Tourism Development Planning Guidebook
for Local Government Units

Department of Tourism

Japan International Cooperation Agency

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List of Abbreviations and Acronyms

AE	Accommodation Establishment
CBT	Community Based Tourism
CLUP	Comprehensive Land Use Plan
DENR	Department of Environment and Natural Resources
DOT	Department of Tourism
FAM (Tour)	Familiarization (Tour)
GDP	Gross Domestic Product
GRDP	Gross Regional Domestic Product
GIS	Geographic Information System
JICA	Japan International Cooperation Agency
LGU	Local Government Unit
MICE	Meeting, Incentive, Convention, Exhibition
NEDA	National Economic Development Agency
NSCB	National Statistics Coordination Board
NSO	National Statistic Office
PC	Personal Computer
PPFP	Provincial Physical Framework Plan
SWOT	Strengths, Weaknesses, Opportunities, Threats
TDA	Tourism Development Area
TDC	Tourism Development Cluster
TDPT	Tourism Development Planning Training
TSC	Tourist Service Center
VHF	Very High Frequency

Preface

Tourism planning is a complex process involving a multitude of stakeholders from a variety of sectors related to the tourism industry. In addition, there is no easy or simple solution to issues that may arise, due to the complexity and indefinable nature of the problems surrounding tourism planning. For example:

- What would be the tourism development issues in your community?
- Would it be infrastructure development?
- Would it be human resource development?
- Would it be attraction, or tourism product improvement?
- Do you need more marketing and promotion activities?
- What would you need to do first?
- How much do you need to spend on what element of development?

Therefore, a tourism planner is required to constantly keep asking these questions, to collect, organize data, along with relevant information and work to build a consensus among stakeholders, and he or she needs to be capable of explaining situations to decision makers.

We have closely reviewed the tourism development planning situations in cities, municipalities and provinces. We were able to observe how government officials within the tourism sector present and introduce their tourist attractions for promotion purposes. The presentation of tourist attractions was generally good and well organized; however, the missing elements were statistical data and maps.

The lack of statistical data was also seen in planning documents. Cities and municipalities prepare the comprehensive land use plans and development plans for their jurisdictions; however, most of them do not have tourism related data, or target visitor profiles as part of their planning documents.

Our objective was to improve the tourism planning situations in cities, municipalities, and even provinces, by introducing a tourism statistics data gathering system that we developed to be initiated in the regions, and eventually nationwide in the future. We wanted, as well, to improve the graphic communication skills of tourism officers in small-scale-tourism offices that possess limited resources. How the data are used and presented are the central themes of this guidebook.

The Tourism Development Planning Guidebook is titled as guidebook, but it does not give a comprehensive view of tourism development planning. Disciplines involved in tourism development planning include: urban and regional planning; economics; marketing; psychology; laws; anthropology; business; political science; transportation; geography; hotel and restaurant administration; ecology; education; agriculture; sociology; and parks and recreation; therefore, the guidebook is to be treated as the guide to the planning training after readers took part in the basic and advanced tourism statistics training.

The basic concepts of tourism development planning in the Guidebook are emerging. Basic concepts; such as the TDA, evaluation methods, and criteria need be reviewed and enhanced as tourism development planning becomes institutionalized in the future in relation to current planning efforts in the local government units.

In view that the concepts, and terms used in the tourism development planning in the Philippine are in the emerging phase, the Guidebook, shall be reviewed and updated in the near future to reflect an established consensus regarding the basic concepts and methods of evaluation.

This guidebook is prepared for the Local Government Units in the Republic of the Philippines. Barangays are excluded.

JICA Expert Team

PART 1   INTRODUCTION

This Guidebook provides the Tables to organize the basic data and information for tourism development planning in cities, municipalities, and provinces. As you fill out the required data and information in the Tables, situational report, visions and targets will be organized. If you do not have any experience in tourism development planning, use the Table as much as possible.

For those who have some experience in tourism development planning may find the Tables insufficient, recognizing that more data and information need to be included. Even if that becomes the case, using the Tables will help in organizing your data. Often, descriptive reporting becomes more lengthy than necessary. Please assess when the Tables would be effective and when it is not.

The focus of the Guidebook is the use of data and contents explained in detail within the Manual. The Guidebook is a continuation of the Manual to show how data is used in tourism development planning. We, therefore, use terms such as; demand data and supply data, in portions of explanation in this document to refer to the data from AEs as we discussed and explained within the Manual. The DAE3 or SAE1 or other sheet names in the Excel Template are also used. For those who have never taken the Basic Tourism Statistics Training, please read the Manual before reading this Guidebook.

Expected users of the Guidebook are tourism and planning officers of local governments. We assume that readers have basic knowledge of mathematics.

Since graphic communication skills are important, we have designed a mapping workshop using personal computer. We did not, and do not, assume that participants possess skills in computer graphics; therefore, we have provided a base map for each of the participating cities and municipalities using the PowerPoint format for the workshop. If you do not have a base map, please ask your planning or engineering department to provide one for you.

We have compiled the Guidebook to be parallel to the conventional planning process: situational analysis; development vision and direction; identifying current issues; target setting; conceptual planning; formulation of program and project with an emphasis on building a consensus among stakeholders.

1.   Major Elements of Tourism Development Planning

The Guidebook is fashioned to reflect the three basic elements of tourism development planning. They are (1) Tourist attractions, (2) Facilities and (3) Market/Visitors. Though this Guidebook does not cover tourism product development, you may already be aware how these three basic elements interact with product development.

Figure 1-1   Basic Elements of Tourism Development Planning
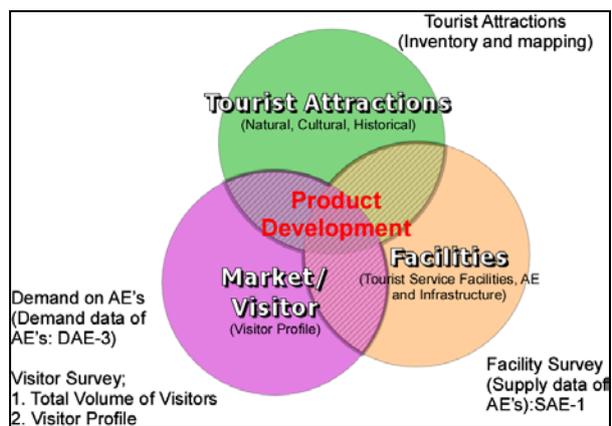
2.   How to Use the Guidebook

Part I is the introduction.   Part II is on the current state, or situation.   How to organize tourism related data and information is included in this part.   Part III covers the evaluation of mainly facilities, tourist sites and TDAs.   Part IV is on target setting.   Part V covers the tourism development-planning digest.

We have covered data gathering within the Basic Tourism Statistics Training, and the methods of visitor surveys in Advanced Tourism Statistics Training.   The data collected and how to process this data are in the Tourism Development Planning Training (TDPT).   The relationship of the collected data to various elements of tourism development planning is schematically reflected in the figure below.

Figure 1-2   How to Use Data for Tourism Development Planning
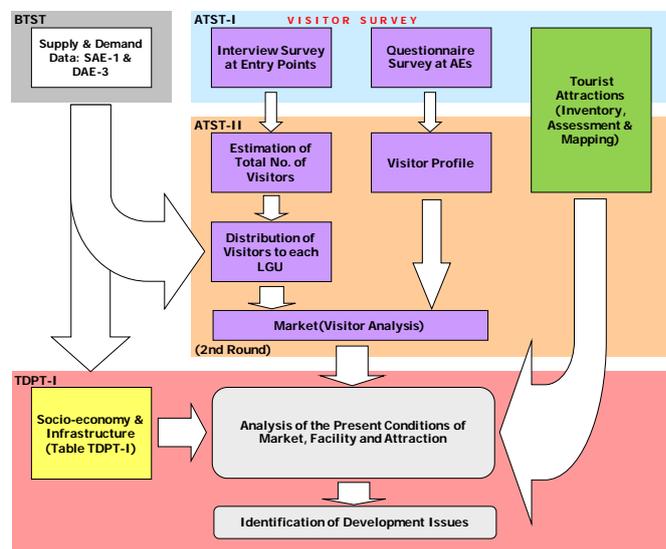
PART 2   CURRENT SITUATION AND ANALYSIS

1.   Basic Concepts in Tourism Development Planning

(1)   Objective

The overall objective of tourism development planning is to increase the income and employment opportunities of the destination. To effectively achieve this objective, Tourism development planning must ultimately aim to: 1. Increase the number of visitors; 2. Increase the length of stay; and 3. Increase tourist expenditure. In short, the total number of visitors, the total number of guest nights and the total number of tourist attractions and activities needs increasing to achieve this aim.

(2)   Planning and Administration Unit

The planning units of tourism development plans are cities, municipalities, and provinces. A tourism development plan may be incorporated into the Comprehensive Land Use Plan, Provincial Physical Framework Plan and Development Plans of LGUs or vice versa.

(3)   Tourism Development Planning Units

Tourist sites, tourism development area, or TDA, and tourism cluster are terms used to define tourism development planning units. The hierarchical tourisms development planning units may exceed the planning administration units of LGUs. For example, a small municipality may have good tourist attractions; however, AEs may not be available. Alternatively, in some cases, tourist attractions may encompass two or more cities or municipalities. We, therefore, introduced the concept of inter-governmental cooperation among adjoining LGUs.

1) Tourist Site

A tourist site is a group of tourist attractions designated by a city or municipality. Prior to designation, it is important that the related stakeholders be consulted, receiving a consensus, and ultimately receives the approval of the city or municipal councils with the consent of barangays.

2) Tourism Development Area (TDA)

A province designates a TDA. A TDA is designated for; tourism development planning purposes, and an administrative point of view.

- A unit of the TDA is generally a municipality(s)/ city.
- The initial assessment of development potential, and the development framework is to be prepared by the municipality(s)/ city.

3) Tourism Development Cluster

The DOT regional offices or the DOT Central Office designates a tourism development cluster from the following administrative point of view:

- A unit of a TDC is a Province(s)
- The Tourism Development Clusters are designated in the process of regional tourism development planning considering the regional and international gateways.

2.   Mapping Tool for Small Municipalities

Thematic maps are important communication and recognition tools for planning and consensus building among stakeholders.   In tourism development planning, varieties of thematic maps are necessary.

For those with professional resources such as engineers and GIS operators, expressing plans in graphics would be a relatively easy task; however, those who do not have these resources will may find it necessity to prepare thematic maps by themselves.

Documentation tools with the Microsoft Office products are generally available in most offices even in small municipalities.   In this section, we will explore how small offices with limited resources would be able to prepare thematic maps.

(1)   Analogue or Digital

There are several ways to prepare maps both in analogue and digital.   For planning purposes, a digital map is not necessary.   In the past, printed maps and tracing paper were used to prepare planning maps.   For those who do not have access to a computer, or do not have computer skills can prepare a tourist attraction distribution map on a sheet of paper.

Even when you prefer to work on a sheet of paper, this sheet will need to contain basic information such as; road, shoreline, river, administrative boundary, etc.   This category of geographic information should be available at the planning office which is responsible for preparing land use plans. Get a copy of a similar base map, which has the basic infrastructure information and the administrative boundaries.

After you acquire the base map, you can either scan the base map or work with it directly on to a sheet of paper.   If you have access to a scanner, scan the map and save it as image.

(2)   Use of Software

We introduced map preparation using PowerPoint, since it is available in the majority of tourism offices.   If available, other graphic software may be used to get similar results.   There are two types of graphic software; one is a drawing/image editing type and the other is the CAD software. If you know how to use graphic software, use it.   Use PowerPoint if you do not have graphic software.

(3)   Base Map Preparation

A good base map has all the information included in topographic maps.   However, topographic maps available at the national level are often outdated.   If it is the case, you need to prepare your own base maps for your tourism development needs.

In any LGU, there is an engineering or planning section or department.   They manage basic infrastructure and planning information. It does not have to be a digital map.   Get an A4 size map with infrastructure and administrative boundary.   Scan the map.   If you do not possess a scanner, ask somebody to scan it for you.   If you have an occasion to visit the provincial planning office, they should be able to assist in providing a base-map image.

1) Placing the Image File to the Slide Master

Open a PowerPoint file, and place the base-map-image file in the slide master.   The slide master functions like layers in graphic software.

2) Tracing Infrastructure and Administrative Boundaries

Go back to the normal view mode of PowerPoint, and trace the base map.   For more information on how to edit your graphic, please find help in Microsoft Office.

3.   Data Used in Tourism Development Planning

In tourism planning, we use a variety of data.   We have organized the required data and information into seven categories; socio-economy, land use, infrastructure, tourist attraction; visitors; marketing and promotion; existing plans and programs.   Data on population and economic activities are essential to planning.

(1)   Socio-economic Data

Socio-economic data is available at the NSO or a respective department within local governments. Analyzing the population and employment data would be the first thing to conduct to understand the situation of your community.

It would be preferable that the data is summarized in a table form and the data be arranged in a chronological series, such as, two or three census years are incorporated to view the trends of your community as well as regionally and nationally.

The GDP and GRDP should be available at NEDA or regional plans of your region.   Understanding the national and regional economic trend, and what it means, is also important in target setting for your local governments.

Table 2-1   Summarizing Socio-Economic Data in a Table Format (Blank)

No	Policy Level	Population		Economic Indicators (peso, year)	Employment in the Tourism Sector (persons, year)	
		Current (Year)	Projection (Year)		Current (year)	Target (year)
1)	National (DOT/NEDA)			GDP: (in Year _____)		
2)	(Regional: NEDA)			GRDP: (in Year _____)		
3)	CLUP policy					

(2)   Land Use

A land use map is included in a Comprehensive Land Use Plan.   Do not be confused by the existing and proposed maps.   An existing land use map reflects what it is currently, and a proposed land use map shows land use for the future.

If areas of land use are numbered, prepare a summary table.   The classifications may vary from LGU to LGU.

Table 2-2   General Land Use Classification and Area (Blank)

Land Use Classification	Area (Hectare)	Composition (%)
Forest		
Agriculture		
Settlement (urban/ rural residential area)		
Zones specified for tourism use		
Others		

The following examples are from Puerto Princesa City, Palawan and Carles, Iloilo.   The map of Puerto Princesa City was digitally processed; the map of Carles is manually, or handmade with color markers.

Figure 2-1   Comprehensive Land Use Zone   Figure 2-2   General Land Use Plan (Carles, Iloilo)
                (Puerto Princesa City, Palawan)
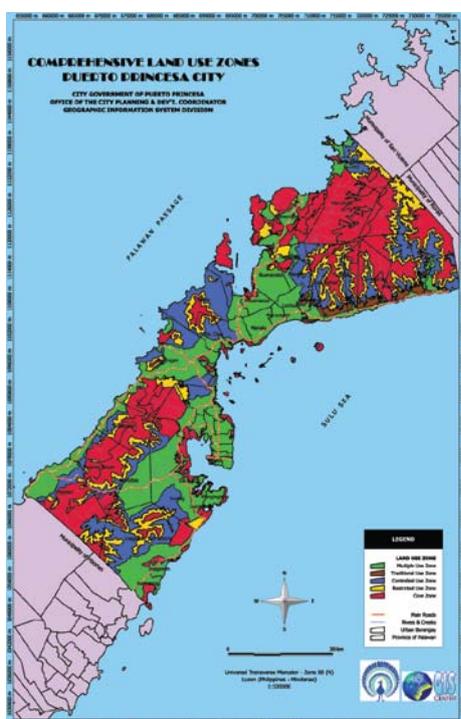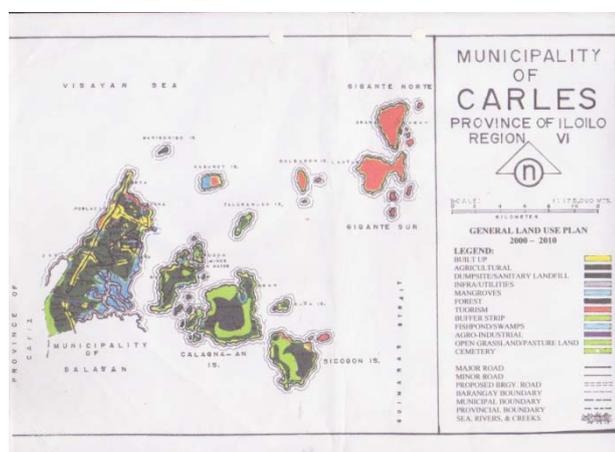
(3)   Infrastructure

Economic and social infrastructure supports the tourism industry.   Make a list of infrastructural facilities and map their locations and extensions of any infrastructure.

Basic infrastructural data in spatial form can be taken from topographic maps, or from the provincial GIS. Ask a planner or engineer to locate infrastructure information or to provide a copy of an infrastructure map. If the spatial data is in a digital format, request to have the format changed in a way that you can view it with your own PC.   LGUs that do not have infrastructural data in digital format can do so by scanning paper media.   The following is a list of infrastructural data to be complied with the attributes.

Table 2-3   Summarizing Infrastructural Data

No	Infrastructure Type	Attributes
1	Airport:	Name of airport
		Runway Length or capable aircraft type
		Passenger terminal capacity/ size
		Any problems/ constraints on existing facilities
		Future Plan (New/ expansion/ improvement)
2	Seaport:	Name of seaport
		Number of piers or wharfs for passenger vessels
		Passenger terminal capacity
		Any problems/ constraints on existing facilities
		Future Plan (New/ expansion/ improvement)
3	Road: (by classification of National, Provincial, Municipal road)	Total length of road network in LGU/ Province by classification
		Total length of paved road by classification
		Map of Road Network by classification
		Any problems/ constraints on existing facilities
		Future Plan (New/ expansion/ improvement)
4	Water supply:	Name of water supply company/ organization
		Location of water treatment plants and capacity
		Any problems/ constraints on existing facilities
		Future Plan (New/ expansion/ improvement)
5	Sewerage system	Name of company/ organization
		Location of sewerage treatment plants and capacity
		Any problems/ constraints on existing facilities
		Future Plan (New/ expansion/ improvement)
6	Power Supply (Electricity):	Name of Power Supply Company/ Organization
		Location of Power Plant and Generating capacity
		Service area or main power supply line location
		Any problems/ constraints on existing facilities
		Future Plan (New/ expansion/ improvement)
7	Telecommunication:	Name of telecommunication company
		Service area coverage
		Any problems/ constraints on existing facilities
		Future Plan (New/ expansion/ improvement)

Use different map symbols for planned and existing infrastructure information. For example, use dotted or broken lines to indicate planned infrastructure with linear nature.

Figure 2-3   Road Network Map: Puerto Princesa City
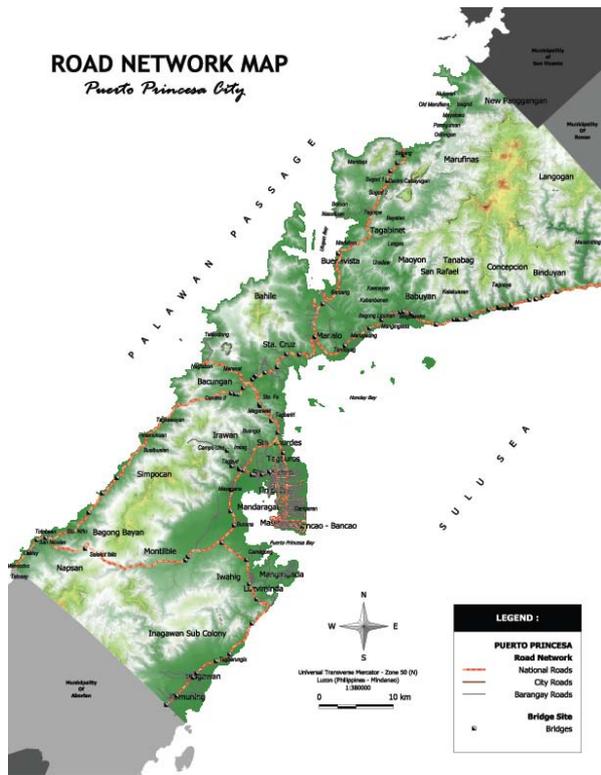
(4)   Tourist Attractions / Destinations

1) Types and Categories

Tourist attractions are categorized as shown in Table 2-4.   Cities and municipalities may prefer to have more detailed types and categories for their respective tourist attractions.   If this is the case, please do so after you have prepared the list of tourist attractions based on the standard types and categories noted to be submitted to provincial tourism offices.

Table 2-4   Tourist Attractions Types and Categories

Type	Category	
1. Nature	101	Mountains
	102	Highland
	103	Lakes and pond
	104	River and Landscape
	105	Coast and Landscape
	106	Marine Park
	107	Diving spot
	107	Other unique land formation and Landscape
2. History and Culture	201	Fort and Castle
	202	Cathedral and Church
	203	Garden
	204	Street and town scape
	205	Historical road and path
	206	Historic remains
	207	Museum
	208	Art museum
	209	Zoo and Botanical garden
	210	Aquarium
	211	Other structures and buildings
3. Industrial Tourism	301	Agro-forestry tourism
	302	Farm and Ranch for tourism
	303	Fishery tourism
	304	Art and craft
	305	Other industrial facilities for visitors
4. Sport and Recreational Facilities	401	Golf
	402	Tennis
	403	Cycling road and area
	404	Hiking course
	405	Camping ground
	406	Nature Trail and Path
	407	Beach for sea bathing
	408	Marina and harbor for pressure boat
	409	Large scale park
	410	Leisure-land, Theme-park
	411	Sports and Resort Complex
	412	Other sports and recreational facilities
5. Shopping	501	Shops, Shopping area/ Mall
	502	Open air market, Sunday market, Traditional market area, etc.
	503	Local specialties and Restaurant
6. Customs and tradition	601	Event and Festival
	602	Folk music and dance
	603	Local culture and traditions
7. Special Event	701	Exposition
	702	Convention
	703	Other Event
8. Health and Wellness	801	Medical Treatment
	802	Spa
	803	Aesthetics
9. Others	901	Casino

2) Listing

A tourism officer is required to list the tourist attraction name, type and category in the standardized form.   Visitor arrival data would be added if the data were available.

Table 2-5   Inventory of Tourist Attraction and Location (Blank)

No.	Name of Attraction / Location	Type *	Category **	Annual Visitor Arrival ***	
				Foreign	Domestic
Note: *	Choose a number by looking up the attached Annex B of "Standard Code for Tourist Attractions" and enter to the cell				
**	Choose a number by looking up the attached Annex B of "Standard Code for Tourist Attractions" and enter to the cell				
***	Enter the number if available. If it is not available indicate by word (many, moderate, not many, rear)				

3) Mapping Tourist Attractions

If there is an existing tourist-attraction distribution map of your community, use it as the basis for preparing a standardized tourist-attraction distribution map. If you have any type of graphics software, use it.   Otherwise, use graphic functions of Microsoft Office to draw maps.   Locate tourist attractions by examining administrative boundaries and roads.   The location does not have to be precise, since the tourist-attraction-distribution map is for preliminary planning purposes-- not for engineering.

Figure 2-4   Map Symbols for Tourist Attraction Distribution Maps

There are nine types of tourist attractions.   A symbol is assigned for each tourist attraction.   Selecting and copying the symbols will create a tourist-attraction-distribution map.

Other symbols are to identify administrative boundaries, roads, seaports, airports and tourist service center, provincial capitals and barangay centers.

Cities and municipalities should use the standardized symbols for tourism planning purposes.   Tourism officers in your provinces will be able to organize provincial tourism attractions based on the tourist attraction maps prepared by cities and municipalities.

A number of municipalities have successfully mapped their tourist attractions during the training session.   Adding some more infrastructural information would improve the graphics.

Figure 2-5   Tourist Attraction Distribution Map (Example)
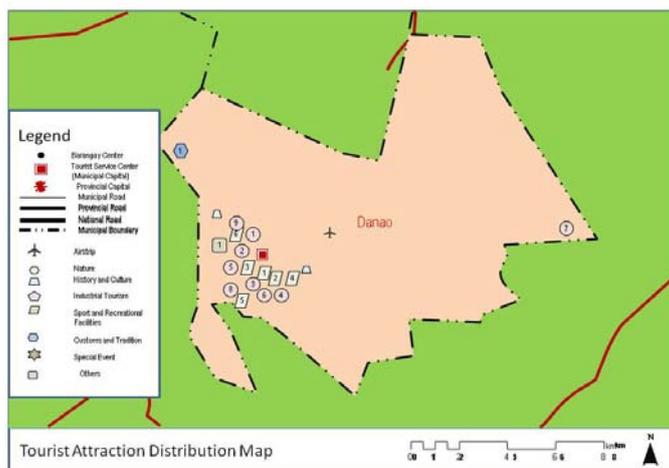
4) Policies: Conservation of Tourism Attractions/ Location

After listing and mapping existing tourist attractions, a tourism officer is required to review policies regarding tourist attractions.   The review aspects in policy are; conservation activities; land use control; financial support, etc.

5) Description: Historical Background of Tourism Attractions

Visitors will need stories regarding tourist attractions to make the experience more appealing. Describe the tourist attractions from its historical and cultural aspects.   If the attractions are nature oriented, describe your tourist attractions emphasizing its unique and distinct characteristics to differentiate from other tourist attractions.

6) Access from Manila

Noting the access from the major gateways--international or large cities--is significant for visitors to understand your tourist attractions.   Prepare easy-to-understand access information to the tourist attractions.   Air and sea access shall include access time from major airports and seaports; frequency; fare; and seating capacity.   Land access should also be included with information on public transportation times and fares.

(5)   Visitors

1) Visitor Arrivals at Major Entry Points (Airports/Seaports)

We have covered how to conduct interview surveys at ports of entry--airports and seaports.   The estimated data is the basis of target setting.   The major outputs were place of residence.   The same day visitors and those who are 'visiting friends and relatives' (VFR) are organized to calculate the actual number of visitors.   We discuss how the data is used for targeting within the targeting section.

Figure 2-6   Major Output of the Interview Survey (Example)

Date: (2010/10/02)
Province: (Negros Oriental   )
City/Municipality: (Dumaguete City   )
Name of Port: Select(ıguete-Sibulan Airport (Negros Or)
Departure Lounge   Select(Departure Lounge   )
 / Exit Gate:
Code:

		Count	%
Total Survey Count		144	100.00%
Resident of Island		56	38.89%
Domestic		48	33.33%
	Same Day Visitor	0	0.00%
	VFR	13	9.03%
Foreign		40	27.78%
	Same Day Visitor	0	0.00%
	VFR	4	2.78%
The total number of passengers who do NOT use accommodation establishments.		69	47.92%

The demand data that has been accumulated for over a year or longer can identify seasonality of cities and municipalities after the annual estimation table is prepared.

With the results of the demand data, and the results of visitor surveys conducted three or four times a year peak, off-peak or ordinary seasons can be determined. Analyze the fluctuation of foreign or domestic visitors and try to investigate the reasons behind the fluctuation.

The demand data in the Excel Template can be used for estimation purposes. The DAE Estimate provides the monthly data compilation and based on this monthly data. When the demand and supply data are available for one year or longer, the annual data can be consolidated. Adding the data to the SAE1 and DAE3 sheets would automatically give the result of annual data consolidation shown in Table 2-6.

Table 2-6   Annual Estimation Sheet in the Excel Template (Example)

DOT-ET Annual Report 1
(Recommended Annual Summary Table for Supply and Demand)

Days of the Month (DM)	Month	SAE2 No. of Rooms (NR)	DAE4 No. of Rooms for the Month (NRM)	No of Rooms Surveyed (NRS)	No of Guest Checked-In (G)	No. of Guest-Nights (GN)	No. of Rooms Occupied	DAE4 (Derived Indicators) Ave. Guest-Night (ALOS)	Ave. Occupancy Rate (AOcc)	Ave. No. of Guest/Room (AGR)	Estimated Guest-Night (EGN)	Estimated Guest Arrival (EGA)	% of Rooms Surveyed from Room Supply
31	January	100	1,240	40	1,000	1,500	500	1.50	40.32%	3.00	3,750.00	2,500.00	40.00%
28	February	100	1,120	40	1,000	1,500	500	1.50	44.64%	3.00	3,750.00	2,500.00	40.00%
31	March	100	1,240	40	1,500	1,500	500	1.00	40.32%	3.00	3,750.00	3,750.00	40.00%
30	April	100	1,500	50	2,000	3,000	1,000	1.50	66.67%	3.00	6,000.00	4,000.00	50.00%
31	May	100	1,860	60	2,000	3,000	1,500	1.50	80.65%	2.00	5,000.00	3,333.33	60.00%
30	June	100	1,800	60	1,500	4,000	1,000	2.67	55.56%	4.00	6,666.67	2,500.00	60.00%
31	July	90	1,860	60	1,000	2,500	1,000	2.50	53.76%	2.50	3,750.00	1,500.00	66.67%
31	August	90	1,500	50	1,000	2,500	750	2.50	50.00%	3.33	4,650.00	1,860.00	55.56%
30	September	90	1,800	60	1,000	2,500	750	2.50	41.67%	3.33	3,750.00	1,500.00	66.67%
31	October	90	1,860	60	1,000	2,500	750	2.50	40.32%	3.33	3,750.00	1,500.00	66.67%
30	November	100	2,100	70	1,000	2,500	750	2.50	35.71%	3.33	3,571.43	1,428.57	70.00%
31	December	100	2,170	70	1,000	2,500	1,000	2.50	46.08%	2.50	3,571.43	1,428.57	70.00%
365	**Total / Average:**	97	20,050	55	15,000	29,500	10,000	1.97	49.88%	2.95	51,913.13	26,396.51	56.90%
	Modal Average:	100											

Note:
i. Copy and paste monthly NR from SAE 2
ii. Copy and paste monthly NRM, NRS, G, GN, and RO from DAE4
iii. *Formula Used:*

ALOS	=	GN x G
AOcc	=	RO x NRM
AGR	=	GN x RO
EGN	=	NR x AOcc x AGR x DM
EGA	=	EGN x ALOS

2) Visitor Profile

Visitor profiles can be analyzed from reviewing the questionnaire survey. The questions within the questionnaire survey include place of residence (name of province or name of foreign country); age; sex; nights of stay; the number and type of companion; places visited.

With the major outputs of the interview survey at ports of entry, the interview survey also includes visitor profile questions similar to the questionnaire survey conducted at AEs: place of residence; purpose of visit; nights of stay; the number of persons travelling together, and expenditure. With this data, various visitor profile analyses become possible.

3) Data from Accommodation Establishments

We learned how to collect data in the Basic Tourism Statistic Training; using the Excel Template to generate a monthly summary. If you would like to produce other outputs, create new sheets or files, and work separately.

Table 2-7   Classification of Accommodation Establishment by Size

Size Classification	Criteria
Large	60 or more rooms
Medium	20 – 59 rooms
Small	19 or less rooms

The supply data is summarized into the SAE2 sheet, and the demand data is summarized within the DAE4 sheet.

The supply data to be organized are: the total number of rooms available by size of AE; Total Number of AEs; Number of Rooms by type summarized in SAE-2.   The demand that is to be organized are: Total number of Overnight Visitors to AE; the Total Guest-Nights generated by the visitors; the Average Nights of Stay; and Average Occupancy Rate by month or season.

Foreign visitor characteristics are to be identified by; country of residence, date and days of visit, the total number of foreign visitors, etc.   If your LGU has conducted the questionnaire or interview surveys, analyzing the results will provide visitor profiles.

4) Tourism Service Industries

The types of tourism service related industries you may want to keep track are: tour operators; tourist agent; tour guides; souvenir shops, and restaurants.   Make a list with information such as business name, major activities and specialty, contact person, website, telephone, email, etc.

(6)   Existing Plans and Programs

There is a need to review existing plans and programs before preparing new plans.   In any city or municipality, there exists a plan--generally referred to as the Comprehensive Land Use Plan.   It is the basis of land use planning.   In addition, the socio-economic section is generally structured with data common for tourism development.   If the plan or data is outdated, acquire them from respective departments or offices in your city or municipality.   Ask the engineering department to provide the updated infrastructure development plan.

Another important planning document is the development plan—a five-year or three-year revolving plan with a capital improvement plan.   A tourism officer is required to review and comprehend infrastructure related plan that contribute to tourism development.

The higher level of this plan for cities and municipalities is a Provincial Physical Framework Plan.   This plan is more general compared to the city and municipal level land use plan, however, it is important that this plan be reviewed as well.   If the plan is not available in your office, request for a copy of the plan from the Provincial Planning and Development Office.

Understanding or positioning your communities within the context of national development would be significant, since the national policies do affect local tourism development.   Review the regional plans also.

(7)   Assignments - Data and Information Research

The following is a list of assignments.   You may compile the separate documents in a report format if you can.

Table 2-8   Assignments - Data and Information Research

No	Assignment	Instruction
1)	Existing and Proposed Land Use Map	Get them from the planning department or office. The maps should be available in a comprehensive land-use plan document.
2)	Inventory of Tourism Attractions (Mapping)	Descriptive lists are generally available in most LGUs; however, the locations of these attractions are not mapped in graphics. If you do not have a tourist attraction -distribution map, you need to create your own. Get a base map from the engineering or planning department or office. Make photocopies. Trace or draw onto the base maps to show where your tourist attractions are located.
3)	Results of Visitor Interview Survey by province	A provincial tourism office may conduct the interview survey, we covered during the Advanced Tourism Statistics Training. Organize the files and bring the estimation tables. If you have already conducted it twice or more, bring all of the results. Make sure that the data is error free; how to correct errors is covered in the Manual.
4)	QN survey results (simple tabulation with chart of each question on QN survey)	Cities and municipalities that have taken the ATST can or have implemented the questionnaire survey at AEs. The tourism or planning officer is required to organize the results of the survey, and bring the data with the results of analyses.
5)	The Number of rooms by type (SAE-1)	Use the sheet in the Excel Template to organize the data and summarize the results.
6)	Overnight Visitor Survey Results (DAE-3)	Use the sheet in the Excel Template to organize the data and summarize the results.
7)	A List Tourism Service Industries	List the service industries.
8)	Maps showing location, network or service areas of Infrastructures (Airport, Ports, Roads, Water supply, Sewerage system, Power supply and Telecommunication)	First, collect spatial information from topographic maps or other infrastructure maps. Organize onto A4 size paper, so that it would become more manageable when you need to print. Second, collect detailed information on each facility. Organize the data in Excel sheets.

4.   Visitor Arrival Estimation

(1)   Data Required

The data required for estimating the distribution in a province or an island are: The total number of visitors; The total number of overnight visitors; the total number of rooms available at present; the average occupancy rate; the average guest-night; the average number of guest per room.   The data sources of the figures are summarized in the following table:

Table 2-9   Data Required for Estimating the Visitors in Province or Island

Data at Present	Data Source
The Total Number of Visitors	the estimate base on the interview survey results
The Total Number of Overnight Visitors	
The total number of rooms available at present	
The average occupancy rate	
The average guest-night; the average number of guest per room	DAE3

(2)   Method

1) Preparatory Work (Area Designation for Visitor Distribution in an Island or Province)

An Area for visitor distribution in an island or province will need to consider the following criteria:

- Province/ Island: Designate several Areas (1 to 6/7 max) for visitor distribution in consideration to future TDA designation
- At least one 'Tourist Service Center' (TSC) should be included within an area.   A TSC should possess; transport terminal functions, an AE base, an accumulation of public and tourist services, tourism information availability, etc.   Generally, it will be a 'Poblacion' of the highest AE accumulation in the Area.

Then, the estimated number of visitors is allocated to the Area, and each Municipality/ City will use this figure as reference data for future planning.   The Area is a unit of assigning visitor volume with consideration to the TDA concept.

Figure 2-7   Areas Designation (Present Setting, for TDA Evaluation, after TDA Evaluation)
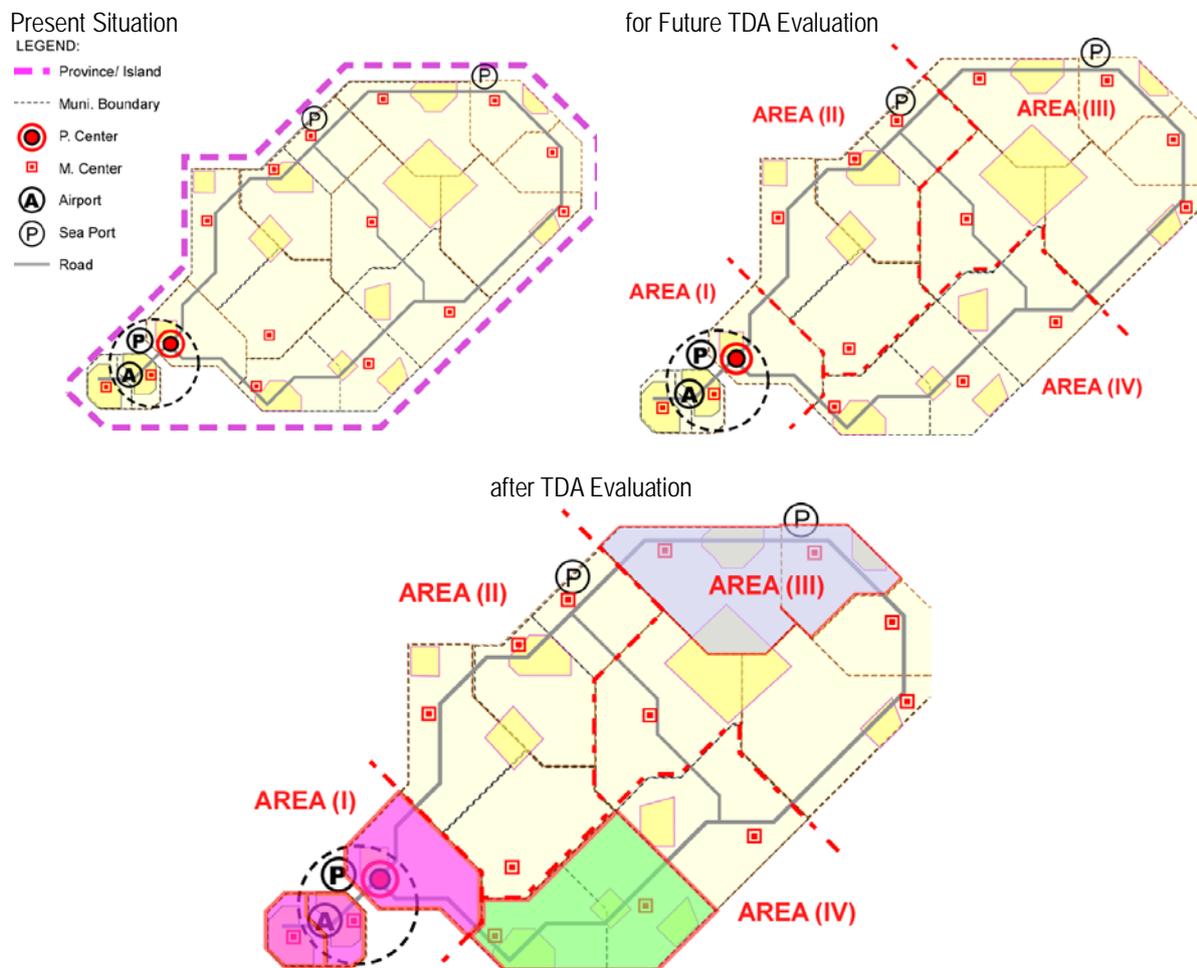
The visitor distribution in an island or province can be prepared in the following sequence:

1. The provincial planning office will examine the distribution of visitors in an island or province to identify tourist behavior and tourism characteristics in relation with the tourist attractions.

2. The results will become baseline information for the designation of a TDA.

3. As an initial step, the provincial planning office will group all LGUs' in connection with the tourism circuit/ characteristic/ route, etc.

4. For example, a province designates LGU's ("a" to "o") and candidate TDA(s) within the province into four(4) groups (I to IV) as shown in the following Figure.

Figure 2-8   Designation of Areas (Example)
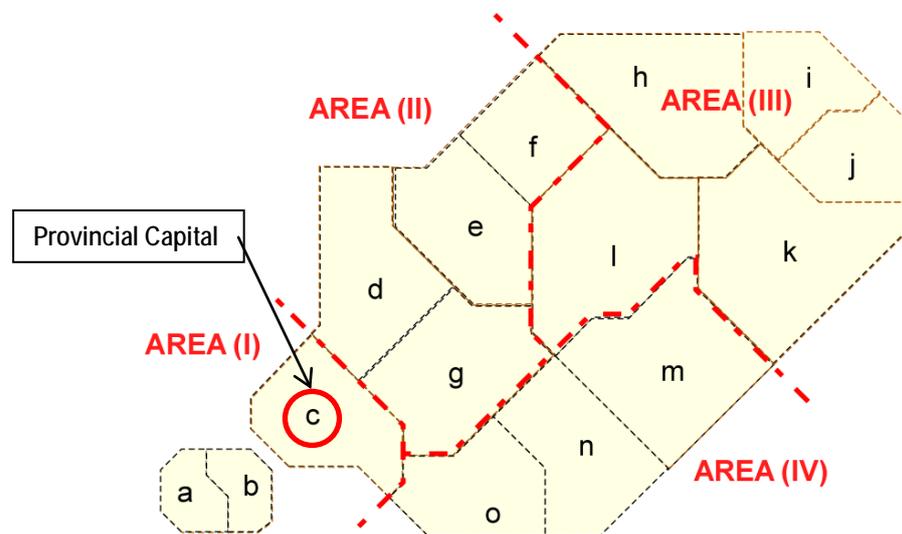
2) Estimating the Total Guest-Nights

The average guest-night can be derived from the interview survey for the month of the survey. The estimated total number of guest-nights can be derived by using the total number at the ports of entry.   Adding up the survey estimates, the total number of guest-nights can be calculated in an island or province within the survey month.

The total number of rooms currently available comes from the SAE1 sheet.   The average occupancy rate, the average guest-night, and the average number of guest/room can be calculated from the DAE_Estimate sheet of the Excel Template.

With the estimated total number of guest-nights from the interview survey data, and parameters from SAE1 and DAE3, the total guest-nights in the Areas can be estimated for the month.   Using the estimated total number of guest-nights in the Areas, the total visitor arrival to the Areas can be derived.

Figure 2-9   Visitor Distribution within the Island/ Province by Month
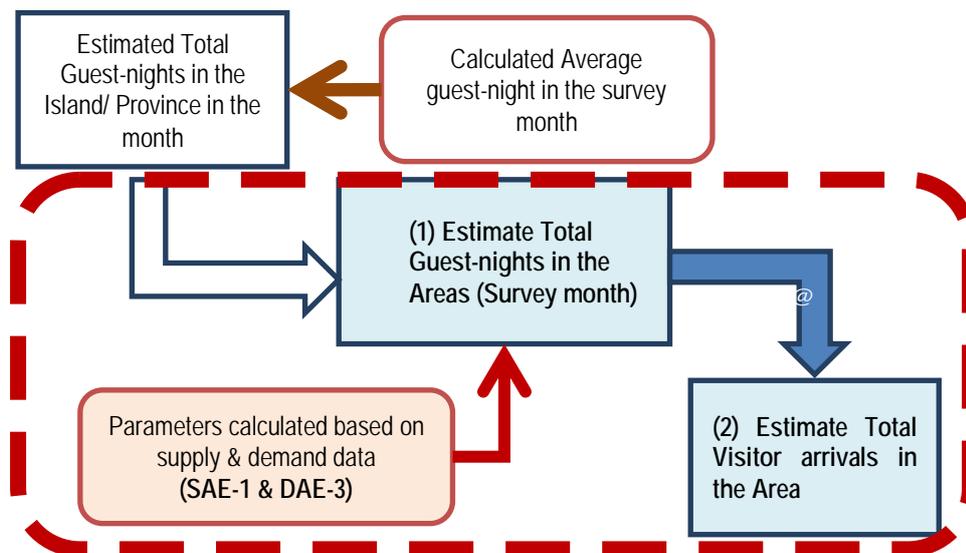
Figure 2-10   Designation of Areas for Visitor Distribution in the City and Municipality for Future Tourist Site Evaluation
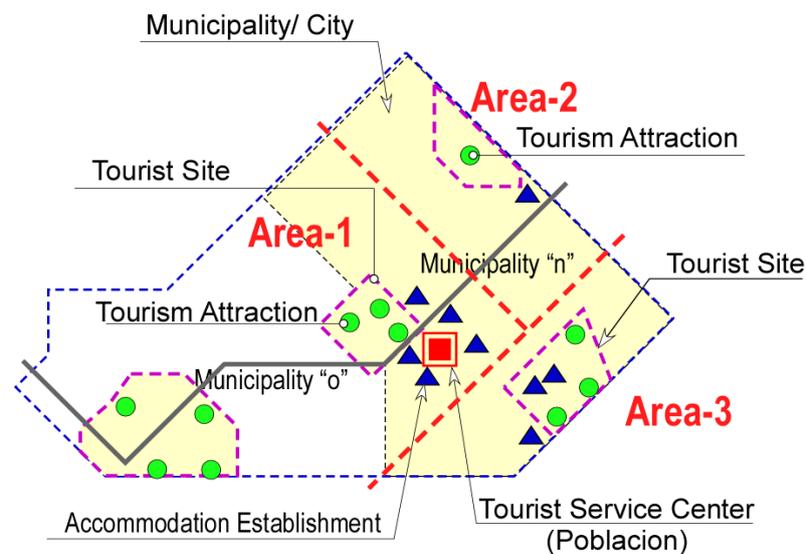
3) Data Required for LGU

LGUs are required to have or estimate: the total number of visitors; the total number of overnight visitors; the total number of same-day visitors; the total number of rooms available at present; the average occupancy rates; the average guest-nights; the average number of guest per room.   The following table summarizes the sources of data and instruction of estimation.:

Table 2-10   Data Required for LGU

Data at Present	Data source
Total number of Visitors	Estimate based on interview survey results (Province) Estimate from Supply data and DAE-3 data (City & Municipality)
Total number of Overnight visitors	
Total number of same-day visitors	Estimate based on interview survey results (province) Estimate from the actual count data at tourist site
Total number of rooms available at present (Base for estimation)	Data from SAE-1 (province, city and municipality)
Average occupancy rate (parameter)	Calculate based on the results of DAE-3 data (province, city and municipality)
Average Guest-Night (parameter)	
Average Number of Guest/Room (parameter)	

4) Current AE Room Distribution (SAE-1)

Cities and municipalities possess the SAE1 data from business licensing; therefore, the supply data can be viewed as all-inclusive.   In some of municipalities, an AE may not be available.   In these cases, the SAE1 data would be 0.   Some cities and municipalities may not submit the demand data, if that is the case, use the parameters estimated in an adjacent city or municipality within the same Area.

Figure 2-11   How to Deal with Missing SAE1 and DAE3 Data

Area	I			II				III				IV			Total
C/M	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	15 LGUs
SAE1	0						0		0		0		0			10 submit
No. of Rooms	550			100				200					150			1,000
DAE-3																6 submit

C/M: city or municipality

The supply data distribution within the Areas is schematically shown in the following figure.

Figure 2-12   AE Room Distribution to Areas by LGU Supply Data of SAE-1

(I) 550 Rooms	(II) 100 Rooms
(III) 150 Rooms	(IV) 200 Rooms

5) Total Guest-Night Estimation (Surveyed Month)

Firstly, estimate the total number of guest-nights of the month for the Province/Island, based on the interview survey conducted by the province.

Guest–night = Number of Overnight Visitors' x (multiply) Average nights of stay

Example:

10,000 Overnight visitors stayed 3.0 nights on an average, thus the total number of guest-nights generated in this province within the month is 30,000 guest-nights

6) Estimation of Total Guest-Nights in a Month by Demand(SEA-3) & Supply(SAE-1)Data of a LGU

Guest-night distribution to each Area in a province is estimated with the following three indicators collected by a LGU.

1.   The number of rooms (Data from SAE-1)

2.   The average room occupancy rate (estimated DAE-3 data)

3.   The average number of guest per room (estimated DAE-3 data)

Then, estimate the total guest-night with the following equation:

- The number of rooms x (multiply) 30 (31) days = Room-night capacity of the LGU
- Room-night capacity x Average occupancy rate = Room-night
- Room-night x average number of guest/ room = Guest night

A city or municipality, after entering the supply and demand data, can generate the DAE_Estimate automatically by using the Excel Template.

Figure 2-13   DAE_Estimate Sheet

<Example>Based on the results of the interview survey implemented in September, it was estimated that **10,000 overnight Visitors** and average 3.0 nights of stay.

The following table shows the results of the example:

Table 2-11   Estimated Monthly Guest-Night Distributed by SAE1 and DAE3

Letter	Designated Area	I	II	III	IV	Total	Unit	Note
a	the Number of Rooms	550	100	200	150	1,000	Room	Data of SAE-1 (supply data)
b	Room-night Capacity	16,500	3,000	6,000	4,500	30,000	Room-night	Multiply by the number of days of the month (a x 30)
c	The average occupancy rate	60%	30%	40%	35%	49%	%	Data calculated from DAE-3
d	Room-night of this month	9,900	900	2,400	1,575	14,775	Room-night	Estimated (b x c)
e	The average number of guest/room	2.0	2.5	2.0	1.5	-	Guest/room	Data calculated from DAE-3
f	The guest-nights of this month	19,800	2,250	4,800	2,363	29,213	Guest-night	Estimated (d x e)
g	Share of guest-night	67.8%	7.7%	16.4%	8.1%	100.0%	%	Calculate

Study the note closely.

- The row 'a' is from the SAE1 data.

- The figures in row 'a' times 30 is the figures in row 'b'.

- Row 'c' is derived from the demand data.   It is from the DAE_Estimate.

- The row 'd' figures are the results of multiplication of rows 'b' and 'c'.

- The average number of guest per room derives from the DAE_Estimate.

- The figures in row 'f' results from the multiplication of the figures in the rows 'd' and 'e'.

- Row 'g' figures reflect the share of the total.

7) Estimating the Total Overnight Visitor Arrivals in Each Area in a Month

Now that we have the share of guest-nights.   With the total guest-night estimated from the inter-view survey in the month (Row 'h'), the guest-night generated by visitors can be estimated by multiplying the figures in the row 'g' and the estimated total of 30,000.

The figures in the row 'i' (guest-night generated by travelers), divide by the average night of stay is the overnight visitor distribution.   The following table summarizes this explanation.

Table 2-12   Total Overnight Visitor Arrivals in each LGU in a Month (Example)

Data Generated by SAE-1 & DAE-3 in the Month (September)

Letter	Designated Area	I	II	III	IV	Total	Unit	Note
g	Share of guest-night	67.8%	7.7%	16.4%	8.1%	100.0%	%	Calculate

Visitor Distribution to LGU in the Island/Province (September)

h	The total guest-night estimated by the interview survey in the month (September)					30,000	Guest-night	Estimated by the Interview Survey
i	Guest-night generated by Visitors	20,334	2,311	4,929	2,426	30,000	Guest-night	Estimated (h x g)
j	The average night of stay	2.0	2.5	2.0	1.5	-	Night	Data calculated from DAE-3
k	Overnight visitor distribution	8,134	1,155	3,286	970	13,546	Overnight Visitor	Estimated (i x j)
	Share of overnight visitors	60.00%	8.50%	24.30%	7.20%	100%	%	% of distribution

The following figure shows schematically the results of the calculation shown in the rows 'i '(guest-nights) and 'k' (overnight visitors).

Figure 2-14   Number of Guest-Night Distribution (Example)

The Total Number of Guest-nights Estimated at 30,000

(I) V: 8,134 G:20,334	(II) V: 1,155 G: 2,311
(III) V:: 970 G: 2,426	(IV) V: 3,286 G: 4,929

V: Number of Visitors
G: Guest-nights

8) Adjustment on the Provincial Data

1. The total number of guest-night estimated by the interview survey is 30,000 which applies the average nights of stay 3.0 nights and 10,000 overnight visitors.   After distributing 30,000 guest-night to the LGUs, the total number of overnight Visitors become 13,546 this means that around 3,000 overnight Visitors stayed at more than two (2) AEs.   This should be examined in the future.

2. The guest-nights deference between the interview survey estimation and results of the overnight visitor distribution will always exist, because: (1) both are estimations by parameters generated by sample data; (2) interview surveys exclude residents however, AE data include the overnight resident guests..

3. Adjustments should be made based on the DAE and SAE data.

9) What to Check for Adjustment

The total guest-nights of AEs are supposed to be more than guest-nights generated by overnight visitors.   This is because the DAE data includes residents of the island/ province.   (If you can get information of residents and visitors from outside of the island/ province on overnight-guests apply the adjustment by %.)

The total number of visitors by the DAE data is more than total number of visitors to the island/ province. Reason, there are Overnight Visitors that stay at more than two (2) AEs.

10) Analysis of the Result

The figures in the rows of 'g' and 'k' can imply the following strategy and targets.

•   Area I is the tourist base for majority stay, spend longer time.
•   Area II needs to develop new attractions and AEs.
•   Area III attracts many Overnight Visitors, but their stay is short.   Consider having overnight visitor stay longer by developing additional attractions.
•   Area IV needs to develop new attractions and improve access.

Table 2-13   Analysis of the Results

Data Generated by SAE-1 & DAE-3 in the Month (September)

Letter	Designated Area	I	II	III	IV	Total	Unit	Note
g	Share of guest-night	67.8%	7.7%	16.4%	8.1%	100.0%	%	Calculate

Visitor Distribution to LGU in the Island/Province (September)

Letter	Designated Area	I	II	III	IV	Total	Unit	Note
k	Overnight visitor distribution	8,134	1,155	3,286	970	13,546	Overnight Visitor	Estimated (i x j)
	Share of overnight visitors	60.0%	8.5%	24.3%	7.2%	100.0%	%	% of distribution

5.   Marketing

(1)   Basic Concepts in Marketing

a.   Positioning

A destination's 'position' in the market is how a destination is perceived (seen) by potential and actual visitors in terms of the experiences (and associated benefits) that it provides relative to competing destinations.   Thus, your destination's position in the tourism market is the result of what attractions/experiences are most associated with your destination.   The price range is also a vital element of tourism positioning.

Positioning involves how to both differentiate your destination from certain destinations while competing directly with others.

Before positioning your destination, you must understand what target market segmentation in the tourism marketplace you are going after, then develop a distinctive and strong brand that reflects your destination's mainstream attractions/experiences. Focus on what your main attractor is.

b.   Branding

The brand is not only a trademark (logo, strapline, or icon), but a main experience and image that reflects the destination's positioning.   In short, it is a PROMISE to potential tourists. It establishes the kind of experience that the tourist can expect from the destination.   The brand is represented in the form of an image logo that will be reflected consistently on all promotional and marketing material.

An exciting brand could persuade tourists to take note of the destination and to add it to their tourism "shopping list".   In addition, the media could find a publicity and news angle in the brand, thereby enhancing its value.

Image enhancement is wider than tourism.   An exciting and encompassing brand could serve as an endorsement and "seal of origin" for other industries and products, especially export industries such as film production, agricultural exports, wine production, etc.

c.   Market Segmentation

Market segmentation is the starting point for developing a marketing strategy and is a process which categorizes people into groups where they share certain definable characteristics.

It is strategic to develop tourism products according to the tourist's needs, wants and desires.
It is vital to understand who your potential tourist is and how they think, in developing the mar-

keting propositions and messages.

Segmentation helps inform which marketing channels and media are the right ones to target your key tourist markets. Each segment has is own distinct needs and/or patterns or response to varying marketing mixes. Thus, it is important to understand what medium influence what market segmentation of tourists.

d.   Targeting

As has been indicated market segmentation and targeting is one of the most critical components of a successful destination marketing strategy.   Focusing on "low handing fruit" and clearly defined and profiled target market segments will ensure the most immediate results and best return on destination marketing and promotion investment.

Existing target market profiles could be further enhanced by analyzing their characteristics (e.g. lifestyles, benefits sought, purpose of trip, etc.) where to reach them (where they live, shop, exercise, socialize, etc.) and how to reach them (what they read, watch, how they busy, etc.)   This requires market research to a certain extent.

It may be helpful in identifying key target markets by measuring the following:
*   How well does the destination product fit the needs and wants of the segment?
*   Value of the segment – what will the potential tourist spend?
*   Ease of reach – how easy is it to communicate with potential tourists?
*   Ease of conversion – how easy will they be to persuade?
*   Proximity – it will generally be easier to convert those that are nearer or are on transport routes.
*   Assessment against other objectives e.g. will they come outside the main season?

6.   SWOT Analysis

(1)   Method

A SWOT analysis, when conducted within, or for the tourism sector, should focus upon all elements that would affect the performance of the destination.   One of the most important aspects of the SWOT is objectivity.

The method in conducting a SWOT analysis is to make a brief summary of each aspect within a grid to recognize the following:

Strengths: include all the things your destination is best in, as well as all the factors that you can control. Such as; the attraction which is the major pull of visitors, festivals that are nationally known and attended, specific foods, beach quality, AE numbers and quality, or strong supporting policies.

Weaknesses: are internal factors (organizational) that can influence your success or competitive advantage.   These factors are under your control but for some reason need improvement, such as; limited number of staff, lack of experienced or knowledgeable staff, poor community relations, or interaction.   Security issues, lack of infrastructure or transportation access.

Opportunities: include all factors that set the path for the future.   These are external factors and may include; market growth, changes in demographic features, local events, growing interest in your destination.

Threats: are all factors beyond your control that could place your destination at risk.   Competition from others is always a threat to take into account.   Other threats can include changing tourist behavior, negative publicity, limited investments.

Table 2-14   Preparation of SWOT Analysis Table

	POSITIVE	NEGATIVE
INTERNAL	Strengths	Weaknesses
	· Climate, beaches	· High local cost of living
	· Public services (high standard)	· Relatively expensive tourist destination
	· Tourist City	· How to present authenticity of culture
EXTERNAL	Opportunities	Threats
	· Capability to attract emerging market – name value	· Economic factors have made tourists think about cheaper destinations
	· Current weak dollar means shopping power to stronger currency tourists (Japanese)	· Competition is stronger than ever in Asia & Southeast Asia

(2)   Unit of SWOT Analysis

A SWOT analysis can be applied to any type of organizational unit; it can be applied at the national level of tourism policy formulation.

Since we are aiming to prepare the tourism development plan for the local government units, the unit of analysis is the organization unit you are attempting to analyze.   If you are a provincial tourism officer, a province is the unit of analysis.   If you are a municipal tourism officer, it would be the municipality which is the unit of your analysis.

(3)   Marketing and Promotion

1) Marketing and Promotion

Questions to ask in marketing and promotion are categorized in media, frequency, promotion materials and placement, targets, and cooperation in promotion activities.   The combination and permutation of the following elements, which are not all inclusive, would give some pictures of analyzing the promotion activities of your LGUs.

Figure 2-15   Elements of Promoting Products and Experience to Potential Visitors

Media	Frequency of Advertisement	Contents	Target	Cooperation
News paper	Daily	Brochure (Placement: airport, seaport)	Foreign	Tie-up
Magazine	Monthly	Web Site	Domestic	FAM Tour
The Internet Social Media	Annually		Other target visitor profile	Travel Agent
				Special Interest Groups

The contents of promotion materials will need updating to reflect any changes of your community's tourist sites, products or attractions.   The frequency and timing of these updates will depend upon the limitation of budget and speed of changes of your community's tourist sites.

It is widely recognized that the internet is a popular medium for destination marketing and promotion.   However, with the saturated use of this method, it is difficult to attract attention to your specific website.   Contents of the website should be frequently updated with seasonal information

as well as providing new graphics (photos), or information that will attract visitors to the web. The social media networks are another avenue to pursue to enhance visitation,

2) Evaluation of Promotional Material

The aspect of tourism attraction differentiation, or focus on a mainstream/major attractor, was covered to encourage the utilization of data to recognize what visitors are coming to their destinations to experience. Many are marketing and promoting very similar tourism attractions. Getting away from this practice will allow respective LGUs to focus on one or two major attractors.

An evaluation of promotional material was made by respective LGUs and Provinces in an effort to improve their understanding of how to prepare promotional material that will effectively project their main attractors. Numerous pieces of promotional material is prepared in this country, however, truly effective promotional material is rare. This is the result of placing any or all tourist related items into one piece of promotional material. Overcrowding with many unrelated tourist activities/attractions causes the destination's identity, or branding to become unidentifiable, thus difficult for visitors to make a conclusive decision.

Again, focus to what is the major attractor of respective destinations were emphasized within the exercise to encourage all participants to analyses their data on what tourists are doing when they visit. Tourism officers may wish to work with their stakeholders to look into a method of getting a more accurate picture of what attractions, or activities are attracting the visitors the most, and why. Color schemes, a tourism specific logo, as well as the possibility of making a variety of simple one-page three-fold brochures that especially introduce a specific segment of the destination. E.g. Foods, or Places to Eat, Adventures, and History/Culture.

3) Generic Template of a Marketing & Promotion Plan

Upon review of the Assessment Assignments, it became evident that many LGUs did not conduct their marketing & promotion based on an annual plan. This was probably the result of not having an annual budget, or the lack of consistency in both operations and human resources. What ever the case, strategic and effect marketing and promotions requires a plan.

Thus, a provision of a generic template for LGUs, Provinces, to identify the timeframes of major events, festivals, peak seasons (domestic/foreign) as well as participation to travel or trade fairs, was listed with a chronological one-year graph to assist in planning for these specific events. Preparation timelines, as well as routine items were listed, to encourage research as to what other destinations, globally were doing to attract visitors.

The following is the sample generic template:

Figure 2-16   Generic Template of Marketing and Promotion Plan

Work Items/Months	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
1. Budget	●											
2. Review Material		●										
3. Media Contact List			●									
4. Key target list												
5. Fairs & Trade Marts												
6. Events												
7. Celebrations												
8. Festivals												
9. MICE												
10. Domestic targets		●			Peak Months							
11. Foreign targets	Peak Months						Summer Vacation			●	Winter Vacation	
12. FAM tours												
FOCUS												
1. Products		●	●	●	●	●	●	●	●	●	●	●
2. Events	●	●		●	●		●	●		●	●	
3. Celebrations												
4. Festivals												
5. MICE												
6. Foods in Season												
Web Updates	●	●	●	●	●	●	●	●	●	●	●	●
Contact with:												
Special Interest Groups												
Stakeholders												
Travel Agents												
Work Items/Months	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Web Research												
What are others doing?												
Look for new targets												
How people write												
You Tube												
On Line Media												
Audit Effectiveness												

4) Investment Promotion

Methods of investment promotion activities need to be monitored as well.   Activities that need to be monitored are: media; production of investment promotion materials; methods of reaching out to potential investors; and incentives for investors.   Prepare a list of investment promotion activities.

Understand what potential investors would be interested in knowing.   Information prepared for the 'Digest' will serve as investors promotion material.   In addition, license fees, a summary of regulations and ordinances that must be complied to by a tourist service company should be made readily available to potential investors.

PART 3   FROM EVALUATION TO AREA DESIGNATION

1.   Vision and Direction

Where do visions and directions come from?   It comes from your imagination.   An imagination of individuals are put together to come up with a vision and direction of your community.   Without imagination, there are no visions.   Directions need to be set from where you stand.   Understanding the current situation is thus significant.   The important thing is that personal visions or directions should be discussed with stakeholders.

(1)   Stakeholder Meeting

Involvement of stakeholders is critical in a democratic decision making process.   Not only the tourism related sections in the governments, include other sections such as planning, engineering and culture/history.   From the private sector, ask representatives from AEs and tourism service industries to take part in the discussions.

Stakeholders need to be well informed about the tourism situation.   Share data and information that you have summarized in the process of organizing the Table I (Situational Analysis) and the data on demand and supply.   If other surveys were conducted share the results of the survey also.

The SWOT analysis should be, or may have been conducted.   Show the results and ask for additional input from the stakeholders.

(2)   Formulation Vision and Direction

Visions are statements.   Generally, they are brief.   Direction can be stated as images, or goals of your vision.   With the visions and directions, the targets (the target number of visitors, target market, and the length of stay) will be set with other factors such as tourist sites, facilities and current market situations.

2.   Tourism Development Area

(1)   Tourism Development Area Designation Flow

Figure 3-1   TDA Designation Flow
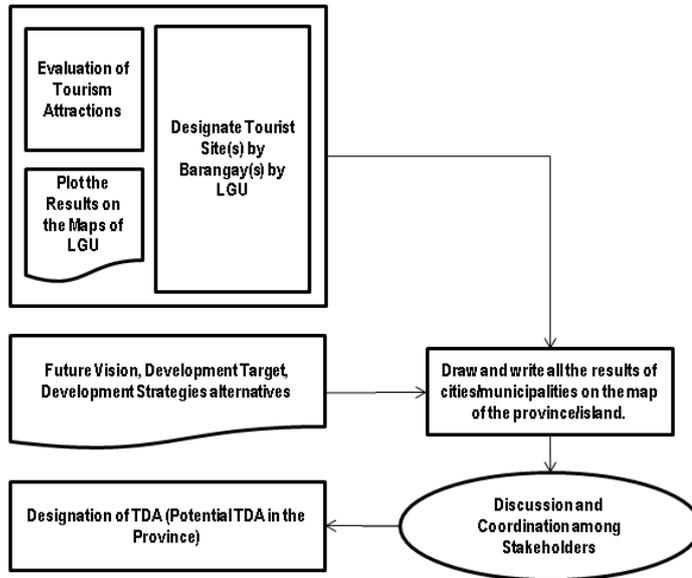
Four factors designate a TDA. They are: 1. Tourist sites, and evaluations; 2. Facilities, and evaluations; 3. Visitor volume; and 4. Visions and directions. The process of designation follows the general decision making process in planning: discussion among stakeholders and approval of LGU councils.

In the initial phase of TDA designation, analyze the locations of ports of entry and tourism service centers of provincial capital and city or municipal centers. Cities and municipalities prepare a list of tourist attractions and prepare a tourist-attraction-distribution map. With the attractions information, availability of infrastructure, identify one or more city or municipality grouped as one unit of development.

Figure 3-2   Tourist Sites and TDA - Conceptual Representation
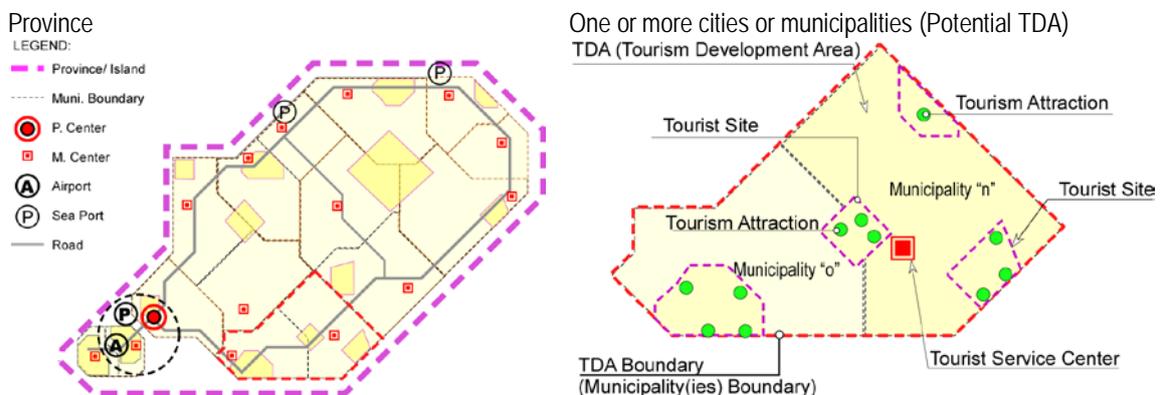
After designation of TDAs, potential TDAs are evaluated on tourist attractions, availability of facilities, and visitor volume.

Figure 3-3　　Evaluation Procedure for TDA
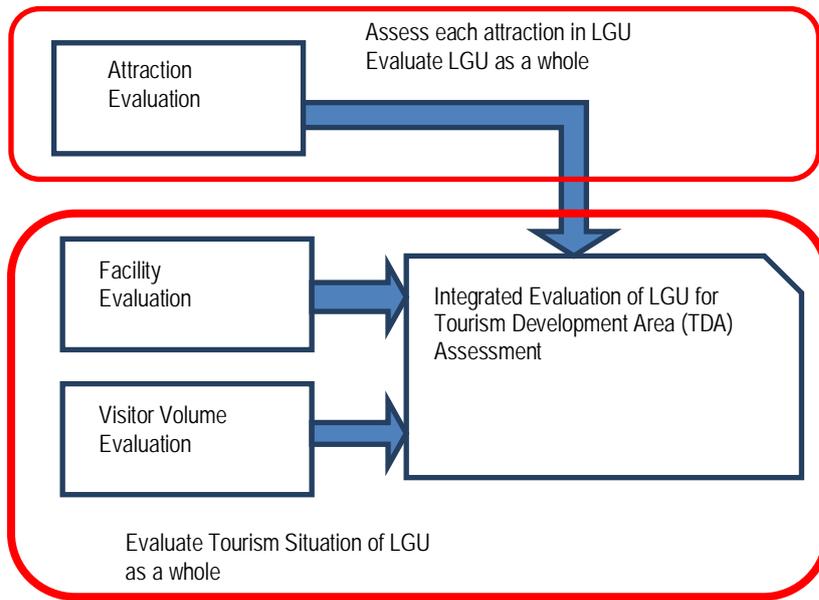
3.　　Tourist Sites and Evaluation

(1)　　Tourist Site Designation Procedure

Figure 3-4　　Tourist Sites Designation Procedure
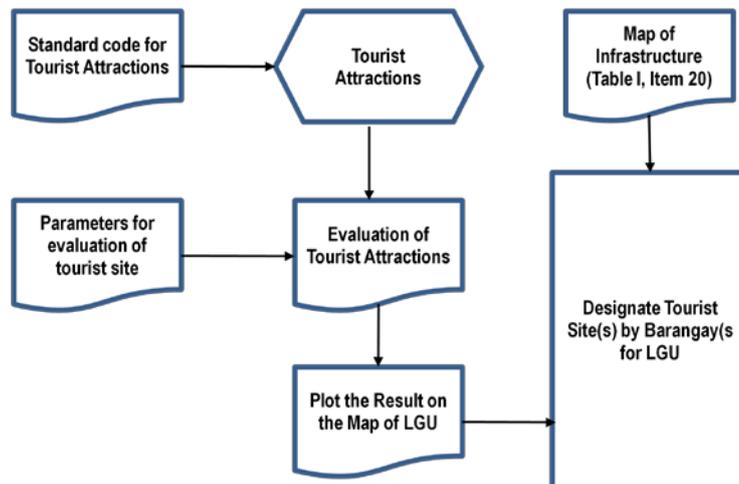
Tourist sites in your city or municipality are designated based on the evaluation of tourist attractions.

Although the score of the evaluated results are important, infrastructure and other factors need to be considered. Especially, accessibility is critical. If accessibility is low, you need to think twice designating the group of tourist attractions as the tourist sites.

The tourist-site-designation process is a political process.　If it is to be the official tourist sites in your cities or municipalities, a city or municipality is required to have a meeting with stake-holders especially barangay leaders prior to designating the tourist sites.

(2)　　Evaluating Tourist Attractions

We have introduced how tourist attractions can be evaluated..　The major criteria of evaluation are tourist appeal; accessibility; activities and products; facilities and services.

Table 3-1   Tourist Attraction Evaluation Criteria (Tentative)

Type	Category	Description	Grade	Score
1. Tourist Appeal	1.1 Uniqueness	One of a kind	Excellent	(4)
		with 2-3 similarities	Good	(3)
		with 4-5 similarities	Fair	(2)
		with 6 and above similarities	Poor	(1)
	1.2 Historical Value	100 years or more	Excellent	(4)
		50 to 99 years	Good	(3)
		11 to 49 years	Fair	(2)
		1 to 10 years	Poor	(1)
	1.3 Socio-cultural Value	Very important	Excellent	(4)
		Important	Good	(3)
		Less important	Fair	(2)
		No importance	Poor	(1)
	1.4 Natural Aesthetic	All Natural	Excellent	(4)
		1-2 enhanced structures	Good	(3)
		3-4 enhanced structures	Fair	(2)
		5 and above enhanced structures	Poor	(1)
	1.5 Presence of Visitor Traffic	100,000 or more per annum	Excellent	(4)
		50,000 to 99,999 per annum	Good	(3)
		1,000 to 49,999 per annum	Fair	(2)
		No record	Poor	(1)
2. Accessibility	2.1 Distance	0 to 10 km	Excellent	(4)
		11 to 20 km	Good	(3)
		21 to 30 km	Fair	(2)
		31 and above	Poor	(1)
	2.2 Travel Time	0 to 1 hour	Excellent	(4)
		1+ to 2 hours	Good	(3)
		2+ to 3 hours	Fair	(2)
		3+ and above hours	Poor	(1)
	2.3 Type of Road	Paved (Asphalt/Concrete)	Excellent	(4)
		All weather (no potholes)	Good	(3)
		All weather (with potholes)	Fair	(2)
		No road	Poor	(1)
	2.4 Means of Transport	Anytime	Excellent	(4)
		Scheduled	Good	(3)
		By chance	Fair	(2)
		None	Poor	(1)
3. Activities and Products		With 4 or more tourism activities/ Products	Excellent	(4)
		With 3 tourism activities/products	Good	(3)
		with 2 tourism activities/products	Fair	(2)
		With 1 tourism activities/products	Poor	(1)
4. Facilities and Services		With 6 or more tourism facilities and services	Excellent	(4)
		With 4 to 5 tourism facilities and services	Good	(3)
		With 2 to 3 tourism facilities and services	Fair	(2)
		With at least 1 tourism facility/ service	Poor	(1)

Source: DOT

Figure 3-5   Tourist Attraction Evaluation Sheet- Evaluation Score Entered (Example)

Form: TDPT-TA	Group 3		
TOURIST ATTRACTION EVALUATION SYTEM			
Name of Attraction	Abatan River Community Life Tour		
Attraction Code			
Location (Mun/City, Prov)	Cortes, Maribojoc, Antequera, Balilihan, and Catigban, Bohol		
Parameter	**Numerical Rating**	**Descriptor**	**Adjectival Rating**
1. Tourist Appeal			
1.1 Uniqueness	3	One of a kind	Excellent (4)
		with 2-3 similarities	Good (3)
		with 4-5 similarities	Fair (2)
		with 6 and above similarities	Poor (1)
1.2 Historical Value	1	100 years or more	Excellent (4)
		50 to 99 years	Good (3)
		11 to 49 years	Fair (2)
		1 to 10 years	Poor (1)
1.3 Socio-cultural Value	3	Very important	Excellent (4)
		Important	Good (3)
		Less important	Fair (2)
		No importance	Poor (1)
1.4 Natural Aesthetic	3	All Natural	Excellent (4)
		1-2 enhanced structures	Good (3)
		3-4 enhanced structures	Fair (2)
		5 and above enhanced structures	Poor (1)
1.5 Presence of Visitor Traffic	2	100,000 or more per annum	Excellent (4)
		50,000 to 99,999 per annum	Good (3)
		1,000 to 49,999 per annum	Fair (2)
		No record	Poor (1)
Tourist Appeal =	**2.4**		
2. Accessibility			
2.1 Distance	4	0 to 10 km	Excellent (4)
		11 to 20 km	Good (3)
		21 to 30 km	Fair (2)
		31 and above	Poor (1)
2.2 Travel Time	4	0 to 1 hour	Excellent (4)
		1+ to 2 hours	Good (3)
		2+ to 3 hours	Fair (2)
		3+ and above hours	Poor (1)
2.3 Type of Road	3	Paved (Asphalt/Concrete)	Excellent (4)
		All weather (no potholes)	Good (3)
		All weather (with potholes)	Fair (2)
		No road	Poor (1)
2.4 Means of Transport	3	Anytime	Excellent (4)
		Scheduled	Good (3)
		By chance	Fair (2)
		None	Poor (1)
Accessibility =	**3.5**		
3. Activities and Products	4	With 4 or more tourism activities/ products	Excellent (4)
		With 3 tourism activities/products	Good (3)
		with 2 tourism activities/products	Fair (2)
		With 1 tourism activities/products	Poor (1)
Activities and Products =	**4**		
4. Facilities and Services		With 6 or more tourism facilities and services	Excellent (4)
		With 4 to 5 tourism facilities and services	Good (3)
		With 2 to 3 tourism facilities and services	Fair (2)
		With at least 1 tourism facility/ service	Poor (1)
Facilities and Services =	**2**		
Average Rating	**2.98**		

Source: DOT

The example is the evaluation results on the Abatan River Community Life Tour.   The Excel based evaluation sheet automatically calculates the scores.   In this example, the tourist appeal is scored 2.4.   The Accessibility score is 3.5; the Activities and Products is 4.0.   The Facilities and Services is scored as 2.0.   The overall average score is 2.98.

(3)   Identifying Tourist Sites

After a tourist-attraction distribution map has been prepared, the next step would be to identifying tourist sites using the scores from the evaluation to prepare a preliminary-tourist-site-distribution map.

Figure 3-6   Tourist Site Map Symbols
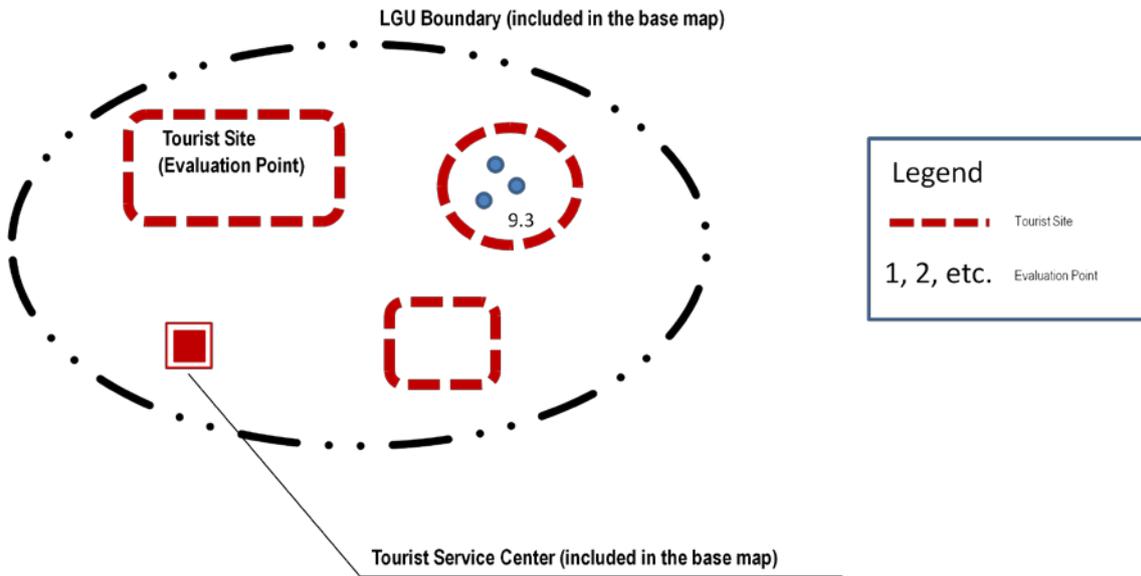
4.   Facilities and Their Evaluation

(1)   Facility Evaluation for TDA Designation

The following evaluation scoring system was developed to assist in TDA designation.   Cities and municipalities fill in one line of the sheet, and provinces summarize the total score at the provincial level.   Use the evaluation criteria in Table 3-2.

This evaluation sheet will be used for the "SWOT analysis" and "tourism development strategy" formulation.

Respective scoring is to   be made through discussions among the stakeholders', not exclusive to the public sector, but also private sector related stakeholders such as; tour operators and agents.

Table 3-2   TDA Evaluation Sheet: Facilities (Blank)

No.	Name of TDA : Municipality	1. Transportation					2. Tourist service			3. AE	4 Infrastructure/ Utility				
		a	b	c	d	Total	a	b	Total	Total	a	b	c	d	Total

Source: DOT

(2)   Evaluation Criteria: (TDA Potential View)

The facilities are classified into transportation; tourism service facilities; AEs; infrastructure.

Data and information relating to this evaluation are: 1) Inventory of tourism attractions; 2) Number of rooms by type (SAE-4; 3) Development plan of Local Government (CLUP/PPFP); 4) Maps showing location, network or service areas of infrastructure--airport, ports, roads, water supply, sewerage system, power supply, and telecommunications--(CLUP/PPFP).

A summary of the evaluation criteria is in the following table.

Table 3-3   Facility Evaluation Criteria

No.	Category	No.	Item/ Scoring point	4 points	3 points	2 points	1 points	Note
1	Transpor-tation	a	Travel time from Airport or Provincial main Sea Port (Hours) to TDA service center	Less than 1.0	1.0 – 2.0	2.0 – 4.0	more than 4.0	Travel Time from Gateway town
		b	Conditions and capacity of Airport and Provincial main Sea Port physical facility (Runway, Pier, Terminal)	Well established & can expand easily for future	One (airport or seaport) is OK but the other	Both are Limited capacity, no room for expansion	Only one means available and no room for expansion	Conditions of gateway capacity of Island or Province and possibility for expansion
		c	Transport services of Air or Sea Transport at Airport or Provincial main Sea Port	Meet the International standard and operation	Meet the International standard but operated for domestic	Meet Domestic service standard	Only for local services	Congestion, safety, convenience/ comfort to passengers
		d	Road conditions from Gateway town to TDA service Center	Good (Paved and more than 7m wide carriageway)	Paved and 2 lane HWY but less than 7m wide carriage	All weather but not concrete pave	Unpaved not all weather	Access road condition
2	Tourism Service Facility	a	Guide signs and information board for tourists	Well provided along the access road	Exist but not appropriate or not meet the standard	Only sign board no guide sign	Not provided	Guide sign along roadway/ street and information signs on site
		b	Visitor service facility at TDA/TDC service center or town	Information center with shops and Toilet/ rest space	Shops and Toilet/ rest space	Public Toilet only	None	Visitor service at TDA/TDC center by public or semi-public operation
3	AE facilities within the TDA/TDC	a	Number of Rooms available in TDA	500 over	500 - 201	200 - 51	Less than 50	Accommodation supply capacity
4	Infra. at TDA S.C. / Town	a	Water supply (Distance from supply main or water plant/ water resource)	Available at site	Less than 1000m	Less than 5000 m	More than 5000 m from water source (well or stream/ river)	Water supply availability and potential for water supply
		b	Sanitation (Sewerage system and solid waste collection)	Sewerage system available, and garbage collected	Independent sewerage system and garbage collected available	Garbage dumping site provided by the public	None of sanitation system provided at present	Environmental Impact and conservation activity
		c	Power Distance from supply main or power plant (linier meters)	Available at site	Less than 1000m	more than 1000 m but can be connected	Only independent generator can provide	Scale of facilities and investment requirement
		d	Telecommunications	All means of telecommunication facilities available	Land line and mobile available	Mobile phone service but no land line	Special means (VHF, satellite phone need)	Level of services (public and private) availability and potential of web-marketing

S.C.: Service Center

PART 4   TARGET SETTING

1.   Outline of Target Setting

We need to consider various aspects in setting the target number of visitors.   We provide a procedure for target setting and a form to fill out to get an output.   The important thing is that the target needs to reflect the visions and directions of your community.   Three significant aspects to be checked and evaluated are: the capacity of AEs and transportation facilities; employment income generation in an LGU; and potentials of tourist attraction development.

Figure 4-1   Flowchart of Target Setting
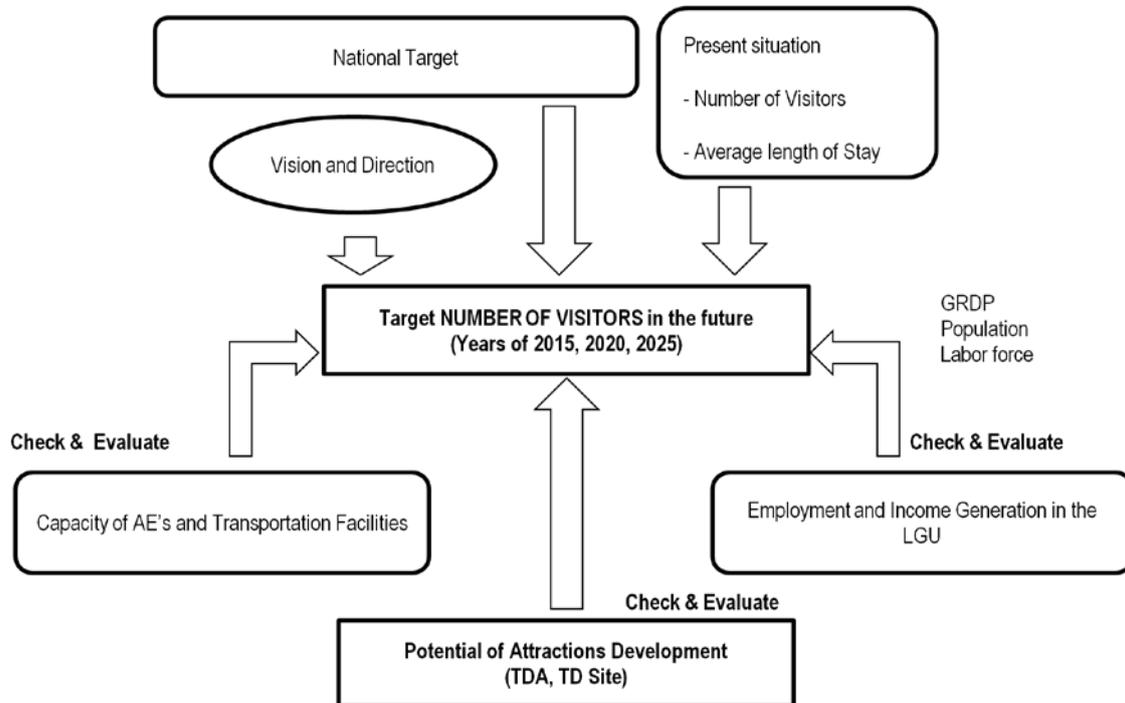
2.   National Target

Before getting into target setting at the local level, review the national indicators.   It would be good reference when you set the local target figures.   For those cities and municipalities without the necessary data could assume the attainable target figures by analyzing the national figures, and current tourism situation in your communities.   The following figures are available at the DOT or NSO.   The significant figures are: the number of foreign visitors; the number of domestic visitors; the average length of stay; the average expenditure per day; the employment generation by tourism sector; GDP share of tourism sector in 2011 to 2025; and composition of visitors (overnight & same day).

The numbers of overnight visitors in the Philippines are shown for the years of 2009 to 2025:

Table 4-1   Number of Overnight Visitors in Philippine (Tentative)

Year	Foreign	Domestic	Total			
	person	Growth rate	person	Growth rate	person	Growth rate
2009	2.82	-	11.66	-	14.5	-
2010	3.29	-	12.66	*8.6%	16.0	-
2015	5	8.7%	19	8%	23.6	8.2%
2020	7	8%	27	8%	34.7	8.0%
2025	9	4%	33	4%	42.2	4.0%

Note: 5 million visitors are set as the national target.
The growth rate of Domestic Overnight visitors from 2009 to 2010 is assumed as same as growth rate of GDP of the Nation

The national level indicators of the domestic, foreign and same-day visitors show that the average nights of foreign and domestic visitors are eight (8) and seven (7), respectively.   Foreign guests spend roughly 45 dollars per day on the average.   The composition of the foreign, domestic and same-day visitors are 20%, 40% and 40% respectively.

Table 4-2   Indicators for Planning at the National Level (Tentative; for Reference)

	Foreign	Domestic	Same-day
Average nights spend	8	7	-
Expenditure per day	$ 84	$ 49	$ 41
Employment generation	10 % of Employment in the Nation		
Share of GDP	6 % of GDP of the Nation		
Composition of Visitors	20 %	40 %	40 %

The population forecast at the national level according to the National Statistic Coordination Board indicates that the growth rates will decrease in the future.   LGUs without population forecasts need to consider the national figures for planning purposes, although migration factors significantly affect population growths at the municipal level brought on by the increase in accessibility by transportation development.

Table 4-3   Population Forecast (Philippines) by NSCB (National Statistics Coordination Board)

Year	Million Pesos	Growth Rate
2010	94	1.97%
2015	103	1.84%
2020	112	1.66%
2025	120	1.47%

3.   Target Setting for LGUs

(1)   Target Setting Methods

Figure 4-2   Annual Visitor Arrival by Port of Entry
(Estimates from the Interview Survey)
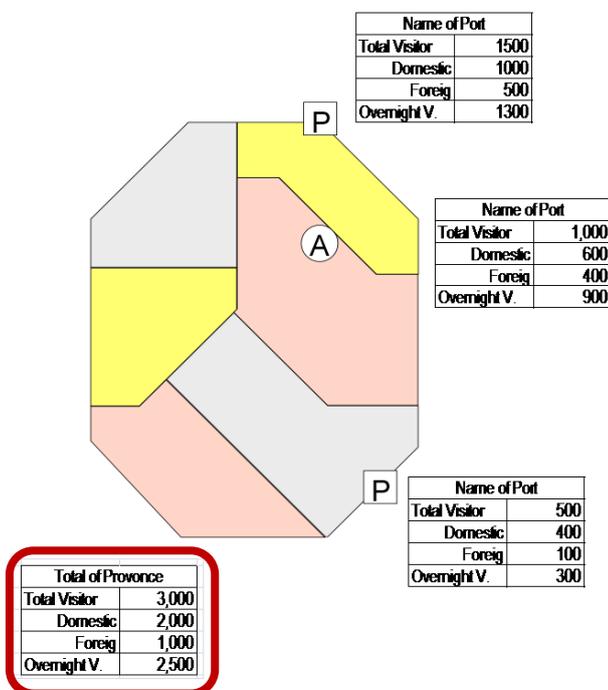
Generally there are three approaches in tourism development target setting: (1) Visitor arrival Trend and growth rate; (2) Economic Growth and GDP share Target; and (3) Population growth and Employment target.

In this Guidebook, (1) the visitor arrival trend and growth rate approach is mainly discussed. The total number of visitors is the fundamental target figure, regardless of the three approaches.

Name of Port	
Total Visitor	1500
Domestic	1000
Foreig	500
Overnight V.	1300

Name of Port	
Total Visitor	1,000
Domestic	600
Foreig	400
Overnight V.	900

Name of Port	
Total Visitor	500
Domestic	400
Foreig	100
Overnight V.	300

Total of Provonce	
Total Visitor	3,000
Domestic	2,000
Foreig	1,000
Overnight V.	2,500

(2)   Data Sources

It is necessary for a city or municipality to possess data on population and labor force.   The data from the AEs compiled in the SAE1 and DAE3 and the estimation results for the target setting.

Table 4-4   Present Situation of LGU

Data at Present	Data Source
Total number of Visitors	Estimate based on the interview survey results (province)
Total number of Overnight visitors *	Estimate from Supply data and DAE-3 data (City & Municipality)
Total number of same-day visitors	Estimate based on the interview survey results (province) Estimate from the actual count data at tourist sites
Population of LGU at present ,and target years of 2015, 2020 and 2025	Census data and NSRB estimation
Total number of Labor force or Economically active population at present and target years	If not available, 50 % of population in the target years are used for the labor force
Total number of rooms available at present	Data from SAE-1 (province, city and municipality)
Average occupancy rate	Calculate based on the results DAE-3 data (province, city and municipality)
Average Guest-Night	
Average Number of Guest/Room	

Note: Estimation method is included in LC-3 of TDPT-II, estimation of No. of visitors to the province and LGU
*   Past records on the number of visitors to the LGU, if available

(3)   Factors to Consider

Prior to beginning on the target setting, it is vital to examine your local situation; the target would be higher or lower depending on your external socio-economic and/or environmental factors.

(Case 1) Higher than national target based on the external socio-economic impact

Is it their major development project(s) that impact to the tourism development in near future? If yes, a higher growth rate, or target number can be applicable. (Transport conditions improved considerably, large-scale infrastructure, urban development implementation)

(Case 2) Lower than national target based on the environmental and socio-economic constraints

Are there any constraints by environmental impacts or socio-economic conditions? If yes, areas of expansion may be limited because of environmental constraints.   What   about the human resources segment of?   When human resources are limited, the growth rate may not be accomplished as targeted.

4.   Target Number of Visitor Setting Flow for LGUs - Basic Target Setting Flow

The basic target flow sets tentative figures.   Use the national rates to examine overnight visitors.   Use the parameters of your LGUs: the average occupancy rates; the average nights of stay, and the average number of persons per room to calculate the number of rooms available.   The total number of employees can be calculated with the number of rooms required or available.   Compile all the figures to get the tentative target.

Figure 4-3   Target Number of Visitor Setting Flow for LGU (1)
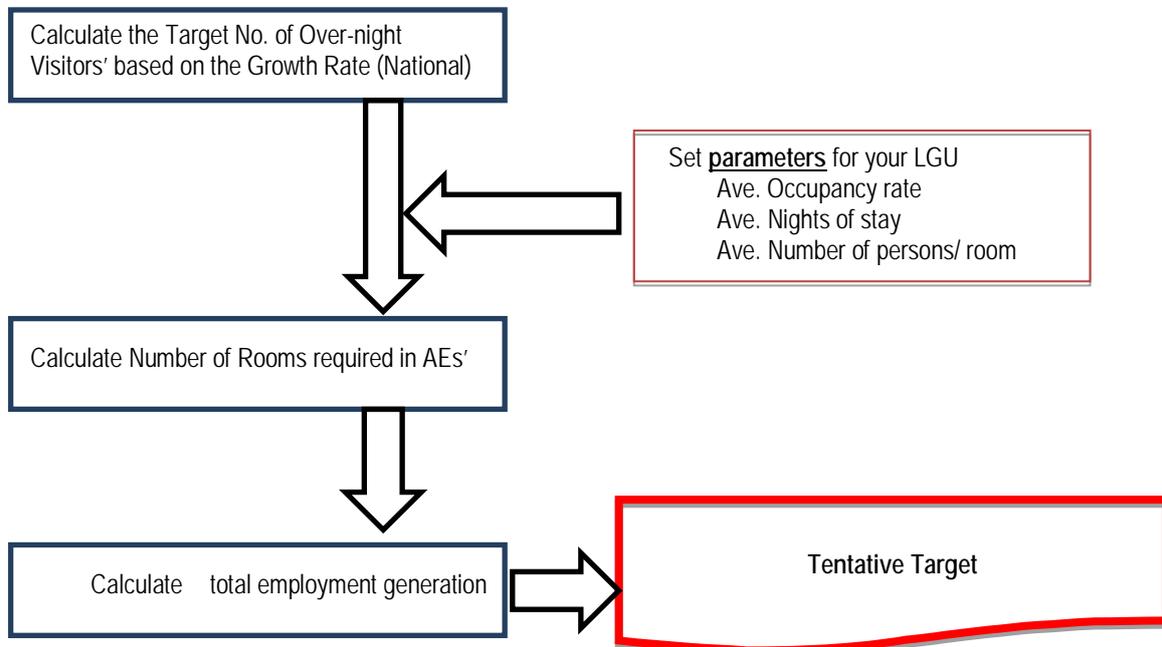
(1)   The Target Number of Visitors

1) Number of Visitors at Base Year (2010) (Province)

The provincial base figures can be derived from the interview surveys.

Table 4-5   Number of Visitors Estimated from the Interview Survey Data

	Unit: 1000 visitors
Year	2010
Foreign (1)	10
	8.3%
Domestic (2)	110
	91.7%
Total Visitors (3) = (1) + (2)	120
	100.0%
Over-night Visitors (4) (Travelers**)	**110**
	91.7%
Same -day Visitors (5) = (3) - (4)	10
	8.3%
Total Visitors (6) = (4) + (5) = (3)	120
	100.0%

(1), (2) and (4) are outputs of the encoding sheet of the interview survey.

Overnight visitors will be used for target setting.

All appearing figures will be used for future analysis

2) Number of Visitors at Base Year (2010) (City and Municipality)

Cities and municipalities should use the estimations made by the DAE-3&4 and compile to the annual total.[1]   The figure of overnight visitors will be used for the target setting.

The foreign and domestic overnight visitors data should be compiled using Form "A" (Distribution of Regional Overnight Visitors).   This will be useful information in future strategy formulation

(2)   Overnight Visitors

1) Conditions to Determine Overnight Visitors

The target number of overnight visitors shall be determined based on the following three conditions:

1.   For 2010 (Base year): use estimated data from the DAE-3 data for municipality, the estimates from the interview survey for provinces.

2.   The growth rates are set in accordance with economic growth targets of the LGU or the national growth targets if a LGU target is not available.

3.   The final growth rates to be used for the target number of overnight visitors should be set after having discussions with stakeholders especially the private sectors stakeholders.

2) Target Number of Overnight Visitors (Tentative)

The figures in the following table shows target overnight visitors based on the growth rates in line with the national targets.

---

[1] c.f. Table   The Annual Estimation Sheet in the Excel Template

Table 4-6   The Target Number of Overnight Visitors (Tentative)

Year		2010	2015	2020	2025
Overnight visitors (1,000 visitors)		110	163	240	292
Growth Rate	Period (year)	-	10 to 15	15 to 20	20 to 25
	Annual Growth Rate		8.2 %	8.0 %	4.0 %

Note: The growth rates used in the table are the national target rates.

(3)   Required Number of Rooms

The formula used for calculating the required number of rooms is summarized in the following table.

Table 4-7   Formulas: Calculation of Number of Rooms Required in AEs

Total Guest-nights (**GN**):	**GN** = No. of Overnight-Visitors x **Average Nights of stay**
Total Room-nights (**RN**)	RN = Total Guest-nights / Average Number of persons/ room
Number of rooms required (**NR**)	NR= Total Room-night / Average Occupancy rate / 365 (days)*

* Note: all calculated by annual base, by number of rooms

The parameters of required room calculations are the average nights of stay, the average number of persons per room, and the room occupancy rate.

Table 4-8   Parameters for Required Room Calculation

Item	Explanation
Average Nights of Stay:	The annual average is to be applied. Future figures are tentatively set as the same as at present.
Average Number of persons/ room:	The annual average is to be applied. Future figures are tentatively set as the same as at present.
Average Occupancy Rate:	The annual average occupancy rate is to be applied. Future occupancy rates to be set tentatively by type of destination.

(4)   Average Length of Stay & Average Number of persons/ room

The DAE_Estimate in the Excel Temple gives the figures required.   Use the figures based on the demand and supply data.   For the purpose of exercise, the following figures are tentatively given:

<Example>

Average Length of Stay: 2.0 nights

Average Number of persons/ room: 1.5 persons

(5)   Average Occupancy Rate Setting

We have prepared two scenarios on the average occupancy rates.   The basic (long-term) target for all LGUs is set at 45%.   If the present occupancy rate exceeds 45% (Case 1), 65% (Case 2) would be the target.

The average occupancy rate is the overall average of the LGU.   Various types of AEs are included, not only hotels and resorts, but B&Bs, Guest houses, pensions, even types of tents and summer lodges.   Since targeting a higher occupancy rate will not require additional costs in

facility improvement for AEs, the short-term priority should be the improvement of current occupancy rates.   The short-term target year is 2015, or five years from the base year.

For example, the present, year 2010, occupancy rates of the examples are 25% and 45%.   The following table shows an example of occupancy-rate-target setting.   In this scenario, 45% and 60% are set for the lower case (Case 1) and the higher case (Case 2), respectively.   These target figures are set as the mid-term and long-term targets.

Table 4-9   Example of Occupancy Rate Setting

Year	2010[1]	2015	2020[2]	2025[2]
Intermediate target calculation	a	(a + b)/2	b	b
Case 1	25%	35%	45%	45%
Case 2	45%	53%	60%	60%

[1]   Current
[2]   Targeted

Tourism officers would prepare their model to study how it would affect the total number of rooms required.   As we will explain later, the rate setting process may require a certain number of iteration, or successive approximations.

(6)   The Number of Rooms Required

1) Calculated Number of Rooms Required in AEs (Final Output Form)

The basic formula for calculating the numbers of rooms required are:

- The total of guest-nights= the number of overnight visitors x (multiply) average nights of stay
- The total room-nights = the total guest nights/(divided by) average number of person/(divided by) room
- Room-night to be provided / available= the total room-nights/(divided by)average occupancy rate
- Room-night provide by one room= 365 (room-nights (1 x 365 days)
- The number of rooms required = room-night need to be provided/(divided by) 365

Use the formulas to fill out the following table.   Example figures are included in the following table.

Table 4-10   Calculated Number of Rooms required in AEs (Final Output Form - Example)

Total Guest-nights	No. of Overnight Visitors	Average Nights of Stay
584,000	292,000	2.0
Total Room-nights	Total Guest-nights	Average No. of Persons/Room
389,333	584,000	1.5
Room-night need to be provided/available	Total Room-night	Average Occupancy Rate
865,185	389,333	45%
Room-night provided by one person		=356 room-night
No. of Rooms required	Room-night need to be provided/available	Room-night provided by one person
2,370	865,185	365

� ⬛	Target Number of Overnight Visitor set at First
▮	Parameters set by present situation
▮	Calculated No. of AE rooms

(7)   Employment Generation

The number of employment generation depends on the factors of (1) efficiency of the production system, (2) scale of industry/ business and (3) linkage of industries.

It is known in general terms that three to five people are employed for one room of an AE, which includes direct and indirect employment, even within informal and/or non-registered sectors.

Therefore, it can be assumed that at least two direct employments would be generated by one AE room as the national average of the Philippines.   However, local areas have less linkage with related sectors within an LGU.

Table 4-11   Calculation of Total Employment Generation (Example)

Year	2010*	2015	2020	2025
(1) No. of Rooms	1,607	1,701	1,948	2,370
(2) Direct Employment	3,214	3,402	3,896	4,740

* Note: Present number of rooms and the target number of rooms to be filled and calculate (2).

(8)   Compilation of the Results

After computing the number of direct employment, compile all the figures in a table as tentative targets:

Table 4-12   Compilation of Tentative Target Figure for Tourism Development Planning (An Example of Tentative Target)

Description	2010	2015	2020	2025
No. of Overnight Visitors(000')	110	163	240	292
Growth Rate		8.2%	8.0%	4.0%
No. of Rooms	1,607	1,701	1,948	2,370
Av. Occupancy Rate	25%	35%	45%	45%
Av. Nights of Stay	2.0	2.0	2.0	2.0
Direct Employment	3,214	3,402	3,896	4,740

5.   Target Number of Visitor Setting Flow for LGUs - Finalization of Targets

In the former section, we have discussed how to set the tentative targets.   The next step is to finalize the target number of visitors with more macro level conditions in a democratic decision making process.

Figure 4-4   Target Number of Visitor Setting Flow for LGU (2)
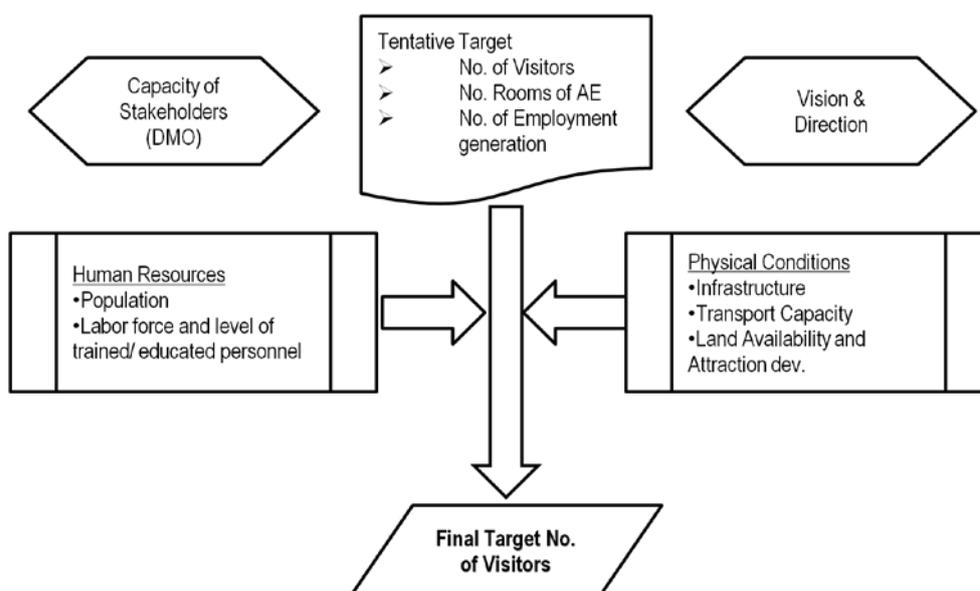
(1)   Discussion among Stakeholders

Figure 4-5   Discussion and Finalization of Targets
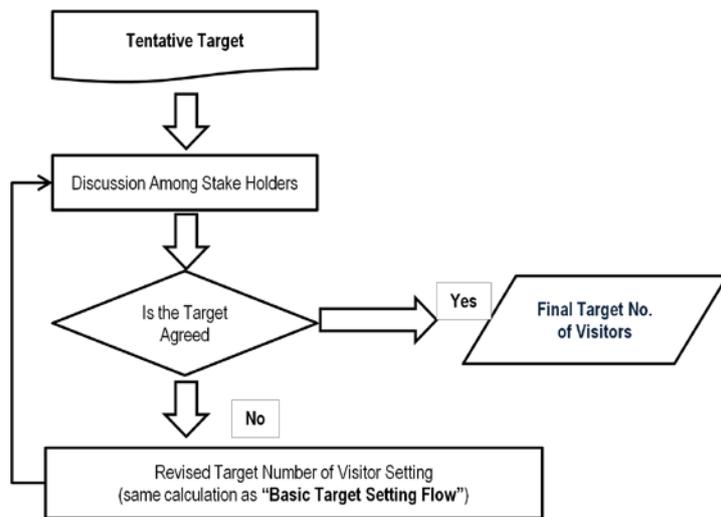
The target calculated is tentative. The tentative targets need to be discussed among stakeholders. If they are agreed that become the final targets which may be submitted to the councils if they were to be approved in your LGUs.

The points of agreement among the stakeholders are for example:

- Does the private sector feel it possible or attainable?
- Does the public investment plan for infrastructure meet future demand/ impacts? (e.g. Transport capacity and Utilities requirement)
- Are there any foreseeable environmental impacts made by the increase of tourists?
- Are there sufficient human resources available in your LGU especially for mid-management   direct employment?
- Does your LGU have sufficient capacity to manage the Target tourism development scale?

Spend sufficient time with stakeholders to discuss issues as noted above, for they understand the current tourism situation of your LGUs.

(2)   Revised Target Number of Visitor Setting to Agree with the Socio-economic and environmental conditions of LGU

Two or more iteration, or successive approximations, would be necessary until agreeable and challenging targets will have been set. Modify the growth rates, and follow the basic target setting flow to calculate the target numbers, again.

Figure 4-6   Revised Target Number of Visitor Setting to Agree with the Socio-economic and environmental conditions of LGU
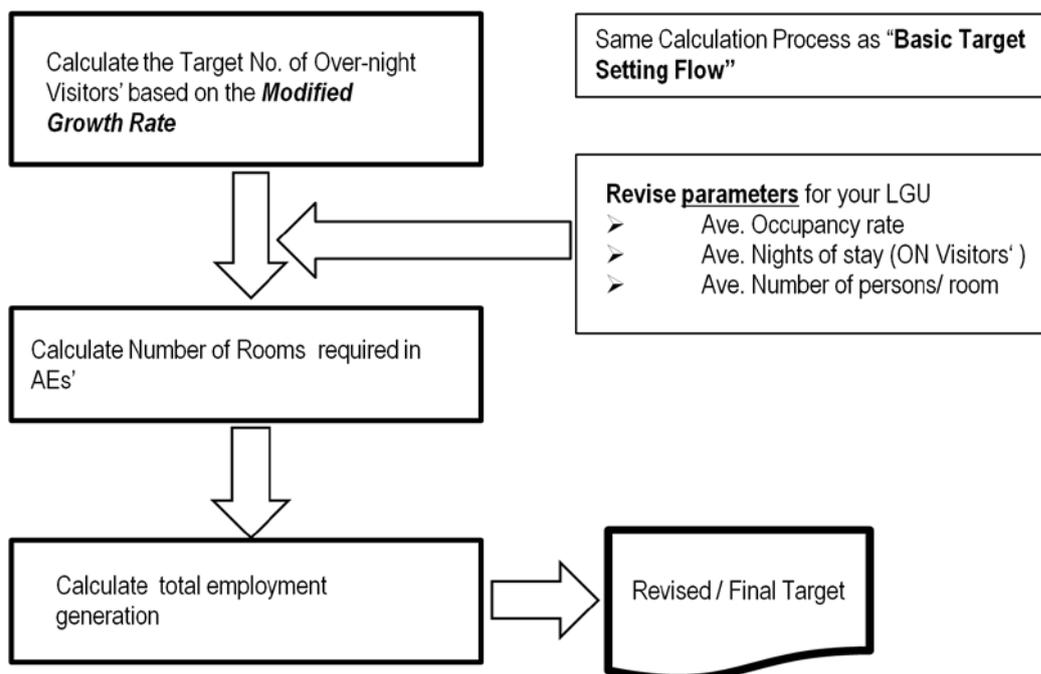
(3)   Key Parameters Consideration

The key parameters are related to visions and directions that are related marketing strategies. There are multiple factors to be considered within the process of target setting.   The following list provides some clues to setting your parameter.

Growth rate of overnight visitors: Is based on the overall socio-economic development goals and strategy. (Preferable investment environment for the private sector and appropriate public investment to meet growth is indispensable.)

Occupancy rate: Seasonality, type of attraction, type of visitors, and marketing & promotion. (Activities are highly seasonal.   The purposes of visit, and location of LGUs are some of the factors that are affected by seasonality.   A holiday-tour-oriented visit purpose leads to a low rate, and business or MICE oriented leads to a high rate.   Proximity to Manila or to other international gateways lead to higher rates.   )

Length of stay: The factors of affecting the length of stay are: Activities and attractions, type of visitors, and type of AEs available.   (Active holiday and resort type lead long, excursions type lead short stay)

Number of persons/ room: The factors of affecting the number of persons per room are types of visitors and activities.   Businesspeople would be for single use; families and MICE types of visitors would be three persons or more; couples or friends are generally two persons.

PART 5   TOURISM DEVELOPMENT PLANNING DIGEST

1.   Purpose

The tourism-development-planning digest summarizes tourism development planning situations of cities and municipalities.   The digest is a communication tool among stakeholders, decision makers, and potential investors.   Prepare and distribute the digest so that all the participants in planning would have the same information before discussion.

2.   Method

The Tourism Development Planning Digest has eight (8) pages.   The sample layout is shown from the figures from 5-1 to 5-8.

The page present conditions and identification of issues are from TDPT Table I; the target setting data come from TDPT Table III; the tourist attraction distribution map comes from TDPT Table III (attachment); the project and program data and information are from TDPT Table III.   With the development concept map and the action plan, the Tourism Development Planning Digest is completed.

Figure 5-1   Cover Page and Page 1 (Example)
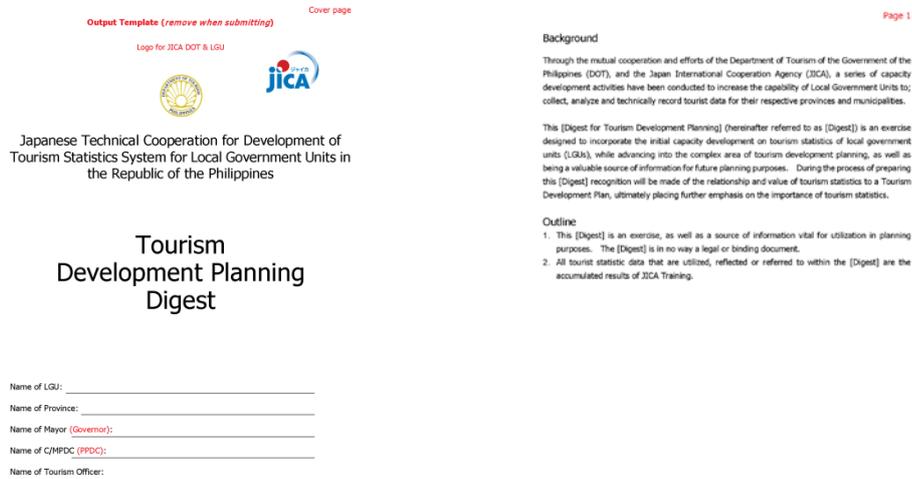
Figure 5-2   Present Condition and Identification of Development Issues (1) (Example)

Present Conditions and Identification of Issues   Page 2

1	Location:	Region: (No.)		Province: (Name)		Location Map
2	Area:				Km²	
3	Land use area composition: (Table I.3)	1) Agriculture			%	
		2) Forest			%	
		3) Urban (settlement) area			%	
		4) Others			%	
4	Population: (Table I.4)	Census (2007 or 2010)			persons	
		Increase ratio since 2000			%	
5	Employment: (Table I.5)	Total			persons	
		a. Primary			%	
		b. Secondary			%	
		c. Tertiary			%	
		(Tourism)			%	
6	Major Industry: (Table I.6)	□Agriculture □Fishery □Service □Tourism □Others				

7	Accessibility: (Table I.11)			Air (port)	Sea (port)
	1) From Manila to the nearest entry point	1) Name of port			
		2) Travel time (hrs)		hrs	hrs
		3) Flights/week		flights	trips
		4) No. of seats/week		seats	seats
	2) From Port to LGU center	1) Distance		km	km
		2) Travel time (minutes)		minutes	minutes
8	Top five (5) tourist attractions	Name	Type(Category)	No. of visitors/year	

	/destinations: (see Tourist Attraction Map and photos) (Table I.8)	1)		
		2)		
		3)		
		4)		
		5)		
9	Estimated no. of over-night visitors (No. of guests check-in) in 2010 (Table I.16 for City/Municipality only)	Total	guests	100 %
		a. Foreign	guests	%
		b. Domestic	guests	%
10	Seasonality: (Table I.13) □Peak, ... Ordinary, _____ Off	Jan / Feb / Mar / Apr / May / Jun / Jul / Aug / Sep / Oct / Nov / Dec		
11	AE's supply data (SAE 1, 2010) (Table I.15)	1) No. of AEs	2) No. of rooms	3) No. of employment
		units	rooms	persons
12	AE's demand data (DAE 4, 2010) (Table I.16)	1) No. of guests check-in		guests
		2) No. of guest-nights		guest-nights
		3) Average length of stay		nights
		4) Average occupancy rate		%
13	No. of visitor arrivals at the main ports of entry: (Table I.12 for Province only)	1) No. of passengers	persons	100 %
		2) No. of visitors	persons	%
		a. Foreign over-night visitors	persons	%
		b. Domestic over-night visitors	persons	%
		c. Foreign same-day visitors	persons	%
		d. Domestic same-day visitors	persons	%
14	Visitor profile: (Table I.14) (describe the characteristics of the visitors of the LGU)	● Who are your visitors? (domestic-region/foreign-country, age, sex) ● Which market segments? (Accompany/ group, purpose, activity)		(Pie chart)
15	Tourism service industry (No. of establishments) (Table I.17)	1) Tour operator	units	
		2) Travel agent	units	
		3) Guide	persons	
		4) Souvenir shop	units	
		5) Handicraft shop	units	

Figure 5-3   Present Condition and Identification of Development Issues (2) (Example)

18	Conservation of attractions (Major on-going policy measures): (Table I.9)	1)
		2)
		3)
		4)
		5)

Description
(Delete when submitting)
Prepare a composition that describes the tourism environment, tourist attractions, characteristics of visitors, etc. (Extraction from SWOT is option)

....
....
....
....
....
....

Tourist Attractions Map (Table I Attachment)

Place 3 to 5 Tourist attraction photos such as festivals, beaches, structures, underwater marine, waterfalls, wildlife, etc.

Figure 5-4   Formulation of Development Frame and Strategy (1) (Example)

Formulation of Development Frame and Strategy   Page 4

	Policy level	Direction, policy, strategy related to tourism sector
1	National Source; DOT, NEDA (Table II 1))	
2	Regional Source; DOT, NEDA (Table II 2))	
3	Local Source; PPFP, CLUP (Table II 3))	

		Year	2010 (or 2007)	2015	2020	2025
4	Population (Table II 4))	persons				
		(growth rate)	%	%	%	%
5	Employment (Table II 4))	persons				
		(growth rate)	%	%	%	%

6	Development Direction (see Diagram) (Table II 4))	Vision	(description)
		Mission	(description)
		Goal	(description)
		Image	(description)

		Year	2010	2015	2020	2025
7	Target Setting (see Chart) (Table III Development Target (1)-(5))	1) No. of over-night visitors	persons	persons	persons	persons
		(growth rate)	%	%	%	%
		2) No. of AE rooms	rooms	rooms	rooms	rooms
		(growth rate)	%	%	%	%
		3) Average occupancy rate	%	%	%	%
		(growth rate)	%	%	%	%
		4) Average length of stay	nights	nights	nights	nights
		(growth rate)	%	%	%	%
		5) Direct employment	persons	persons	persons	persons
		(growth rate)	%	%	%	%
8	1) Target Markets (Table III Target Market 1)	● Who are your visitors? (domestic-region/foreign-country, age, sex)	(select your target markets and describe the characteristics of the target visitors)			
	2) Marketing Segments (Table III Market Segments 2)	● Which market segments? (Accompany/ group, purpose, activity)	(select your target markets and describe the characteristics of the target market segments)			

9	Tourist Sites (by City or Municipality only) (see Tourist Site Map and Photos) (Table III Attachments)	Name	Major attractions/ development direction
		1)	
		2)	
		3)	
		4)	
		5)	

Figure 5-5   Formulation of Development Frame and Strategy (2) (Example)
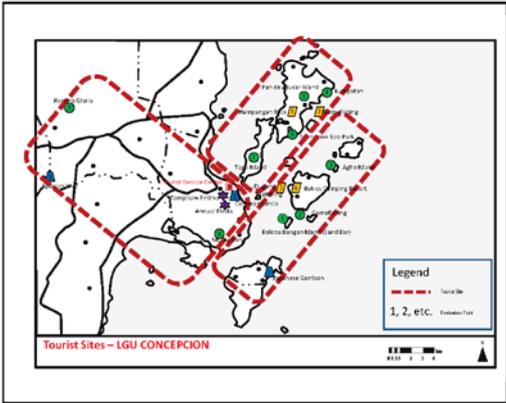
Figure 5-6   On-going and Proposed Projects and Programs (1) (Example)

Table A: On-going and Proposed Projects and Programs   Page 6

Table A-1: On-going and Planned Projects and Programs

No	Name	Profile	Location (*1)	Stage (*2)	Period (*3)	Dev. Body (*4)	Cost (*5) (in million PHP)	Beneficiari es or users (*6)	Remarks
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

Table A-2: Potential and Proposed Projects and Programs

No	Name	Profile	Location (*1)	Stage (*2)	Period (*3)	Dev. Body (*4)	Cost (*5)	Beneficiari es or users (*6)	Remarks
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

Note;   (*1) Barabgay name and show on the Concept Map (Project Location Map)
(*2) A) Under operation, B) Under construction, C) Already approved and financed, D) Under designing or planning for Table A-1, and E) Just idea for Table A-2
(*3) Period to achieve the target
(*4) Public (Central, Province, LGU), Private, NGO, etc.
(*5) Actual or estimated cost of the implementation of the project/program
(*6) Actual or estimated number of beneficiaries or expected number of users/visitors

Figure 5-7   On-going and Proposed Projects and Programs (2) (Example)
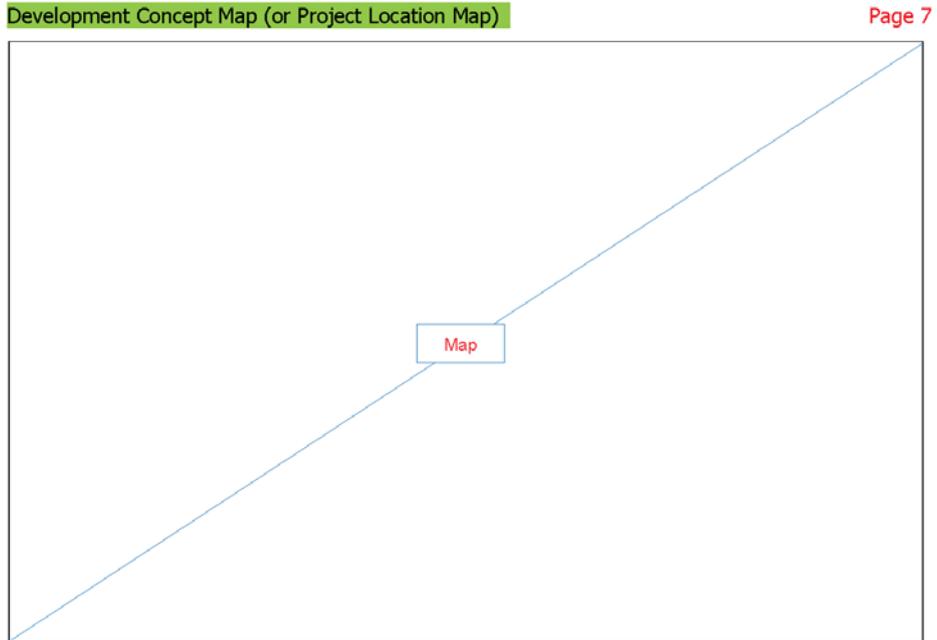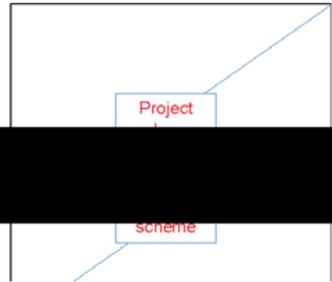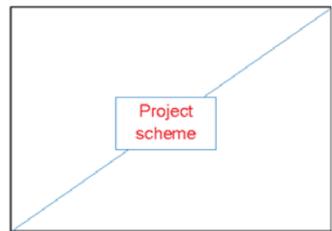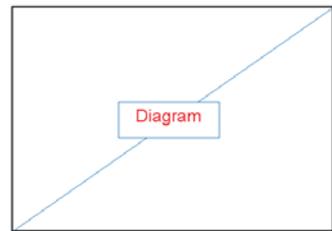
Figure 5-8   Tourism Development Planning Digest: Page 8 and Back Cover (Example)
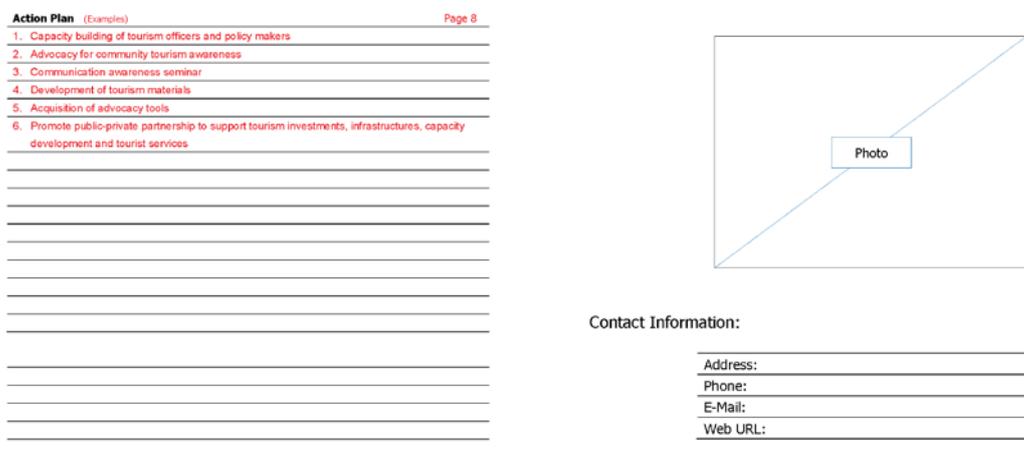
Table 5-1   Examples of Project/Programs

No.	Projects/programs
1	Airport, seaport, road, water supply, other infrastructures
2	Parking area, signboard, tourist map, toilet in the tourist areas (Improvement of tourist sites)
3	Promotion of private investment such as hotel/ resort/ commercial/ theme park development
4	Promotion of CBT and/or eco-, agro-tourism project
5	Promotion to potential tourists (website, pamphlet, trade fair, etc.)
6	Promotion to potential investors (brochure, investment guide)
7	Promotion of MICE (Meeting, Incentive, Conference, Events)
8	Landscape/townscape control, zoning regulation, tourism code
9	Waste management campaign
10	Development and promotion of souvenir, handicraft
11	Human Resource Development
12	Institutional and organizational improvement
13	Implementation of basic and/or visitor surveys

3.   Distribution and Revision

For small municipalities, the document printing capacity may be limited.   If this was the case, prepare a .pdf file using Adobe Acrobat or equivalent.   Distribute the soft copy to stakeholders, decision makers, and potential investors.   If your city or municipality has a web site, upload the file so that those who are interested in tourism planning would be able to download and examine the tourism development situation in your LGU.

Revise the digest periodically.   Socio-economic data and planning information shall be updated as the census data and planning information will be updated.   Write the date or year of the issuance of the digest so that readers would know that what they have is the latest version.

PART 6   THE TABLES

The Tables are categorized into three: Table I, Table II and Table III.   The Table I is about current situations; Table II is mainly on targeting; Table III is on projects and programs.

1.   Table I

There are 20 items in Table I. The items from 1 to 7 are on socio-economic data.   The item 7 to 10 are about tourist attractions.   The items from 11 to 14 are about visitors.   The items on 15 and 16 are data from AEs.   18 and 19 are on marketing, investment and promotion.

Table 6-1   Definitions and Implications of Present Conditions TDPT Table I

No	Item	Implications for Tourism Development Planning	Data Source
1	Name of LGU		
2	Location	Emphasize its geographic advantage using the data of time and distance from the entry points to your area Showing the location map will be convinced.	General guide of LGU Google map
3	Land Use (Existing and Proposed Land use Map to be attached if available)	Tourism development and land use should have consistency with the proposed land use plan. Conservation and protection areas are important factors for both development and conservation of tourism products.	CLUP/PPFP
4	Population	The population growth rates in the past will be one of the indicators for the assumption of economic growth as well as the number of arrivals and employment in the future.	Census and other statistical data CLUP/PPFP
5	Employment	The employment growth rates will be also useful for the forecasting of the regional economy and tourism economy	Economic report SAE-2 CLUP/PPFP
6	Major Industry	Positioning of the tourism sector in the whole sector is important to understand the role of tourism industry. The tourism is multi - sectored industry. The main economic activity can be a component of tourism attraction.	Economic report CLUP/PPFP
7	GDP/ GRDP (if available)	The growth rate of GDP is used for the economic growth rate. The growth rate of the GDP and/or GDP per capita in the past will be one of the important indicators for the assumption of economic growth as well as tourist arrivals and employment in the future. The role of tourism sector for economic development will be assessed.	Economic report CLUP/PPFP
8	Major Tourist Attractions/ Destinations	One of the most important items for tourism development Completion of the inventory of tourist attractions is one of the outputs of ATST-II. The number of the visitors and/or tourist expenditure/ income is important for the assessment of the tourist attractions. The rarity, accessibility and other criteria for assessing the existing tourist attractions are explained in the lecture.	Inventory of Tourist Attractions (ATST-II)

No	Item	Implications for Tourism Development Planning	Data Source
9	Conservation of tourism attractions/ Destinations	Assessment of past and current strategies and activities Any significant problems on the conservation and maintenance of the historical, cultural and natural tourist attractions? Any countermeasure has been made?	DENR CLUP/PPFP
10	Historical Background of the tourism attractions (Describe about above mentioned <u>major</u> tourist attractions/ destinations)	Legend, old tale and tradition about the tourist attractions and your area will be important for the complement of attractiveness of the tourist products.	Historical report CLUP/PPFP
11	Access from Manila (International Gateway and largest city in the nation) to the entry points of the island/ province	Time for travelling, frequency, and capacity are also important for the tour producer, tour-agent, and carrying capacity study. Manila is the largest gateway for international tourists, and at the same time the largest-domestic-tourist-generating place. Manila is the hub for both international and domestic tourists.	Transportation companies
12	Visitor Arrivals at Major entry points (Air/ Sea ports)	Changes over years (growth rates) will be key indicator for the assumptions of the number visitors in the future. The number of visitor arrival is the one of the most important figures for target setting and strategy formulation.	Interview Survey in ATST-II and other available data
13	Seasonality	Generally, a calendar year is divided into following seasons: On season (peak); Off season (off-peak); and Regular/ordinary season. The data will be used as the input data for marketing and promotion strategy formulation, and facilities development planning.	Any survey data
14	Visitor Profile (simple tabulation with chart of each question on QN survey should be prepared as attachment)	To understand "Who are the guests?" Those data provide the basis for formulating the marketing and promotion strategy and program, such as setting of target and priority markets.	Questionnaire Survey in ATST-II and other available data
15	Number of AE's	This data is a base for demand estimation tourist distribution and capacity estimation. Future-tourism-facility-development plans, especially for AE's are estimated based on the existing number of AEs and estimated future visitor arrivals.	BTST Basic Data (SAE-1)
16	AE Demand Data (Information to be compiled based on the collected data in DAE-4.)	Tourist activities and AEs demand will be estimated based on the actual activities at present and future potential. This data provide the one of the most important base data for planning especially for overnight visitors. Knowing the number and activities of the overnight visitors are one of the key elements for the tourism planning, because an overnight visitor spends 3 to 4 times than that of a same-day visitor.	BTST Basic Data (DAE-4)
17	Tourism Service Industries (List to be compiled	Tourism activities are composed or supported by various sectors and services. Tourism service industries are important for visitors. Levels of services provided is an	Business license and directory

No	Item	Implications for Tourism Development Planning	Data Source
	based on the business registrations)	important factor for tourism development. Future tourism development and visitor-volume increase will lead to expansion of these industries and increase of employment.	
18	Marketing and Promotion of Visitors	What is your database for market research? Assessment of the past and current strategies and activities Further considerations on Tourist Flow are explained in the lecture.	Interview and Questionnaire Survey in ATST-II and other available data
19	Investment Promotion	Assessment of the past and current strategies and activities	Investment Board
20	Infrastructure (Maps showing location, network or service areas to be attached)	Generally tourism cannot promoted without basic infrastructure especially, transportation and water supply. Transport is a key for travel, and water supply is the most essential for any tourist service facilities. AEs and restaurants cannot exist without water. Other utilities and services are important not only for visitors but also for tourism service industries. Future tourism development should be coordinated with existing infrastructure and future infrastructure development plans. Types of tourism development largely depend on the service level of these infrastructures.	CLUP/PPFP LGU Infrastructure Department DPWH Water district Elect. company

With the items of situational analysis, figures and maps need to be available and ready to be presented to stakeholders and decision makers.

Table 6-2   TDPT Table I (Blank Example) No. 1 to No. 4

No.	Item	Description / Data / Indicators
1	Name of LGU	
2	Location	Region: Province: Municipality: Neighboring LGUs/ Provinces/ Island: <descriptions>
3	Land Use (Existing and Proposed **Land use Map** to be attached if available)	Total area (Hectare): Land use area by type: (Hectare) Forest Agriculture Settlement (urban/ rural residential area) Zones specified for tourism use Others

4	Population	Total Population:
		    Male population:
		    Female population:
		Economically active population (ages 15 to 64 years old)

Table 6-3   TDPT Table I (Blank Example) Continued No. 5 to No. 8

No.	Item	Description / Data / Indicators
5	Employment	Total employment: 　Primary sector (Agriculture, Fishery, Mining): 　Secondary sector (Industries): 　Tertiary sector (Services): <Employment in Tourism sector (if known):
6	Major Industry	What is the major economic (production) activities in your LGU or Province: 　Historical change on tourism sector (if notable change observed):
7	GDP/ GRDP (if data available)	Composition and production by sector 　Total GDP: (year of　　　　　　　): 　Primary sector: 　Secondary sector: 　Tertiary (service) sector: 　Growth rate in the past (5 years)
8	<u>Major</u> Tourist Attractions/ Destinations *2)	Attractions or destinations which characterize your LGU most? List one(1) to five (5) Attractions/ destinations <see attachment: **Inventory of Tourism Attractions**>
9	Conservation of tourism attractions/ Destinations	Conservation activities has been implemented: <land use control, regulatory measures, financial support, etc.>
10	Historical Background of the tourism attractions (Describe about above mentioned <u>major</u> tourist attractions/ destinations)	- Historical attraction(s): - Cultural attraction(s): - Natural attraction(s):

Table 6-4   TDPT Table I (Blank Example) Continued No. 11 to No. 13

No.	Item	Description / Data / Indicators
11	Access from Manila (International Gateway and largest city in the nation) to the entry points of the island/ province	Available transport routes; - Air: flight time, number of flight per week, number of seats available in a week. - Sea: travel time number of ships per week, number of seats available in a week. Land: means, time of travel, frequency or availability of public transport from the entry point and from Manila to your LGU
12	Visitor Arrivals at Major entry points (Air/ Sea ports)	Total number of visitors by season, and by year in conjunction with characteristics of visitors (foreign, domestic, and overnight visitor) to be presented in the attached sheets or map. **(results of visitor interview survey by province)** Annual change in the past (if available) PLEASE SEE ATTACH FILE
13	Seasonality	Number of visitors by seasons (High season: , Low season: ,Average:) Characteristics of visitors by season (foreign/ domestic, leisure/ business/ VFR, family/ alone, etc.) Major reasons of fluctuation

Table 6-5   TDPT Table I (Blank Example) Continued No. 14 to No. 16

No.	Item	Description / Data / Indicators
14	Visitor Profile (Simple tabulation with chart of each question on **QN survey** should be prepared as attachment.)	Based on the **QN survey results**, followings to be answered: Who are your tourists/visitors? - domestic/foreign - age - sex - Where they come from? When they visit? - peak & low seasons for domestic/foreign tourists Why do they visit? - Business - VFR - leisure/vacation Where do they stay? - AE price range What do they do (activities)? Is there an area or tourist attraction/facility that is **not** being visited?
15	Number of AEs	The supply data to be compiled and attached herewith: Total number of rooms available by size of AE: Large (60and more rooms): Medium (20 – 59 rooms): Small (19 and less rooms): Total Number of AE: (number of rooms by type are shown in attached **SAE-2**)
16	AE Demand Data (Information to be compiled based on the collected data in **DAE-3.**)	The demand data to be compiled and attached herewith: Total number of overnight visitors to AEs; Total guest-nights generated by the visitors; Average nights of stay; Average occupancy rate by month or season; Foreign visitors' characteristics: (country of residence, when they come, number of foreign visitors, etc.)

Table 6-6   TDPT Table I (Blank Example) Continued No. 17 and No. 18

No.	Item	Description / Data / Indicators
17	Tourism Service Industries (A list to be compiled based on the business registrations)	Listing of information about; - Tour operators - Tourist agents - Guides - Souvenir shop - Restaurant, The list should include business name, major activities and specialty, contact person, website, telephone, email, etc.
18	Marketing and Promotion of Visitors	How did/do you promote your products and the experiences** to potential visitors?
		Advertise in visitor guides or local newspapers - When do you advertise (the months)? - How long do you advertise (one month, two months, etc.) ? - How often do you advertise? - Do you advertise independently or tie-up with another destination, major hotel/resort, or company - What do you advertise? Place brochures in airports, seaports, and/or hotels - Where else do you place your promotion material? - Travel agents - Brochures to foreign visitors, how do they get them? - How often are they updated, or reprinted? Do you have a website/blog for your destination? - How often is it updated, by whom? - Linkages to special interest groups (e.g. diving, etc.) - What is the main theme (environment, attractions, foods, wildlife, special tours, traditional lifestyle/crafts, holidays/celebrations, sports events) ? - What are your sub-themes (local businesses, AEs, restaurants, souvenir shops, spas/massage facilities) - Is your contact point active (email interaction) ? - Do you have a laptop or PC dedicated for tourism? FAM tours for journalists or travel agents - How often? - How many? - What is the results (article coverage or new business) ? - Do you follow-up? - What is their feedback (opinions, comments) ? - Do your stakeholders know about these FAM tours? Note; ** restaurant, café, theater, gallery, walking trail, retailer, market, music venue, pub/bar, park, etc.)

Table 6-7   TDPT Table I (Blank Example) Continued No. 19 and No. 20

No.	Item	Description / Data / Indicators
19	Investment Promotion	How did/do you promote your attractions to the potential investors? - Advertise in magazine and paper - Put investor's guide in business scene - What material do you present investors? - Own website - Any trade fair for the potential investors? - Any incentives for investors?
20	Infrastructure (**Maps showing location, network or service areas** to be attached) *8)	Following data/ information to be listed and mapped and attached to this table Airport: - Name of airport - Runway length or capable aircraft type - Passenger terminal capacity/ size - Any problems/ constraints on existing facilities? - Future Plan (New/ expansion/ improvement) Seaport: - Name of seaport - Number of piers or wharfs for passenger vessels - Passenger terminal capacity - Any problems/ constraints on existing facilities - Future Plan (New/ expansion/ improvement) Road: (by classification of National, Provincial, Municipal road) - Total length of road network in LGU/ Province by classification - Total length of paved road by classification - Map of Road Network by classification - Any problems/ constraints on existing facilities? - Future Plan (New/ expansion/ improvement) Water supply: - Name of water supply company/ organization - Location of water treatment plants and capacity - Any problems/ constraints on existing facilities? - Future Plan (New/ expansion/ improvement) Sewerage system - Name of company/ organization - Location of sewerage treatment plants and capacity - Any problems/ constraints on existing facilities? - Future Plan (New/ expansion/ improvement) Power Supply (Electricity): - Name of Power Supply Company/ Organization - Location of Power Plant and Generating capacity - Service area or main power supply line location - Any problems/ constraints on existing facilities? - Future Plan (New/ expansion/ improvement) Telecommunication: - Name of telecommunication company - Service area coverage - Any problems/ constraints on existing facilities? - Future Plan (New/ expansion/ improvement)

Table 6-8   Attachment to TDPT Table I

No.	Item
1	Results of Visitor Interview Survey by province
2	Existing and Proposed Land use Map
3	Inventory of Tourism Attractions (Mapping)
4	QN survey results (simple tabulation with chart of each question on QN survey)
5	Number of rooms by type (SAE-2)
6	Overnight Visitor survey results (DAE-3)
7	List Tourism Service Industries
8	Maps showing location, network or service areas of infrastructures (Airport, Ports, Roads, Water supply, Sewerage system, Power supply and Telecommunication)

2.   Table II

(1)   National / Regional, Provincial and Municipality Development Planning Policy at Present

TDPT Table II.1 is to be completed to summarize the national, regional and local policies related to tourism development.

Table 6-9   TDPT Table II.1   National / Regional, Provincial and Municipality Development Planning Policy at Present (Blank Example)

No	Policy Level	Vision and/or direction (slogan/catchwords)	Tourism development policy in the national and regional development policy/strategy
1)	National (DOT/NEDA)		
2)	(Regional: NEDA)		
3)	CLUP policy		

(2)   Targeted Socio-economic Indicators

Targeted socio-economic indicators--Population, GDP (total, by sector, and the tourism sector), employment (total and by sector and the tourism sector targets)--can be summarized in a form like Table 6-10.

Table 6-10   TDPT Table II.2   Targeted Socio-Economic Indicators (Blank Example)

No	Policy Level	Population		Economic Indicators (peso, year)	Employment in the Tourism Sector (persons, year)	
		Current (Year)	Projection (Year)		Current (year)	Target (year)
1)	National (DOT/NEDA)			GDP: (in Year _____)		
2)	(Regional: NEDA)			GRDP: (in Year _____)		
3)	CLUP policy					

(3)   Tourism Development Vision and /or Direction of Your Province/LGU

Table II.2 is the results of the discussion among the stakeholders based on the evaluation of (1) Attractions, (2) Market and (3) Facilities.   The result of the SWOT analysis table should be attached to Table II.2.

Table 6-11   TDPT Table II.3   Tourism Development Vision and /or Direction of Your City, Municipality, Province (Blank Example)

1)	Development Vision	Development vision			
		Development mission			
2)	Development Direction (if available or established)	Development Direction			
		Development Goal			
		Development Images (graphic presentation of development directions)	Attach printed or soft-copy of graphic presentation of your development directions		
3)	Development Indicators	National, regional and/or local target setting regarding no. of tourists, guests, guest-nights, occupancy rate, employment	National	Tourist	
				Guest	
				Guest-night	
				Occupancy rates	
				Employment	
			Regional	Tourist	
				Guest	
				Guest-night	
				Occupancy rates	
				Employment	
			Local	Tourist	
				Guest	
				Guest-night	
				Occupancy rates	
				Employment	

Targeting is explained in Part 4 Target Setting.   To summarized the results of targeting TDPT Table II.2 can be used.

3. Table III

Table 6-12   TDPT Table III.1 Targeting (Blank)

TDPT Table II_Target						
Name of Province:				Name of City/ Municipality:		
Development Target and Parameters Set						
Year	2010	2015	2020	2025	Descriptions (Special consideration, attention and discussions have been made)	
(1) Number of Over-night visitor						
Growth rate						
(if possible share of Foreign Travelers by percentage)						
Year	2010	2015	2020	2025	Type of rooms to be increased, and location togather with land and infrastructure availability	
(2) Number of Rooms in AE						
Increment (rooms)	<in 5years>					
Year	2010	2015	2020	2025	Strategy, measures to be taken for future improvement	
(3) Average Occupancy Rate						
Increment (%)	<in 5years>					
Year	2010	2015	2020	2025	if change (increase or decrease) what is your consideration and strategy/ measures	
(4)Average Nights of Stay						
Increment (nights)	<in 5years>					
Year	2010	2015	2020	2025	Human resource development target or training policy	
(4) Direct Employment						
Increment (nights)	<in 5years>					

Part 2.5 covered basic concepts on marketing. TDPT Table II.4 can be used to summarize the marketing and promotion targets. The visitor profile derived from the questionnaire survey can be used to set the target market tentatively.

Table 6-13   TDPT Table III 2   Marketing and Promotion (Blank Example)

Name of Province:			Name of City/Municipality:		
Marketing & Promotion Targets					
1. **List Your Future Targets**					
By region (s), country (ies), demographics					
Domestic	Demographics		International	Demographics	
* **Utilize your Questionnaire Survey as reference**					
The rationale, or justify why these are your targets			The rationale, or justify why these are your targets		
2. **Market Segmentation**			2a. **Method & Messages**		
What market segmentation (s) are you going to appeal to?			What methods and messages are you going to utilize?		

TDPT Table III is to summarize projects and programs.   TDPT Table III.1 is the list of on-going and planned projects and programs.   TDPT Table III.2 is the list of potential projects and programs.

Table 6-14   TDPT Table III.3   List of On-going and Planned Projects/Programs (Blank Example)

No.	Name	Profile	Location (*1)	Stage (*2)	Period	Dev. Body	Cost	Beneficiaries (or Users)	Remarks
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

Table 6-15   TDPT Table III.4   List of Potential Projects/Programs (Blank Example)

No.	Name	Profile	Location (*1)	Stage (*2)	Period (*3)	Dev. Body (*4)	Cost (*5)	Beneficiaries or Users (*6)	Remarks
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
Note:	(*1) show on the Cencept Map								
	(*2) A) Under operation, B) Under construction, C) Already approved and financed, D) Under designing or planning, E) Just idea								
	(*3) Period to achieve the target								
	(*4) Public (Central, Province, LGU), Private, NGO, etc.								
	(*5) Actual or estimated cost of the implementation of the project/program								
	(*6) Actual or estimated number of beneficiaries or expected number of users								

Attachments to TDPT Table III are as follows:

1   Map of Attraction Distribution (Map of PowerPoint file)
2   Map of Tourist Site Distribution (Map on PowerPoint file)