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## DTI, DOT to work on setting up value chain approach for tourism

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By **Katlene O. Cacho**

Wednesday, September 22, 2010

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CITING tourism as one of the large markets left untapped by industries, the Department of Trade and Industry (DTI) will be closely working with the Department of Tourism (DOT) in implementing the value chain approach for tourism in the different regions.

The value chain approach will help spur economic development because it creates linkages and interaction among different stakeholders, officials said.

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This collaboration will pave the way for the establishments to connect their goods and services with the tourism stakeholders.

"Tourism is a high market left untapped by the industries," said DTI 7 Director Asteria Caberte on Monday.

She cited the incorporation of locally-made products and materials in resort facilities as an example of a value-chain mapping.

She said that the department will be playing a proactive role in this holistic approach as the first phase of the project will be implemented in the eight regions in Ilocos, Bicol, Western Visayas, Central Visayas, Eastern Visayas, Davao, Caraga, and Mimaropa specifically in Palawan.

With this project, DOT and DTI hope to see souvenir malls in each of the growth centers.

Caberte said the endeavor got the support of the German Technical Cooperation (GTZ) to spread the project to other regions.

In his visit to Cebu last week, DTI Secretary Gregory Domingo expressed the agency's commitment to promote tourism as its top priority sector and preferred match in economic development, as it is the only industry throughout the nation that generates more employment.

The need for Cebu to develop more community-based tourism (CBT) and link communities to the tourism value chain was a key point raised in the 7th Sun.Star Economic Forum in July.

"As more tourists are now interested in the culture of other places, CBT would be one way to get more interest in Cebu rather than being highly concentrated on large resorts," Ludwig Rieder, president of Asia Pacific Projects, said in the annual forum hosted by Sun.Star Cebu.

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