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Philippines



GUIDELINES FOR THE GRASSROOTS BUDGETING FOR THE LOCAL TOURISM PROJECTS



Department of Tourism Central Visayas



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Eligible Tourism Projects:

- 1.1 Competitive Tourism Destinations and Products. Projects categorize under this strategic direction includes:
 - 1.1.1 Preparation of local tourism plans congruent with the land use plan
 - 1.1.2 Development of tourism products that will provide livelihood and income opportunities for poor communities, to include minimum or basic provision of equipment or construction of facilities necessary for the project
 - 1.1.3 Limited provision for construction of visitor information centre and other tourism facilities product development support tourism enterprises and community based projects

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Eligible Tourism Projects:

- 1.2 Governance and human resource development. Projects in this strategic direction include the following:
 - 1.2.1 Training for local tourism officials and enterprises on tourism planning, statistics and product development
 - 1.2.2 Training for workers in tourism enterprises and community – based tourism projects to enhance their skills and competencies at work

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Eligible Tourism Projects:

- 1.2.3 Limited support (research and technical advisory) towards the amendment of certain local ordinances and regulation to stimulate tourism investment, encourage mandatory accreditation of primary tourism enterprises and business expansion and:
- 1.2.4 Training for micro and small enterprises towards up-scaling their local produce supplied to tourism enterprises or improving quality and packaging of their tourism products

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The following projects are not eligible for funding the tourism grassroots budgeting:

- 1.3.1 Construction of roads and bridges leading to tourist attraction since there is already the DOT-DPWH Convergence program which can provide the necessary support:
- 1.3.2 Construction of sports facilities and multi –purpose buildings as this does not directly link to any tourism development:
- 1.3.3 Development piers and jetties as these are already being provided by DOTC through it attached agencies or the private sector;
- 1.3.4 Other items identified in the DBM-DILG-DSWD-NAPC JMC No. 4 in Series of 2013 under item 6.2.9 of the LPRAP

GUIDELINES FOR THE GRASSROOTS BUDGETING FOR THE LOCAL TOURISM PROJECTS

Basic Tour Guiding Seminar

The course provides practical and learning experience to Tour Guides to be able to upgrade their knowledge and skills in areas relevant to tourism and tour guiding.

Upgrading Seminar for Tour Guides

Information and enhancement of skills to conform to the ever changing condition of the society.

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Naturalist Guiding Seminar/ Ecotourism

Designed to develop guiding interpretation in natural areas and nature-based activities. It is a step towards being a technical guide for specific nature-based activities such as trekking, caving, birdwatching, etc.

Effective Customer Service

This program is designed to develop and sustain a tourism workforce capable of providing services of globally-competitive standards to visitors travelling around the country.

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National TOP COP Tourism Awareness Training (Tourist-Oriented Police for Community Order & Protection)

Peace and Order is the key to a successful tourism industry as safety and security of visitors is a primary concern of tourists when travelling to a destination.

By creating a favorable image that the Philippines is a safe destination within the international community, it enhances the country's attraction as a tourism destination eventually contributing to the increase of socio-economic benefits which can be derived from tourism.

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Course On Front Office Operations

The hotel personnel, particularly those at the front desk or reception service are constantly dealing with clients or guests. Thus, they must be equipped with the knowledge of front office operations in order to respond and function effectively to the requirements and expectations of guests.

Course On Housekeeping

In line with the effort of professionalizing the skills service in the tourism industry, housekeeping personnel should be trained on standards of housekeeping operations & procedures.

GUIDELINES FOR THE GRASSROOTS BUDGETING FOR THE LOCAL TOURISM PROJECTS

Course On Bartending and Waitering

To provide tourists with excellent & professional dining service, the upgrading of skills & knowledge of F&B personnel are important in achieving this end.

Child Wise Tourism Seminar

Designed to prevent the commercial sexual exploitation of children (CSEC) in the tourism industry. It promotes ethical and sustainable tourism practices that respect the rights of the children.

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Tourism Awareness and Capabilities Building Seminar for

LGUs This program is designed to develop and sustain a tourism workforce capable of supplying accurate information and providing services of globally competitive standards to visitors travelling around the country.

Training Program On Basic Innkeeping Procedure (For Homestay Program)

To impart a practical knowledge to resident owners/hosts of the basic innkeeping concepts.

To increase awareness of the importance of systematic operations of small guests facilities thereby maximizing income from such operations.

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Tourist Drivers Training As Tourism Frontliners

This service oriented seminar will involve tourist drivers as PR implementors in projecting the positive image of the country to both domestic and foreign travelers.

Tourism Planning for LGUs and Stakeholders

To capacitate local government units (LGUs) in the preparation/formulation of their Tourism Development Plan (TDP) and integrating the supply and demand data in tourism statistics, and to equip LGUs with the knowledge in planning, developing and managing their natural and cultural resources in a sustainable and responsible manner

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Carrying Capacity for LGUs and Stakeholders

To capacitate the local government units (LGUs) with tools in the assessment of the carrying capacity of their host communities/destinations, and provide the mechanisms for M & E (monitoring and evaluation) to avert or mitigate the adverse impacts on the environment, thus affecting the quality of visitor experience

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Strategic Action Planning Workshop

The seminar is conducted to assist the LGU, most especially those involved in the planning and development of the town's tourism industry. Workshops and activities are carried out to assist the stakeholders in identifying and developing their potential tourism products, improving their current tourist attractions and practices, and the direction or long-term plans for the town's tourism industry. Seminar days: 2-3 days

GUIDELINES FOR THE GRASSROOTS BUDGETING FOR THE LOCAL TOURISM PROJECTS

Community Based Tour Guiding Workshop Seminar

The seminar is conducted to assist locals in a community or municipality to better equip them so as to provide a better and quality service to their guests. Training would last for 5 days where the participants are taught effective communications skills, guest handling and guiding techniques, good grooming and basic first aid to name a few. (The topics to be discussed in this seminar can be tailored to fit into the type of community based tour guides needed by the community or municipality)

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Value – Chain Seminar

Participants are educated on the chain of activities or processes involved in producing goods or services. They are equipped with the different procedure on the best and most efficient way in reaching their target or goal. The seminar is done together with the DTI. Seminar Days: 2-3 days

GUIDELINES FOR THE GRASSROOTS BUDGETING FOR THE LOCAL TOURISM PROJECTS

Enhanced Customer Service Workshop Seminar

An upgrade of the Basic Customer Service Workshop Seminar where the topics discussed are more comprehensive and detailed. Topics to be discussed in this seminar can be tailored to fit into the type/kind of participants. Seminar days: 2 days

GUIDELINES FOR THE GRASSROOTS BUDGETING FOR THE LOCAL TOURISM PROJECTS

Homestay Seminar

The homestay program is geared towards providing alternative accommodation facilities to travelers by tapping Filipino private homes in selected areas. Participants are trained and educated in handling and providing service to guests such as basic customer service, food preparation, accommodation facilities and tourist safety and security. Seminar Days: 3 days

GUIDELINES FOR THE GRASSROOTS BUDGETING FOR THE LOCAL TOURISM PROJECTS

Basic Customer Service Workshop Seminar

This seminar is conducted to the frontliners of the industry whether be a community/tour guide, transport driver, tour desk staff, boatmen or tourism officer. The aim of this seminar is to better equip frontliners with the skills especially in communicating and providing quality service to their guests. Topics to be discussed in this seminar can be tailored to fit into the type/kind of participants. Seminar days: 1 -2 days

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END OF MY PRESENTATION

THANK YOU