

SATURDAY | FEBRUARY 3, 2018

**B3**

## DOT urges MSMEs to invest in tourism

By CATHERINE TALAVERA

The Department of Tourism (DOT) aims to empower MSMEs by educating them on technological advances in the tourism industry, particularly the accommodations sector.

Among the technological advances in hotel services and innovations that MSMEs can capitalize on are airbnbs, inns, homestays, boutique hotels and other tourist services.

As part of its initiative to educate MSMEs, the DOT held earlier this week its first Invest Tourism Philippines forum, which provided MSMEs with insights from local investors, businessmen and representatives of various government agencies.

DOT Undersecretary for Tourism Regulation, Coordination and Resource Generation Alma Rita Jimenez said the country's rising arrivals figures, combined with growth of the global travel and tourism sector, paints an attractive picture of the Philippine tourism market, which will encourage

foreign investors to do business in the Philippines.

In the same forum, Asian Development Bank country economist Aekapol Chongvilaivan provided participants an overview of the current financial status of the Philippines, dubbing the country as a "rising star in Asia" due to the rapid growth of its investment-driven economy.

Chongvilaivan said tourism should serve as a major economic engine, with emphasis on fiscal management, infrastructure development and unemployment.

While the DOT is eyeing to attract foreign investments, Jimenez said opportunities still abound for local investors, driven by the need to address smaller accommodation requirements.

Representatives from government and private sectors addressed issues confronting the tourism industry and encouraged multilateral partnership and community involvement to achieve collective growth.

\* ENTREPRENEURSHIP  
\* BUSINESS

\* DEPT. OF TOURISM