

Who shapes the visitor experience?

International organizations • Philippine agencies •
Tourism stakeholders

One system.
Many bodies.
Shared outcomes.

GLOBAL

NATIONAL

LOCAL

INTERNATIONAL

Sets shared principles, standards, data, and cooperation

NATIONAL

Builds policy, promotion, infrastructure, regulation, and investment

LOCAL

Turns plans into destination services, ordinances, products, and protection

Coordination is the link between policy and the actual visitor experience.

International organizations solve cross-border tourism problems

Travel crosses borders—so safety, sustainability, statistics, skills, and market access need cooperation beyond one country.

1

Shared rules

Common principles and standards

2

Comparable data

Definitions and measurement

3

Capacity

Training and technical support

4

Coordination

Joint action among countries

Key idea: most international bodies influence tourism through guidance, standards, research, convening, and technical cooperation—not by running destinations.

UN Tourism

**UN SPECIALIZED
AGENCY**

Promotes responsible,
sustainable, and universally
accessible tourism.

Formerly widely known as UNWTO; the organization
adopted the “UN Tourism” brand in 2024.

Knowledge & statistics

Sustainable development

Education & capacity

Innovation & investment

UN Tourism places responsibility, sustainability, and access at the center

RELATED INTERNATIONAL BODIES

ICAO



Air safety, standards, connectivity, and sustainable civil aviation

ASEAN Tourism



Regional travel cooperation, competitiveness, standards, and skills

**WTTC / industry
bodies**



Private-sector research, advocacy, and coordinated industry priorities

A destination is shaped by the wider travel system—not only by organizations with “tourism” in their name.

The Department of Tourism leads Philippine tourism policy and promotion

PHILIPPINES

Department of Tourism (DOT)

Primary government agency for tourism development and promotion—domestic and international.

Policy & planning

Standards &
accreditation

Market
development

Inter-agency
coordination

NATIONAL DIRECTION

sets the framework

for destinations,
businesses, workers,
and visitors.

Attached agencies turn national direction into specialized action

TPB

Tourism Promotion Board

Markets the Philippines domestically and internationally; supports tourism products, MICE, arrivals, and investment.

TIEZA

Tourism Infrastructure and Enterprise Zone Authority

Develops tourism infrastructure; administers and supervises Tourism Enterprise Zones; manages travel-tax functions and assets.

Specialization improves focus—but effective destinations still require coordination among agencies and LGUs.

Local tourism offices convert plans into place-based action

Province • City • Municipality

PLAN

Prepare and update local tourism development plans

IMPLEMENT

Develop programs, products, events, and visitor services

ENFORCE

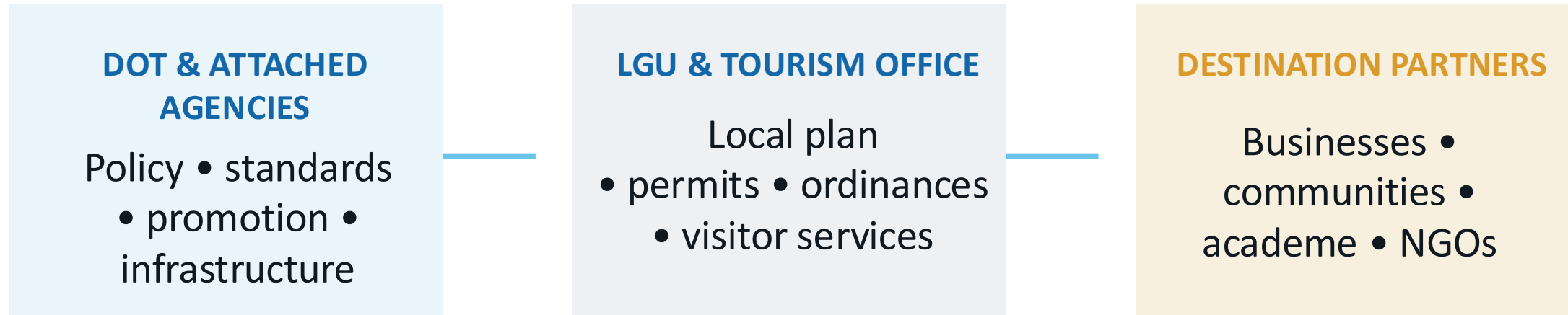
Apply tourism laws, rules, regulations, and local ordinances

COORDINATE

Work with DOT, attached agencies, communities, and businesses

Local tourism works best when destination development and community welfare move together.

National direction and local delivery must meet in the middle



Shared destination plan

Clear roles • shared data • regular consultation • aligned budgets • joint monitoring

A stakeholder can affect tourism—or be affected by it

Stakeholder

Any person, group, organization, or institution with an interest in tourism decisions and outcomes.

Power, interest, impact, and responsibility are not always equal.

- 1 Who has authority?

- 2 Who invests or delivers?

- 3 Who lives with the impacts?

- 4 Who visits and evaluates?

Tourism stakeholders form five practical groups

PUBLIC

National agencies • LGUs • regulators

PRIVATE

Hotels • airlines • tour operators • investors

COMMUNITY

Residents • Indigenous people • local leaders

CIVIL & KNOWLEDGE

NGOs • schools • media • researchers

VISITORS

Domestic • international • business • leisure

Stakeholder interests overlap—but they can also conflict

Government	Jobs, taxes, reputation, compliance, public welfare
Businesses	Demand, profit, predictable rules, skilled workers
Communities	Livelihood, culture, access, safety, quality of life
Visitors	Value, safety, authenticity, convenience, welcome
Environment advocates	Conservation, carrying capacity, long-term resilience

Good tourism decisions search for shared value and make trade-offs visible.

Prioritize engagement by power and interest

HIGH POWER

KEEP SATISFIED

Example: oversight
bodies

MANAGE CLOSELY

Example: LGU, lead
agencies, investors

MONITOR

Example: distant
audiences

KEEP INFORMED

Example: residents,
workers, NGOs

LOW POWER

LOW INTEREST

HIGH INTEREST

Effective tourism is coordinated, inclusive, and accountable

GLOBAL

International organizations align cooperation, standards, knowledge, and shared goals.

NATIONAL + LOCAL

Agencies turn policy into promotion, infrastructure, regulation, and destination services.

STAKEHOLDERS

Tourism succeeds when affected groups help shape benefits, risks, and responsibilities.

Final question: Who should have a voice in the next tourism decision in your community?