



ARTURO P. BONCATO, JR.

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Birth Date : **11 September 1968**
Hometown : **Davao City**

An executive with a solid background on the tourism industry with **22 years of experience** in various industry sectors covering national and local government policy-making, regional office operations, and programs implementation; hotel management; MICE (Meetings, Incentive Travel, Conventions, Exhibitions and Events) management and development; international sales and marketing; journalism; media relations; social media activation; leadership and representation in national and international tourism organizations; and special projects management.

A high-performing executive with a proven track record of accomplishments in the tourism industry in the Philippines with all engagements contributing to continued revenue growth in each segment served to include diversification of markets, and enhanced destination marketing. Has the ability to develop strategic long-term partnerships and communicates effectively with all levels of decision makers.

CAREER PROFILE

Undersecretary, Department of Tourism (2018 – 2020)

- Headed the Tourism Regulation, Coordination, and Resource Generation sector. The sector oversees operations of 16 regional offices all over the country, the Office of Tourism Standards and Regulation, the Office of Industry Manpower Development and the executive offices of the Assistant Secretaries.
- Designated Alternate Chair of the Duty-Free Philippines Corporation and Farm Tourism Development Board.
- Under the department's sustainable tourism program, delegated as alternate representative to the Boracay Interagency Task Force, Manila Bay Interagency Task Force, and ad hoc committees for other destinations in the country.
- For infrastructure, access and connectivity, designated as alternate representative to the Civil Aviation Authority of the Philippines, Mactan-Cebu International Airport Authority, Clark International Airport Corporation and department champion for the Tourism Road Infrastructure Program (TRIP) with the Department of Public Works and Highways and Leveraging Infrastructure Prioritization for Airport Development (LIPAD) with the Department of Transportation.
- Designated Alternate Representative to the following:
 - Inter-agency Task Force on the Management of Emerging Infectious Diseases
 - Balik Probinsiya, Balik Pag-asa
 - Hatid Tulong
 - National Quincentennial Committee

- National Task Force to End Local Communist Armed Conflict
 - National Disaster Risk Reduction and Management Council
 - National Action Plan on Preventing and Countering Violent Extremism Committees on Human Development & Poverty Reduction Cluster & Infrastructure
- Associations as Chair or Member
 - As Chair
 - DOT Committee on Sexual Harassment Cases (CODI)
 - Tourism Response and Recovery Plan: Secured Livelihood & Adequate Social Services Cluster
 - Regional Airport Development Plan
 - As Member
 - DOT Investigation Committee
 - Domestic Tourism Committee
 - Transforming Communities Towards Resilient, Inclusive, and Sustainable Tourism (TouRIST) Program
 - Special Projects:
 - Iloilo MICE Meetings, Incentives, Conventions/Conference, Exhibitions & Events (MICE) Marketing Plan
 - Philippine Shopping Festival
 - Implementation and management of CoVID-19 related programs and activities in the regions
 - DOT Programs under Bayanihan Act 2, We Recover As One
 - Handled marketing projects with the private sector, namely:
 - Juan Effect of Cebu Pacific
 - Live, Love Local Summer Campaign of Bench
 - Oishi Promotional Kiosks of Liwayway Marketing Corporation

Assistant Secretary, Department of Trade and Industry (2016 – 2018)

- Covered the areas of **Ease of Doing Business (EODB), E-Commerce, and the Brunei Indonesia Malaysia Philippines - East ASEAN Growth Area (BIMP-EAGA).**
- Supervising Assistant Secretary of the Competitiveness Bureau focused on Logistics and Supply Chain Management, Business System and Process Improvement, and National Quality Standards and Awards
- Supervising Assistant Secretary of the E-Commerce Office (ECO) in charge of implementing the Philippine E-Commerce Roadmap 2016-2020, and strengthening MSMEs for E-Commerce
- Senior Official of the Philippines to the sub-regional economic cooperation BIMP-EAGA focused on five pillars Food Basket, Connectivity, Tourism, Environment, Socio-cultural and Education
- Co-chaired the Executive Committee of the 51st Asian Development Bank Annual Meeting Philippine Organizing Committee while detailed at the Department of Finance

Assistant Secretary, Department of Tourism (2013 – 2016)

- Under the **Tourism Regulations, Coordination, and Resource Generation** handled the regional policy formulation, development, and promotions.
- Covered creation and implementation of tourism standards and regulation, human capital training, tourism investments, regional operations, and promotions. **Philippine Halal Tourism Project**
- Leading the implementation of the Project that followed a 100-day timetable in the halal certification of kitchens of 50 hotels, resorts, restaurants and other tourism-oriented establishments in at least 12 destinations.
- All these in securing a share of the US\$150B global halal tourism industry with 108M travelers as well as serving the estimated 10M Muslim Filipinos.
- Department of Tourism (DOT) – Mindanao Office
 - Set up an office in charge of Mindanao in the Philippine South creating policies, programs, and projects that position the island as a major player in Philippine tourism.
 - Among major programs and projects are: Convergence work for Air, Sea, and Land Connectivity; development and promotion of Community-based Ecotourism (CBET) sites; promotion of UNESCO Heritage Sites, national, and marine parks; and Cruise tourism.

Regional Director, Department of Tourism Davao Regional Office (2010 – 2013)

- Provided general directions of the functions and activities of the Regional Office
- Ensured the proper implementation of laws, policies, plans, programs, rules & regulations of the Department
- Maintained a strong linkage with the local government units, communities, and private sector organizations relative to the development or implementation of tourism programs, projects
- Coordinated with the various sectors of the tourism industry in the region in the formation of tourism councils and industry associations
- Initiatives:
 - International Mount Apo Boulder Face Challenge
 - Visit Samal Island Campaign
 - Created the „Let’s Meet in Davao“ campaign and its corresponding Davao City MICE Executive Committee

Marco Polo Davao and Marco Polo Hotel Group

- Director of Sales and Marketing (DOSM) in 2001 on the second year of operations of the Marco Polo Davao. Was an active member of the senior management team building the property's brand, market mix, and continued annual increase in market share, occupancy, average room rate, and yield or revenue per available room.
- Trained under the group's Hotel Industry Career Development Program in three hotels in Hong Kong to become Executive Assistant Manager (EAM) of Marco Polo Davao in 2009 working on operations and overseeing marketing.

ASEAN Tourism Forum (ATF) 2006

Office of the President-Mindanao

- Worked as Executive Assistant to the Office of the President in Mindanao during the presidency of Fidel V. Ramos and was involved in presidential visits and various meetings, events, and missions in all regions of Mindanao and the ARMM.

EDUCATION

Primary : **Ateneo de Davao University, Davao City, Philippines**

Secondary : **Davao City High School, Davao City, Philippines**

Tertiary : **Bachelor of Arts in Communication Major in Journalism**
University of the Philippines, Diliman, Quezon City, Philippines

Executive

Digital Marketing

Asian Institute of Management, Makati City, Philippines

United Nations World Tourism Organization (UNWTO) Social Media in Tourism Destinations towards Smart Destinations

UNWTO Madrid, Spain and in the Principality of Andorra

Tourism Management for Developing Countries

Qiongzhou University, Sanya, China

Developing Responsible Tourism Course

Asian Institute of Management Makati City, Philippines

Negotiations Course

Asian Institute of Management Makati City, Philippines