbate Sorsogon
	CP-2: MIMARO	CP2-A: Marinduque
		CP2-B: Romblon
		CP2-C: Oriental Mindoro Occidental Mindoro
	CP-3: PALAWAN	CP3-A: Calamianes Group of Islands
		CP3-B: North Main Land
		CP3-C: South Main Land (Puerto Princesa)
	CP-4: WESTERN VISAYAS	CP4-A: Iloilo Guimaras
		CP4-B: Antique Aklan Capiz

GROUPING	CLUSTER DESTINATION	TOURISM DEVELOPMENT AREA
	CP-5: CENTRAL VISAYAS AND NEGROS ISLAND	CP5-A: Cebu
		CP5-B: Negros Oriental Negros Occidental Siquijor
		CP5-C: Bohol
	CP-6: EASTERN VISAYAS	CP6-A: Leyte Southern Leyte Biliran
		CP6-B: Samar Northern Samar Eastern Samar
	SOUTHERN PHILIPPINES	SP-1: SURIGAO AND DINAGAT ISLAND
SP1-B: Surigao Del Norte Surigao Del Sur		
SP-2: AGUSAN RIVER BASIN		SP2-A: Agusan del Norte Agusan del Sur
SP-3: CAGAYAN DE ORO COAST AND HINTERLAND		SP3-A: Camiguin
		SP3-B: Cagayan de Oro City Misamis Oriental
		SP3-C: Misamis Occidental Iligan City Lanao del Norte
		SP3-D: Bukidnon
SP-4: ZAMBOANGA PENINSULA		SP4-A: Zamboanga Del Norte
		SP4-B: Zamboanga Del Sur
		SP4-C: Zamboanga Sibugay Zamboanga City Isabela City
SP-5: DAVAO GULF AND COAST		SP5-A: Davao Del Norte Davao City Samal Island
		SP5-B: Davao Del Sur Davao Occidental
		SP5-C: Compostela Valley Davao Oriental
SP-6: COTABATO AND SARANGANI		SP6-A: Cotabato
		SP6-B: South Cotabato
		SP6-C: Sultan Kudarat
		SP6-D: Sarangani
SP-7: ARMM		SP7-A: Basilan Tawi-Tawi Sulu
		SP7-B: Lanao Del Sur Maguindanao

LEGEND:



Priority Gateways



Priority Gateway Clusters

NP2
Ilocos Region

NP5
Central Luzon

NP6
Metro Manila & Environs

NP7
Laguna, Batangas & Quezon

CP1
Bicol

CP3
Palawan

CP4
Western Visayas

CP5
Central Visayas & Negros Island

SP3
Cagayan de Oro and Hinterland

SP5
Davao Gulf & Coast

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