DOT ACCREDITATION SYSTEM

2ND Quarterly National Executive Officers – National Board Meeting

SMX Convention Center, Bacolod City
June 15, 2017
OUTLINE

• DOT Mandate: Accreditation & Tourism Standards
• Progressive Accreditation System
Regulation of the Tourism Industry

1973
Licensing of Tourism Establishments

1992
Voluntary Accreditation of Tourism Enterprises

2009
Mandatory Accreditation (for primary tourism enterprises)

TODAY
Progressive Accreditation System
Republic Act 9593

“Maintain international standards of excellence in all tourism facilities and services and promote the country as a safe and wholesome destination”

DOT Mandate (RA 9593)
Section 122 – Accreditation.

(a) National Standard

The Department shall prescribe the standards for the operation and maintenance of the tourism facilities and services. For this purpose, the Department in consultation with concerned sectors, shall formulate the minimum standards for accreditation thereof and promulgate the appropriate rules and regulations to govern the operation of primary and secondary tourism enterprises.

(b) Accreditation System

(1) The Department shall evolve a system for the accreditation of tourism enterprises in accordance with established international standards.

(2) Primary tourism enterprises shall be periodically required to obtain compulsory and mandatory accreditation from the Department.

(3) Accreditation shall be voluntary for secondary tourism enterprises.

(4) Prior accreditation by the Department shall be required for the issuance of license or permit to operate primary tourism enterprises by the LGU.

(5) The Department and LGUs shall ensure strict compliance by tourism enterprises with the accreditation rules and regulations.
Why DOT Accreditation?

- Mandated by Law
- Seal of good housekeeping
- Tourism Competitiveness
- Non-fiscal Incentives/Benefits
## In Asia

<table>
<thead>
<tr>
<th>Country</th>
<th>STATUS</th>
<th>RATING SYSTEM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INDONESIA</strong></td>
<td>Mandatory</td>
<td>Star Rating done by the Ministry of Tourism; standards being revised</td>
</tr>
<tr>
<td><strong>MALAYSIA</strong></td>
<td>Mandatory</td>
<td>Star Rating done by Ministry of Tourism; 3 Orchid rating for budget accommodation</td>
</tr>
<tr>
<td><strong>PHILIPPINES</strong></td>
<td>Mandatory</td>
<td>Star Rating done by Department of Tourism with Industry Professionals as Third Party Assessors</td>
</tr>
<tr>
<td><strong>THAILAND</strong></td>
<td>Voluntary</td>
<td>Star Rating managed by Thai Hotel Association supported by Tourism Authority of Thailand</td>
</tr>
<tr>
<td><strong>VIETNAM</strong></td>
<td>Mandatory</td>
<td>Star Rating done by Vietnam National Administration for Tourism for 3 stars &amp; above; Hotel star rating mandatory for establishments with more than 10 rooms</td>
</tr>
</tbody>
</table>
## Global Perspective

<table>
<thead>
<tr>
<th>Country</th>
<th>Implementing Authority</th>
<th>Legal Framework</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>AAA Tourism (Private Sector)</td>
<td>Voluntary</td>
</tr>
<tr>
<td>Canada</td>
<td>CanadaSelect (Non-Profit Org.)</td>
<td>Voluntary</td>
</tr>
<tr>
<td>Germany</td>
<td>German Hotel &amp; Restaurant Assoc. (Private Sector)</td>
<td>Voluntary</td>
</tr>
<tr>
<td>Great Britain</td>
<td>Tourism Boards (Private Sector)</td>
<td>Voluntary</td>
</tr>
<tr>
<td>New Zealand</td>
<td>Qualmark New Zealand (Public-Private Partnership)</td>
<td>Voluntary</td>
</tr>
<tr>
<td>Thailand</td>
<td>Thai Hotel Association (Public-Private Partnership)</td>
<td>Voluntary</td>
</tr>
<tr>
<td>USA</td>
<td>Forbes Travel Guide (Private Sector) American Automobile Association</td>
<td>Voluntary</td>
</tr>
</tbody>
</table>
What is DOT Accreditation?

A certification issued by the Department to a tourism enterprise that officially recognizes it as having complied with the minimum standards for the operation of tourism facilities and services.

- Implementing Rules and Regulations of R.A. 9593
DOT Accreditation

**TWO-FOLD REGULATION PROCESS**

**PHYSICAL**
ocular inspection of the enterprise office/building

**LEGAL**
evaluation of the enterprise’s legal documents
Who can be Accredited?

RA 9593

**TOURISM ENTERPRISES**

- **Primary**
  - Accommodation
  - Travel and Tour Agencies
  - Tourist Transport Operators (Land, Air & Sea)
  - MICE Organizers & Facilities
  - Adventure Sports and Tourism Services
  - Tour Guides

- **Secondary**
  - Restaurants
  - Health and Wellness Facilities (Spas, Ambulatory Clinics, Tertiary Hospitals)
  - Theme Parks and Zoos
  - Shops and Department Stores
  - Museum and Galleries
PRIMARY TOURISM ENTERPRISES

- Accommodation Establishments
- Travel & Tour Services
- Tour Guides
- Sports & Recreational Facilities (Dive shops and Adventure Facilities)
- MICE Organizers and Facilities
- Hotel & Tourism Estate Management Services
- Tourist Transport Operators
SECONDARY TOURISM ENTERPRISES

- Restaurants
- Specialty or Souvenir Shops and Department store
- Other Facilities (Museum, Galleries, Theme Parks, Zoo)
- Agri-Tourism Farms & Facilities
- Tourism Training Center or Institutes including tourism trainers
- Rest Areas in Gas Stations
SECONDARY TOURISM ENTERPRISES

Health and Wellness Facilities
(spas, tertiary hospitals, ambulatory clinics and medical concierge)
How to be Accredited?

http://accreditationonline.tourism.gov.ph/Login.aspx
STEPS IN APPLYING ONLINE

REGISTER ONLINE & PAY FILING FEE
UPLOAD DOCUMENTS
INSPECTION & EVALUATION
APPROVAL/FINAL PAYMENT
CERTIFICATE RELEASE

http://accreditationonline.tourism.gov.ph/Login.aspx
Revolutionizing the DOT Accreditation System

PROGRESSIVE ACCREDITATION SYSTEM
Progressive Accreditation System

A three-level recognition scheme of the DOT for Primary Tourism Enterprises entailing progressive minimum standards and reflecting customers’ expectations.
Objectives

- To make DOT accreditation system more inclusive
- To motivate stakeholders to maintain and improve the quality of their property’s facilities and services
- To develop a database of primary tourism enterprises in the country
## Progressive Accreditation System (3-Levels)

<table>
<thead>
<tr>
<th>Registration</th>
<th>Regular Accreditation</th>
<th>Star Accreditation</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Registration of an enterprise which major operation is of touristic value and were found to be compliant with the basic requirements set by the DOT</td>
<td>✓ Certification granted to tourism establishments found to be compliant with the minimum standards expected of DOT- accredited establishment</td>
<td>✓ Certification granted to tourism establishments found to be exceeding the minimum standards under the Regular Accreditation and have met the customer's expectations for star rated establishment.</td>
</tr>
<tr>
<td>✓ Registration shall be valid for a period of 1 year.</td>
<td>✓ Accreditation shall be valid for a period of 2 years.</td>
<td>✓ Accreditation shall be valid for a period of 3 years.</td>
</tr>
</tbody>
</table>
General Requirements

**Registration**
- Comply with the basic requirements as prescribed in the Self-Assessment Form (SAF)
- Undergo preliminary inspection of its premises and facilities
- Submit a validly issued Mayor’s or Business Permit

**Regular Accreditation**
- Comply with the prescribed minimum standards for DOT-accredited tourism establishment
- Complete the online accreditation cycle
- Undergo full inspection of its premises, facilities and services
- Submit a validly issued Mayor’s or Business Permit and other documents as required
- Must not have been found liable for any violation of the DOT rules and must not have unpaid fines imposed by the DOT

**Star Accreditation**
- Comply with the standards for regular accreditation and meet the customers’ expectations as reflected in the Star Accreditation
- Complete the online accreditation cycle
- Undergo full inspection of its premises, facilities and services
- Submit validly issued Mayor’s or Business Permit and other documents as required
- Must not have been found liable for any violation of the DOT rules and must not have unpaid fines imposed by the DOT
BENEFITS/INCENTIVES

• Free online/print advertising
• Priority to DOT Training Programs
• Participation in DOT overseas sales mission and inclusion in DOT/TPB promotional collaterals
BENEFITS/INCENTIVES

- Endorsement to Embassies and Travel Trade Association/s for utilization of establishment’s facilities and services
- Endorsement to COMELEC for Exemption from Liquor ban during Election-related events (for Accoms. & restaurants only)
- Endorsement to International and Domestic airports for issuance of access pass to qualified personnel (for TOs and Accoms. only)
- Endorsement to LTFRB for Issuance of Tourist Transport Franchise (For Tourist Land Transport Vehicle Only)
Municipalities & City Supporting Mandatory Accreditation
DOT Efforts to Enforce Mandatory Accreditation

DOT-DILG Joint Memorandum
Circular 2014-001

Memorandum of Understanding with LMP (2014)

Memorandum of Understanding with LCP (2014)
Travel Fun.  
Travel Smart.  
Travel WISEly.

Work out | Identify | See | Engage

Travel plans | Tour/Travel agencies | Tourism Quality Seal | Accredited service providers only

DEPARTMENT OF TOURISM QUALITY SEAL

A Public Service Reminder from the Department of Tourism
Please visit: www.tourism.gov.ph
thank you