



## ADVISORY

No: NCR-03-001 Series of 2024

### CALL FOR NOMINATIONS PHILIPPINE TOURISM AWARDS

The Department of Tourism – National Capital Region (DOT NCR) encourages all tourism stakeholders in Metro Manila to submit their applications for the 2024 Philippine Tourism Awards (PTA), the highest and most prestigious citation in Philippine Tourism.

The PTA is a recognition program of the Department that seeks to honor industry players and local government units (LGUs) who have demonstrated excellence in the development and promotion of the country's tourism sector. The PTA is designed to achieve the following objectives:

- a. Instill the culture of Filipino hospitality and excellence in the tourism sector;
- b. Foster an innovative and competitive consciousness in the country by recognizing individuals, corporate entities, and LGUs, who have contributed immeasurably to the growth of the industry; and,
- c. Recognize individuals and entities in the tourism industry whose creativity, expertise, professionalism, and service have been of the highest standards and have highlighted the Filipino identity.

Interested nominees can vie and apply for the following award categories:

#### TOURISM PILLAR AWARDS

Special recognition program to recognize individuals, enterprises, and destinations who contributed to the Philippine tourism industry and Celebrate 50 years of establishment of the Philippine Department of Tourism.

#### TOURISM INDUSTRY AWARDS

Philippine Tourism Industry Awards is the national recognition program for both the private and public sector involved in the development and promotion of Philippine Tourism. The prospective awardees are envisioned to be an embodiment of a true Filipino hospitality and contributor to the socio-economic growth and environmental protection.

For more information about the PTA and to get the downloadable application form, please visit:

<https://beta.tourism.gov.ph/philippine-tourism-awards-3/>

For more details, please contact:

#### Philippine Tourism Awards Secretariat

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For your information and guidance.

  
**SHARLENE ZABALA-BATIN**

Regional Director

05 March 2024