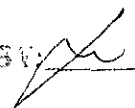


SENATE



P.S. Resolution No. 523

INTRODUCED BY SENATOR VILLAR

RESOLUTION DIRECTING THE SENATE COMMITTEES ON TOURISM AND FOREIGN RELATIONS TO CONDUCT A STUDY, IN AID OF LEGISLATION, ON THE BEST PRACTICES IN PROMOTING THE NEW TRENDS IN THE TOURISM INDUSTRY AND AT THE SAME TIME LOOK INTO THE POSSIBILITY OF ADOPTING A TOURISM ORIENTED FOREIGN SERVICE POLICY WITH THE END IN VIEW OF REACHING NEW TOURISM MARKS FOR THE COUNTRY

WHEREAS, Section 1 of Article XII of the 1987 Constitution of the Philippines provides that:

“The goals of the national economy are a more equitable distribution of opportunities, income, and wealth; a sustained increase in the amount of goods and services produced by the nation for the benefit of the people; and an expanding productivity as the key to raising the quality of life for all, especially the under-privileged.”;

WHEREAS, the Philippines can become one of the major tourist drawers in the world if the country is able to adopt to the new trends and rapid changes that are occurring in the tourism industry;

WHEREAS, one of these is ecotourism, it is the fastest growing market in the industry with an annual growth rate of 5% worldwide and representing 6% of the world gross domestic product, 11.4% of all consumer spending;¹

WHEREAS, the Philippines can tap into its wealth of natural wonders by promoting its unique volcanic features such as the Taal Volcano Caldera and the Mt. Pinatubo Crater Lake as major tourist drawers for volcano tourism; it can also promote areas likes of Candaba in Pampanga, Olango Island in Bohol and Sibuyan Island in Romblon as bird watching destinations; the country can also make use of the unconventional such as promoting nuclear tourism by making use of the Bataan Nuclear Power Plant as a means for people to learn about atomic power²;

¹ As cited in <http://www.gdrc.org/uem/eeco-tour/etour-define.html> June 30, 2011 11:30 AM


² Nuclear Tourism, Anyone? “Business World” Tuesday June 28, 2011 P1 Print

WHEREAS, in 2009, the country had its major record for tourist arrivals with 3.14 million tourists visiting the country³; this number can still be surpassed if the Department of Foreign Affairs will have a reorientation of its foreign service policies by making them tourist-oriented, this will aid the Department of Tourism in promoting the Philippines as a major tourism destination;

WHEREAS, the Philippines must focus on the tourism industry because of its major economic potential, the benefits of a vibrant tourism sector extend even to the local communities by generating employment and by providing new opportunities for small-scale businesses;

NOW, THEREFORE, BE IT RESOLVED, as it is hereby resolved by the Senate of the Philippines to direct the Senate Committees on Tourism and Foreign Relations to conduct a study, in aid of legislation, on the best practices in promoting the new trends in the tourism industry and at the same time look into the possibility of adopting a tourism oriented foreign service policy with the end in view of reaching new tourism marks for the country.

Adopted,


MANNY VILLAR

³ As cited in <http://www.eturbonews.com/7580/philippines-tourist-arrivals-hit-record-314-mln-2008> June 30, 2011 1:30 PM