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Strengthening Urban Resilience for Growth with Equity (SURGE) Project

Puerto Princesa City stakeholders commit to improve tourism services



Tourism stakeholders in Puerto Princesa City committed to work together to improve tourism services in the city during the second tourism inter-agency coordination meeting.

With the support of USAID's Strengthening Urban Resilience for Growth with Equity (SURGE) Project, Puerto Princesa City through the City Tourism Department organized the second tourism inter-agency coordination meeting on June 14. This was attended by 30 city government department heads, representatives of regional and provincial government line agencies headed by the Department of Tourism, and government-run tourism establishments. The business sector and tourism associations were represented by the Puerto Princesa City Chamber of Commerce and City Tourism Council. The meeting resulted in the commitment of the agencies for programs and projects to improve tourism services, such as the provision of ambulance, improvement of the Sabang wharf, and rehabilitation of a section of Sabang road leading to the Puerto Princesa Underground River. Training on frontline services for tour guides and tour-related establishments and on foreign languages such as Korean and Chinese will also be conducted to address the influx of tourists. The city government and partners are improving its capacity to receive more tourists arriving in Puerto Princesa City, which is projected to double in three years at two million. City Mayor Lucilo Bayron emphasized the importance of working together in creating events, ensuring quality services and improving tourism attractions to draw more tourists in the city. He stressed the need to work together not only to pursue growth of the tourism industry but to also sustain the natural beauty of the city's resources. This initiative supports the partnership-building pillar as a key approach under the recently approved ten-year Tourism Master Plan created by the city with the assistance of USAID/SURGE.