PHILIPPINES

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Department of Tourism

Banaue
Handwoven and hand-built

Palawan
Above ground and underground

Davao
Relax. Explore. Repeat.

Cebu
World-famous dive sites and sounds

10th UNWTO Asia/ Pacific Executive Training Program on Tourism Policy and Strategy | March 29 – April 1, 2016 | Republic of Korea
PHILIPPINES
Human Capital
SWOT

STRENGTH
• Natural culture of hospitality and hosting
• Widespread use of English language
• Government recognition and convergence in Tourism HR Development
• Established OJT/ Internship programs
• Development of ASEAN Masters Training
• Competence-based training and outcome-based education becoming nationally accepted
• Well-established and improving TESDA Accreditation System for Tourism
• Establishment of the PH Qualification Framework

WEAKNESSES
• Poor, variable or inconsistent product and service quality
• Lack of sufficient skilled workers
• Lack of foreign language proficiency among tour guides/ frontliners
• Mismatch between school leavers/ college graduates and out-dated curriculum
• Lack of competitive compensation benefit
  • Contractual labor arrangements

OPPORTUNITIES
• Creating a culture of tourism
• ASEAN Economic Integration, Mobility of Workers
• Upgrade competencies of workforce
• Accreditation/ recognition for experienced tourism professionals
• Engaging industry personnel in assessment/ certification activities
• Development of human resources for niche sectors i.e., MICE, diving, etc.
• Growing Philippine tourism industry requiring skilled & competent workers

THREATS
• HR readiness for ASEAN Economic Community
• Quality of tourism service will be affected by ASEAN MRA due to loss/ attrition of many trained and qualified workers
• Lack of employment protection for freelancers
• Lack of qualified tour guides with language skills
• Integration of tourism studies into K-12 curriculum leading to closure of some tourism programs at private colleges
• Job skills mismatch and monitoring of hard to fill jobs
• High turn over rate of hotel workers
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<tr>
<th>Name of Stakeholder</th>
<th>Roles and Responsibilities</th>
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| **Government**              | • Regulate and set policies regarding tourism and hospitality education in the country  
                              • Develop programs, projects and activities to improve tourism and hospitality education and human resource development in the tourism sector  
                              • Formulate a national plan on tourism human resource development  
                              • Ensure enforcement of tourism human resource policies and programs through monitoring activities  
                              • Promote enforcement through benefits extended to compliant establishments                                                                   |
| Department of Tourism (DOT) |                                                                                             |                                                                                                                                                    |
| Technical Education and Skills Development Authority (TESDA) |                                                                                             |                                                                                                                                                    |
| Commission on Higher Education (CHED) |                                                                                             |                                                                                                                                                    |
| Department of Labor and Employment (DOLE) |                                                                                             |                                                                                                                                                    |
| **Education and Training Providers** |                                                                                             |                                                                                                                                                    |
| Colleges, Universities and Training Institutions | • Continuously update curriculum and OJT practices  
                              • Ensure students’ understanding of the assessment process  
                              • Provide a comprehensive information dissemination for students to understand career options within the tourism industry  
                              • Train assessors and upgrade skills of trainers and educators in the colleges and universities  
                              • Develop programs and projects to provide opportunities for students & teachers to be exposed in the industry                                                                 |
| **Industry Associations/The Private Sector** | • Provide more competitive compensation benefits to reduce “brain drain’ of trained tourism professionals  
                              • Ensure that modules for trainings and immersion programs are reviewed & updated  
                              • Recognize best practices of tourism establishments in terms of career development efforts or activities  
                              • Assist in reviewing curriculum and compliance and active participation in all activities in connection with the development of the National Tourism HR Development Plan  
                              • Implement career development tracks in own establishments  
                              • Take an active role in the assessment and qualification of tourism establishments                                                                 |
| **Development Partners**     | • Provide technical and financial assistance to develop and enhance tourism human resource development                                                                                                                |
| ADB, CIDA, USAID             |                                                                                             |                                                                                                                                                    |
| **Civil Society**            | • Take an active role in information dissemination  
                              • Provide support to the tourism industry on tourism human resources advocacies and campaigns                                                                                                         |