



Sustainable Tourism Development in the Philippines: Casino Tourism as a Development Strategy

Daniel Hennighausen

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Tourism is the world's 5th fastest growing industry with over a billion international travelers and generating US\$ 1.53 trillion per year. While tourism is expected to grow further internationally in the next few years, tourism in Asia and specifically in the Southeast Asian countries is expected to grow the strongest. However, despite of having the second largest population of the ASEAN countries with over 100 million people, the Philippines are struggling in tourism development. The purpose of this thesis is to get an insight into what hindered the country in the past decades to develop itself to a big player in tourism. The Philippine tourism is compared with its much more developed competition in Southeast Asia to assess its competitiveness and weaknesses. Casino tourism is the recent attention of the government and this special form of tourism is evaluated by using the international gambling hotspots Las Vegas and Macau.

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