

PHILIPPINE CITIES TRADE AND TOURISM INFORMATION SERVICE PhilCTTIS

Helping Philippine cities participate in a globalizing economy via
eTrade and Tourism promotions and marketing

Conceptualized and designed for the Philippine city governments, trade and tourism organizations and business firms and the general public, PhilCTTIS is being operated and managed by the **Center for Urban Management and Environment, Inc. (CUMEINC)** in collaboration with the **League of Cities of the Philippines (LCP)**, **ePLDT**, and **InfoMarketing, Inc.**

CUMEINC collaborates with LCP, DTI, DOT and ePLDT on PhilCTTIS: ICT for Trade and Tourism Promotion

PhilCTTIS organizes and operates a national network of trade and tourism information services on Philippine cities via various web links to city governments. It also offers full, comprehensive and expanded access of the general public and investor groups to economic and business opportunities via an organized ***PhilCTTIS Data Center*** supported by city trade and tourism information officers representing all Philippine cities nationwide.

The Philippine Cities Trade and Tourism Information Service or PhilCTTIS project has been developed and conceptualized by the Center for Urban Management and Environment, Inc. as its contribution to ensuring sustainable trade and tourism in the Philippines. The PhilCTTIS Project is also a joint undertaking of the Center with the International Trade Group of the Department of Trade and Industry, the Regional Operations Group of the Department of Tourism, LCP and ePLDT.

Designed and operated as a web-based information service, the PhilCTTIS provides an opportunity to maximize the potentials of ICT for better economic governance and active participation of Philippine cities in a globalizing economy via e-media campaign for trade and tourism promotion and development. While focusing mainly on trade and tourism investment opportunities, PhilCTTIS will also provide the latest news most relevant to traders, producers and suppliers as well as interesting trade and tourism events, tourist attractions and tour packages across cities from Northern Luzon to Southern Mindanao.

The League of Cities of the Philippines (LCP) calls for the active participation and support of all member-cities for the initial year of operation of the Philippine Cities Trade and Tourism Information Service or PhilCTTIS. The LCP launched the PhilCTTIS project at a Press Conference and Ceremonial Signing on January 20, 2007 at its General Assembly held at the Manila Hotel.



PHOTO RELEASE

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ePLDT signs MOU with LCP, CUME. ePLDT, the country's premier Information and Communication technology company, recently signed a Memorandum of Understanding with League of Cities of the Philippines (LCP) and the Center for Urban Management and Environment, Inc. (CUMEINC). In support of local government initiatives, ePLDT is set to provide internet and web hosting services to the Philippine Cities Trade and Tourism Information Service (PhilCTTIS Serv) network, developed by CUMEINC in collaboration with LCP. Photo shows (from left) CUME Corporate Secretary Romulo Oller, ePLDT AVP and Enterprise Sales Group Head Jessica Powell, LCP National President Jerry Treñas, CUMEINC Chairman and CEO Yolanda Velez, and LCP Secretary-General Mel Senen Sarmiento at the contract signing held during the 1st League of Cities of the Philippines (LCP) National Convention at the Manila Hotel.

PhilCTTIS

Bringing all Philippine cities into the mainstream of the development information highway worldwide.

Overall Aim

The **PhilCTTIS** is an information service facility established for the main purpose of contributing to the advancement of good local economic governance standards and practice by ***Mainstreaming ICT for Urban Economic Governance for city trade and tourism promotion and development in all cities in the Philippines.***

General Objectives

- 1.) Enhance the capacity of local government units (LGU) in the performance of their trade and tourism promotion functions and activities through the technical assistance of experts/consultants;
- 2.) Strengthen the trade and tourism promotion dialogue between and across cities, provinces and regions; and between and among local governments, business and industry, development finance sector and research;
- 3.) Integrate the use of modern ICT tools, instruments and approaches into the efforts for enhancement of local governance capability to manage their trade and tourism promotion and development projects and activities.

Specific Objectives

The specific objectives of the project:

- a.) Prepare and enable target LGUs to deliver trade and tourism information services that will provide ready access to timely and relevant information to their concerned publics and investors;
- b.) Equip participating LGUs with appropriate ICT tools, approaches and instruments for the development and installation of information and communication policy and implementing systems in support of the performance of their trade and tourism promotion and development functions and activities;
- 3.) Develop and install mechanisms for providing continuing learning and knowledge exchange opportunities between and among the participating RP city governments, business and industry sector, national agencies, and other stakeholders.

Benefits of membership in the PhilCTTIS Network

Each network member will enjoy the following features and benefits of the PhilCTTIS Serv:

- Provides an opportunity to maximize the potentials of ICT for better economic governance and active participation of Philippine cities in a globalizing economy via e-media campaign for trade and tourism promotion and development;

- Offers full, comprehensive and expanded access of the general public and investor publics to economic and business opportunities via organized internet shops nationwide
- Organizes and operates a national network of trade and tourism information services on Philippine cities via various web links to city government websites
- Provides improved, updated and upgraded web designs and content relevant to city trade and tourism goals and targets by providing research and programming services on a regular and sustained basis;
- Fully equipped with a national website, the PhilCTTIS should be able to bring all participating LCP member–cities into the mainstream of the development information gateway worldwide, particularly in the area of trade/industry and tourism development, start new partnerships with other city governments in a globalizing economy, actively linking the city governments to the business sector at the local and international levels.

Expected outputs of the PhilCTTIS Project

To summarize, the major expected outputs to be delivered by the project would include:

1. the Philippine Cities Trade and Tourism Information Services Facility (or PhilCTTIS Serv) set up for servicing all **LCP** member cities through a network of web-based information services and links to their established city government websites;
2. the PhilCTTIS national website to be registered as the project’s domain for delivering web-based services to the general public and LCP member-cities backed-up by the ff:
 - a) PhilCTTIS Network System/Program as the backbone of the PhilCTTIS Serv, placing all Philippine cities into the mainstream of the development information highway at the local and international levels;
 - b) a Data Center that will provide data gathering, processing, storage and retrieval systems for all related data/information relevant to city trade and tourism promotion and development;
3. The city trade and tourism information center to be organized and set up in each LCP member-city government and manned by the City Trade and Tourism Information Officers to be trained as the local counterpart of the PhilCTTIS national team and users of the PhilCTTIS serv at the local level, for purposes of disseminating information to the public and answering public queries; and
4. Conduct of a marketing and promotions program for informing the public about the services of the PhilCTTIS Serv and to generate resources for financing the operations and sustainability of PhilCTTIS Serv at the national and city levels.

PhilCTTIS

Linking all Philippine cities to business and industry at the local, national and international levels

In behalf of the Center for Urban Management and Environment, Inc., the League of Cities of the Philippines and the ePLDT,

We Thank You

All interested parties ---

- city governments,
- trade organizations (both production and marketing cooperatives & associations),
- tourism organizations (tour operators and travel agencies associations),
- individual and corporate producers and processors,
- exporters
- and service providers (hotels & resorts, restaurants, health clubs, golf & country clubs, shopping malls, internet cafes, schools, etc.)

-----are invited to submit their properly accomplished PhilCTTIS network membership forms made available on the PhilCTTIS website, <http://www.philcttis.org>.

PhilCTTIS National Secretariat

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