



Philippines Boosts Tourism Through Sports by William Khyler Duarte

With the launch of a new national initiative, the Philippines hopes to attract more international tournaments, support local athletes, and increase tourism using sports, thus taking a big step to becoming a global destination for sports enthusiasts. President Ferdinand Marcos Jr. approved Executive Order No.38 which states the creation of a new committee, the National Sports Tourism Inter-Agency Committee (NST-IAC), which aims to promote tourism and support and host global events.

This committee will be overseen by the Philippine Sport Commission, accompanied by the Department of Tourism, and also includes representatives from the Department of the Interior and Local Government (DILG), Department of Budget and Management (DBM), Tourism Infrastructure and Enterprise Zone Authority (Tieza), and Philippine Amusement and Gaming Corporation (Pagcor). NST-IAC is expected to manage all affairs related to international sporting events that will attract more tourists and improve tourism in the country.

Through this initiative, the Philippines seeks to highlight not only its ability to host global sporting events but also national pride. The Department of Tourism mentioned of the certainty

that this initiative will not only increase tourism but will also add to the long-term development of infrastructure, making the Philippines an attractive destination for teams, sponsors, and fans.

NST-IAC is funded by corporations such as Tieza and Pagcor, which will help fund events that promote sports and tourism across the country. In future years, additional funds will be requested as part of the agencies' annual budget proposals.

The creation of the NST-IAC is expected to bring good benefits for the Philippines. Not only will it help the country become a leading destination for major sports events, but it will also provide economic, social, and cultural benefits to locals and natives.

Overall, this initiative will help the Philippines benefit from increased tourism and from major sporting events while helping local talent shine. As the Philippines continues to rise as a sports tourism hub, it will promote friendly competition and excellence and unite people through passion, teamwork, and pride.