

Tier 1

Agency: Department of Tourism (DOT) XI

UACS	PROGRAMS/ACTIVITIES/ PROJECTS	BRIEF PROGRAM/ PROJECT DESCRIPTION	SPATIAL COVERAGE		RDP RESULTS MATRIX (RM) INDICATOR ADDRESSED	INVESTMENT TARGETS (IN PHP'000)	SOURCE OF FUNDS	REMARKS
			PROVINCE	CONGRESSIONAL DISTRICT		2020		
	(i) Tourism Development Planning					1,031	GAA	
	a. Capacity Building for PLGUs and LGUs – Plan Formulation	Coaching/ Mentoring on the ratification and finalization of Tourism Development Plan	Regionwide	Regionwide	No. of Trainings/Workshop conducted to formulate tourism plans/strategic action plan			
	b. Hosting of regional meetings and consultation in relation to tourism development plan	Consultation with stakeholders and to all PLGUs and LGUs in relation to tourism development plan	Regionwide	Regionwide	No. of meetings/ consultation undertaken			
	c. Participation to International, regional organization's meetings/conference/seminars	Attendance to International. Regional Meetings/Conference/Seminars	Regionwide	Regionwide	No of events/conference attended			
	d. Site Validation / Ocular Inspection on various projects	Conduct Site Inspection to all proposed TIEZA and TRIP projects and other tourism related projects	Regionwide	Regionwide	No of site visited/inspection validated			
	(ii) Statistics					160	GAA	
	a. Conduct surveys, interviews among departing foreign passengers to various airports	Conduct Exit Survey at Davao I	Davao City	Davao City	No of tourist arrivals visited in Davao Region			
	b. Tourism Statistical Capacity Building	Trainings/ Workshop on Accommodation Establishments Data Gathering			No. of trainings/workshops conducted to implement the statistical program			

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			PROVINCE	CONGRESSIONAL DISTRICT		2020		
		Upgrading Tourism Statistical Capacity of LGUs with emerging destination	Regionwide	Regionwide	No. of trainings/workshops conducted to implement the statistical program			
	c. Generation of Tourism Statistics Report	Generate Regional Distribution Travellers			No. of statistical reports generated			
	d. Participation to International, regional organization's meetings/ conference/ seminars	Attendance to International. Regional Meetings/Conference/Seminars	Davao City	Davao City	No of events/conference attended			
	(iii) Industry Manpower Training	Conducts various trainings and seminars for Tourism Stakeholders	Regionwide	Regionwide	No. of trainings conducted	2,352	GAA	
					No. of trainings days delivered			
					No. of persons trained			
	(iv) Marketing and Promotions							
	a) Product Development and Product Enhancement					3,155	GAA	
	a. Conduct of Coordinative meetings, site enhancement , community mobilization and other activities	In view of providing fresh tourism product offerings to clients and also to involve communities in the tourism industries, meetings, site enhancement and other community mobilization activities has to be conducted.	Regionwide	Regionwide	No. of mtgs, site enhancement, community mobilization activities conducted			

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			PROVINCE	CONGRESSIONAL DISTRICT		2020		
	b. Conduct of Ecotourism development activities in view of making Davao as a destination for adventure & culinary system	Enhancing Davao's eco-adventure and culinary tourism products through conduct of product development activities.	Regionwide	Regionwide	No. of mtgs, site enhancement, community mobilization activities conducted			
	c. Provide Assistance for product enhancement by improving tourism products in the area	Assistance to LGUs and entities that offers fresh tourism offerings through financial assistance and project partnerships	Regionwide	Regionwide	No. of entities assisted. No. of collaborative projects conducted.			
	b) Market Development					1,381	GAA	
	a. Participation to Regional, National and International Travel Fairs / Expo/Exhibit/ Roadshow /Sales Mission	Building networks and promotions of tourist destinations and products of Davao through participation to B2B and B2C activities.	Regionwide	Regionwide	No. of leads generated. No. of expos, roadshow, sales mission participated & conducted.			
	b. Promotional and Advertising Materials	Development of EIC materials for promotion.	Regionwide	Regionwide	No. of EIC materials developed.			
	c. Hosting and Organizing Familiarization Tours for Media and Tour Operators	Showcasing of Davao tourism destinations and products to media and tour operators and partners in the tourism industry.	Regionwide	Regionwide	No. of fam tours conducted. No. of media outs generated.			
	d. Provide assistance for PLGU Festivals and Private-sector initiated activities	Assistance and partnership with LGUs and private entities in the conduct of tourism-related activities.	Regionwide	Regionwide	No. of entities assisted.			
	(v) Tourism Standards Development, Regulations Services	1. Conduct of inspections and monitoring of TREs and TOEs ;	Regionwide	Regionwide	No of TREs and TOEs inspected and monitored	996	GAA	

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			PROVINCE	CONGRESSIONAL DISTRICT		2020		
		2. Orientation, promotions and actual facilitation of the On-Line application for accreditation as well as IEC of ther Tourism Laws.	Regionwide	Regionwide	No. Of application for accreditation received			
	(vi) General Administrative Services	To support the Programs/ Activities/ Projects	-	-	-	6,577	GAA	
	TOTAL					15,652		

Tier 2

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			PROVINCE	CONGRESSIONAL DISTRICT		2020			
	(i) Tourism Development Planning		Regionwide	Regionwide		119	GAA		
	a. Statistics	Upgrading Tourism Statistical Capacity of LGUs with Emerging Destination			No. of trainings/workshops conducted to implement the statistical program				
	(iii) Industry Manpower Training		Regionwide	Regionwide	No. of trainings conducted	-			
	(iv) Marketing and Promotions		Regionwide	Regionwide		9,586	GAA		
		a. Product Development			No. of Capacity Building /training programs on product development	1,250			
		b. Product Enhancement				3,144			
		c. Market Development			No of invitational / familiarization tours conducted/No. of IEC activities undertaken/materials produced in relation to market development/No of Leads generated from selling missions/travel fairs and product presentations/No. Leads generated from product presentation /sales calls	5,192			
	TOTAL					9,705			