

JICA Technical Cooperation for
Development of Tourism Statistics System for Local
Government Units

Selected Digests

Capiz Province

Puerto Princesa City

San Jose de Buena Vista

16th -17th February 2012

National Tourism Statistics Conference



Japanese Technical Cooperation for Development of
Tourism Statistics System for Local Government Units in
the Republic of the Philippines

Tourism Development Planning Digest

Name of Province: CAPIZ

Name of Governor: GOV. VICTOR A. TANCO

Name of PDO: MR. ANTONIO ASIS

Name of Tourism Officer: MR. ALPHONSUS D. TESORO

Background

Through the mutual cooperation and efforts of the Department of Tourism of the Government of the Philippines (DOT), and the Japan International Cooperation Agency (JICA), a series of capacity development activities have been conducted to increase the capability of Local Government Units to; collect, analyze and technically record tourist data for their respective provinces and municipalities.

This [Digest for Tourism Development Planning] (hereinafter referred to as [Digest]) is an exercise designed to incorporate the initial capacity development on tourism statistics of local government units (LGUs), while advancing into the complex area of tourism development planning, as well as being a valuable source of information for future planning purposes. During the process of preparing this [Digest] recognition will be made of the relationship and value of tourism statistics to a Tourism Development Plan, ultimately placing further emphasis on the importance of tourism statistics.

Outline

1. This [Digest] is an exercise, as well as a source of information vital for utilization in planning purposes. The [Digest] is in no way a legal or binding document.
2. All tourist statistic data that are utilized, reflected or referred to within the [Digest] are the accumulated results of JICA Training.

Present Conditions and Identification of Issues

1	Location:	Region: VI	Province: CAPIZ	Location Map
2	Area		2,633.2 Km ²	
3	Land use area composition:	1) Agriculture and Fishery	61.05%	
		2) Forest	34.11%	
		3) Urban (settlement) area	556.33 km ² or 21%	
		4) Others	4.48%	
4	Population:	Census (2007)	701, 664persons	
		Increase ratio since 2000	.97%/year	
5	Employment:	Total	persons	
		a. Primary	%	
		b. Secondary	%	
		c. Tertiary	%	
6	Major Economic Activities:	<div> <div></div> Livestock/Poultry <div></div> Agriculture <div></div> Fishery </div>		

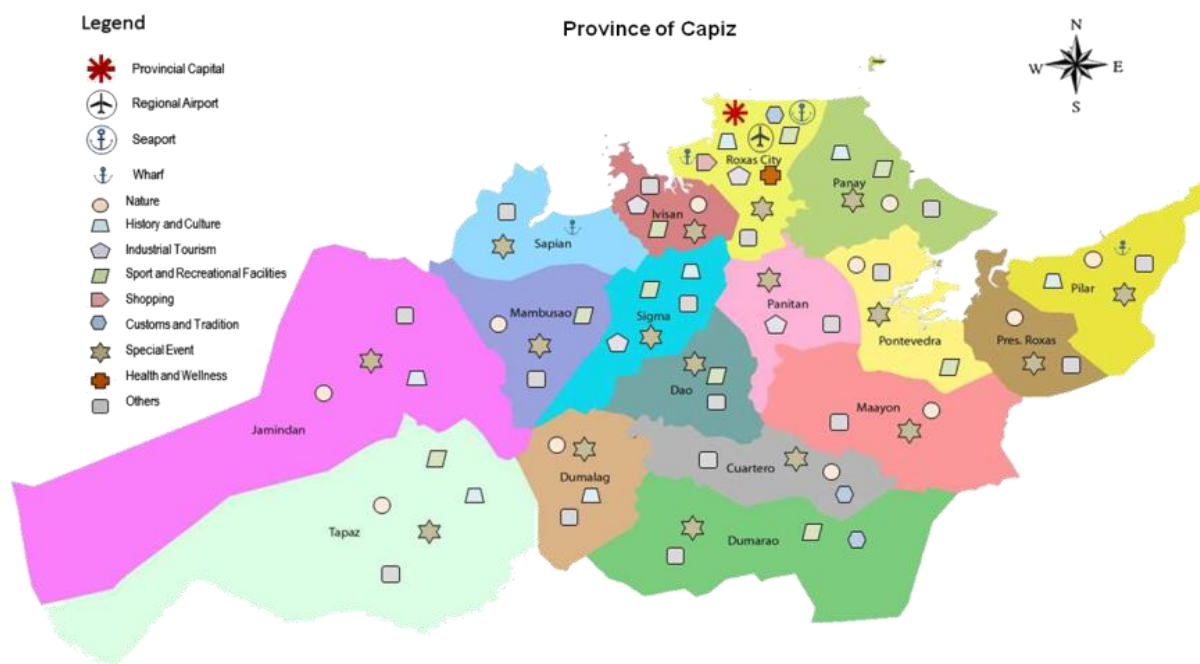
7	Accessibility:	Air (port)		Sea (port)	
	1) From Manila to the nearest entry point (2011)	1) Name of port	Roxas Airport	Culasi - Roxas City Seaport	
		2) Travel time (hrs)	.75 hrs	16 hrs	
		3) Flights/week	19 flights	2 Trips	
		4) No. of seats/week	3125 seats	1448 Seats	
	2) From Port to LGU center	1) Distance	3 km	4 km	
		2) Travel time (minutes)	5 minutes	10 minutes	
8	Top five (5) tourist attractions /destinations: (see Tourist Attraction Map and photos)	Name	Type (Category)	No. of visitors/ year	
		1. Baybay Beach	408- Beach for Sea Bathing	90,752	
		2) Suhot Cave&Spring	107- Cave/409- Pool and Spring	37,932	
		3) Agtalin Pilgrimage Site	902 – Religious Shrine	36,139	
		4) Lolet's Eco-Park	413 – Resort Complex	14,974	
		5) Panay Church, Bell and Museum	202- Cathedral & Church/ 205- Museum		
9	Estimated no. of over-night visitors (hotel guests) (for City or Municipality only)	Total	Guests	100	%
		a. Foreign	Guests		%
		b. Domestic	Guests		%
10	Seasonality:	Peak: March/April/ May/ November/ December Ordinary: June/ July/ October Low: January/ February/ August/ September			
	AE's supply data (SAE 1, 2010)	1) No. of AE's	2) No. of Rooms	3) No. of Employment	
		52 units	780 rooms	294 persons	
12	AE's demand data (DAE 4, 2010)	1) No. of guests check-in	69,192 guests		
		2) No. of guest-nights	90, 657 guest-nights		
		3) Average length of stay	1.31 nights		
		4) Average occupancy rate	42.72 %		
13	No. of visitor arrivals at the main ports of entry:	1) No. of passengers	110,256persons	100	%
		2) No. of visitors	36,370 persons		%
		a. Foreign over-night visitors	2,794 persons		%
		b. Domestic over-night visitors	33,576 persons		%
		c. Foreign same-day visitors	- Persons		%
		d. Domestic same-day visitors	- Persons		%
14	Visitor profile:	<ul style="list-style-type: none"> Who are your visitors (domestic/foreign, age, sex) Country/ region of residence Accompany/ group Purpose Activity 	(Pie chart) (See attachment1 – Visitor Profile)		
15	Tourism service industry (No. of establishments)	1) Tour operator	2 units		
		2) Travel agent	7units		
		3) Guide (DOT Accredited) (Community Guide)	2 persons 35 persons		

		4) Souvenir shop/ Handicraft shop	29 units	
		5) Restaurant	41 units	
16	Availability and experiences of promotion activities	1) Brochure/ pamphlet <input type="checkbox"/> Yes <input type="checkbox"/> No	2) Website <input type="checkbox"/> Yes <input type="checkbox"/> No	3) FAM <input type="checkbox"/> Yes <input type="checkbox"/> No
17	Promotion activities for investors	1) Brochure/pamphlet <input type="checkbox"/> Yes <input type="checkbox"/> No	2) Website <input type="checkbox"/> Yes <input type="checkbox"/> No	3) Trade fair <input type="checkbox"/> Yes <input type="checkbox"/> No
18	Conservation of attractions (Major on-going policy measures)	<p>Ord. No. 02 -s- 2003 (An ordinance declaring April 15 of every year as the foundation day of the Province of Capiz.)</p> <p>Res. 019 –s- 2003 – declaring February 15 of each year as Jovita Fuentes Cultural Day</p> <p>Res. 014- s-2008 – Declaring the month of February of every year as Provincial Arts Month</p> <p>Res. No. 143-s-2008 Declaring the last week of September of every year as Provincial Tourism Week</p> <p>Res. No. 056 –s-2008 - Panay as Heritage Capital of Capiz</p> <p>Ord. No. 01-s- 2009 - Naming the celebration of the Province Charter Anniversary every April 15 as “CAPIZTAHAN” institutionalizing its yearly holding and for other purpose.</p> <p>Ongoing cultural mapping, assessment and inventory of tourist attractions (Executive and Legislative Agenda)</p> <p>Res. No. 067 –s-2010 declaring the month of October as Provincial Indigenous Peoples Month</p> <p>Ord. No. 7- an ordinance enacting the Environmental code of the Province Res . No. 172 –s-2011 Declaring Sta. Monica church and Panay bell as major attractions</p> <p>Res. No. 173-s-2011 – A resolution urging the Local Government Units in the Province of Capiz to establish their respective Local Tourism Council.</p> <p>Res. No. 161-s- 2011 – A Resolution supporting the Department of Tourism in its pursuit of enforcing a system of Mandatory Accreditation for Primary enterprises and voluntary accreditation of secondary tourism establishment.</p>		

Tourism was successfully promoted as a field of investment in Capiz. Today, it has become the fastest growing industry. With the rapid rise in the number of tourist arrival, new AEs mushroomed in areas with high tourism potential, facilities and services were upgraded and program on government-private partnership was strengthened.

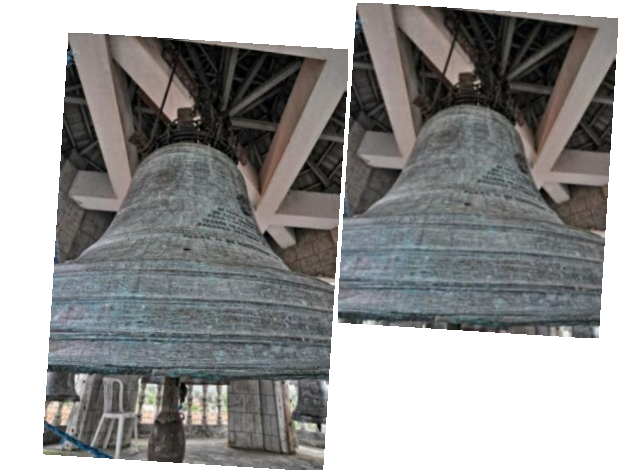
The Provincial Government's vision-pillar "Eco-Cultural Tourism Hub in Central Philippines" is a significant tool in sustainable development as it also advocates protection and conservation of cultural heritage, cultural expressions and natural resources, the base from which the eco-cultural tourism industry thrives. Eco-Cultural Tourism seeks to put in place mechanisms that are culturally- and socially-equitable, environmentally-sustainable and economically viable in order to bring about development in the Province that would redound to the benefit of locally communities, especially the poor and marginalized sectors of society.

Tourist Attractions Map





Seafoods stalls in
Baybay Beach Area



Panay Church & Bell, Panay, Capiz



Museo de Santa Monica, Panay,



Agtalin Shrine, Pilar, Capiz



Suhot Cave & Spring, Dumalag, Capiz

Formulation of Development Frame and Strategy

	Policy level	Direction, policy, strategy related to tourism sector
1	National Source; DOT, NEDA	The Department of Tourism aims to improve accessibility of travel destinations, make tourism products better and more affordable, promote a culture of tourism among local residents, and increase recognition of tourism as an effective and efficient tool towards socio-economic development of the Philippines.
2	Regional Source; DOT, NEDA	The Department of Tourism aims to improve accessibility of travel destinations, make tourism products better and more affordable, promote a culture of tourism among local residents, and increase recognition of tourism as an effective and efficient tool towards socio-economic development of the Philippines.
3	Local Source; PDPFP, CLUP	As the province is endowed with natural and man-made and historical sceneries potential for eco-tourism, the province in partnership with private entities and municipal LGUs, and in line with local and national policies and programs for tourism development, will continually pursue the enhancement and development of the tourism sector by formulating and implementing tourism related activities and facilities, and other necessary support programs and projects. Also, friendly local policies and ordinances that will give investors investment incentives in many areas potential for eco-tourism development and maintenance of peace and order condition of the locality shall be pursued. (Source: PDPFP)

		Year	2010	2015	2020	2025
4	Population (Projected Population of the Province. Source: NSO)	persons	787, 300	857,900	932,100	1,003,800
		(growth rate)		8.96%	8.64%	7.69 %
5	Employment	persons				
		(growth rate)	%	%	%	%

6	Development Direction (see Diagram)	<p>Vision: <i>A sustainable tourism industry of the Province of Capiz and a people with a sense of "pride of place."</i></p> <p>Mission: <i>"To institutionalize the culture of tourism anchored on Capiznon culture, heritage and history."</i></p> <p>GOAL</p> <ul style="list-style-type: none"> - booming entrepreneurial tourism - Tourism responsive Governance - Conservation of natural resources - Sustainable cultural and arts management - Adequate and upgraded infra support facilities <p>Image: <i>"The Center of Culinary Tourism in the Philippines"</i></p>	<p>The Provincial Government envisioned Capiz to be economically viable, environmentally secured, and socially equitable by 2015 through tourism programs anchored on Capiznon culture and heritage.</p> <p>Inculcation of culture of tourism would encourage people's participation in tourism program and projects which is the key in the implementation plans and programs.</p> <p>These provide direction to the overall program of tourism namely entrepreneurship, governance tourism ecology, culture and the arts and infrastructure.</p> <p>Seafood is the primary attraction in Capiz.</p>
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			Year	2010	2015	2020	2025	
7	Target Setting (see Chart)		1) No. of over-night visitors	102, 344 persons	151, 774 persons	223, 006 persons	271, 321persons	
			(growth rate)		8.2 %	8 %	4 %	
			2) No. of AE rooms	416rooms	897 rooms	1,222 rooms	1352 rooms	
			3) Average occupancy rate	43 %	46%	50%	55%	
			4) Average length of stay	1.36 nights	3 nights	3 nights	3 nights	
8	Target Segments	Market	1) Who are your visitors (domestic/foreign, age, sex) 2) Country/region of residence 3) Accompany/group 4) Purpose 5) Activity	Foreign				
				Country/Res.	Age	Accompany/Group	Purpose	Activity
				USA Japanese Australian Korean Canadian British German	30 & above	Family, Friends Special Interest Group	Culinary, VFR Leisure, Adventure Education	Marine related activities (beach, island hoping, fishing) Mountain& forest related activities (caving, trekking, river rafting, farm immersion) Culture and History (church, museum, festivals, immersion with IP communities) Others (food tripping)
				Domestic				
				Province	Age/sex	Accompany/Group	Purpose	Activity
9	TDA (see TDA Map and Photos)		Name	Tourist sites/ development direction				
			TDA 1 – Roxas City and Panay	GATEWAY, SEAFOOD AND HISTORY				
			TDA 2- Pres. Roxas Pontevedra, Pilar	NATURE, HISTORY, RELIGIOUS PILGRIMAGE				
			TDA 3-, Jamindan, Tapaz, Dumalag, Dumarao	INDIGENOUS TRADITIONS AND NATURE				
			TDA 4- Ivisan, Sapien, Sigma, Mambusao	AQUA-MARINE AND CREATIVE INDUSTRY				
			TDA 5- Dao, Panitan, Cuartero, Maayon	AGRICULTURE AND NATURE				

The Provincial Government envisioned Capiz to be economically viable, environmentally secured, and socially equitable by 2015 through tourism programs anchored on Capisnon culture and heritage.

Inculcation of culture of tourism would encourage people's participation in tourism program and projects which is the key in the implementation plans and programs.

VISION

A sustainable tourism industry of the Province of Capiz and a people with a sense of "pride of place."

MISSION

To institutionalize the culture of tourism anchored on Capisnon culture, heritage and history.

GOAL

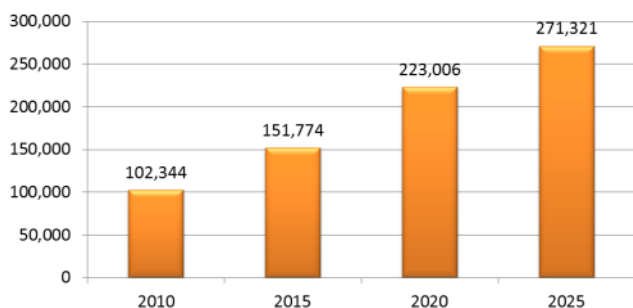
1. Booming entrepreneurial tourism
2. Tourism responsive governance
3. Conservation of natural resources
4. Sustainable cultural and arts management

IMAGE

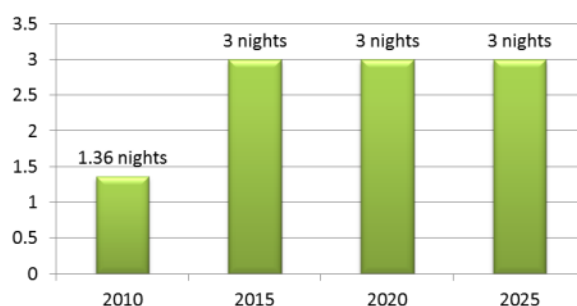
"The home of unmatched taste of seafood"

Target setting

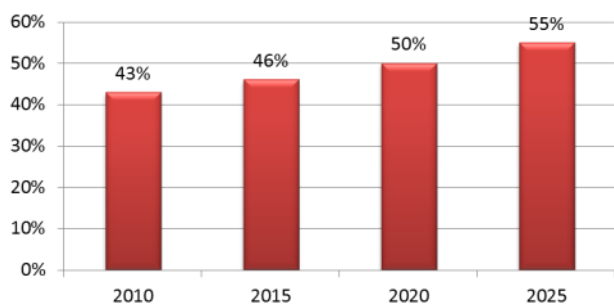
Visitors Arrival



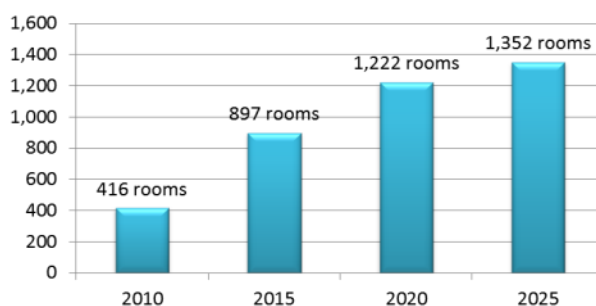
Length of stay



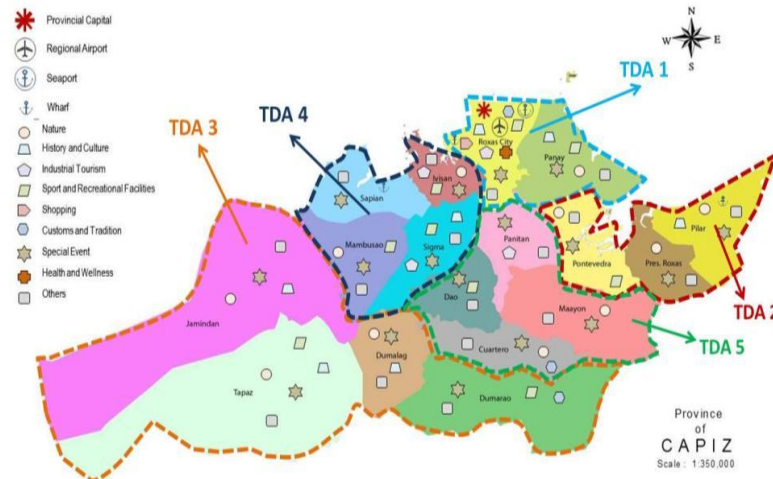
Occupancy rate



Number of AE Rooms



Legend



TOURISM DEVELOPMENT AREAS OF CAPIZ

To enhance visitors experience, key sites are linked to form five (5) Tourism Development Sites (TDAs) whose products are similar or complementary in nature, thus, giving a wider option of choice for visitors. The objective is to facilitate the movement of visitors in the TDAs and encourage the development of new activities to complement or supplement existing tour programs.

Base on the identified key sites, the following TDA's are established

TDA 1 - GATEWAY, SEAFOOD AND HERITAGE

Roxas City (seafood tripping, fish farm, fish port, beach, heritage, river tour, shell crafts, horticulture, processed food)

Panay (heritage, fish farm, horticulture, seafoods, native delicacies)

TDA 2 – - NATURE, HISTORY, RELIGIOUS PILGRIMAGE

Pontevedra (seafoods, mangroves, fish farm)

President Roxas (sugar mill, mangroves, waterfalls, seafoods)

Pilar (heritage, trekking, caving, seafoods, falls, fish farm, mangroves)

TDA 3 - INDIGENOUS TRADITIONS AND NATURE

Jamindan (culture, traditional arts, Indigenous Peoples community, trekking, waterfalls, mountain biking, caving, wildlife, native cuisine/ delicacies)

Tapaz (culture, traditional arts, Indigenous Peoples community, trekking, waterfalls, caving, wildlife, native cuisine/ delicacies)

Dumalag (caving, bat watching, waterfalls, native cuisine/delicacies, heritage)

Dumarao (nature, traditional arts and crafts, Indigenous Peoples community, caving, waterfalls, wildlife, native cuisine/ delicacies),

TDA 4, AQUA-MARINE AND CREATIVE INDUSTRY

Ivisan (White sand beach, seafoods, mangroves, oyster farm, mussel farm)

Sapian (caving, seafoods, oyster farm, mussel farm)

Mambusao (caving, trekking, native cuisine and delicacies, metal craft)

Sigma (folk culture, native cuisine and delicacies, processed foods, bamboo crafts)

TDA 5 – AGRICULTURE AND NATURE

Dao (eco-park, camp site, agri-farm)

Cuartero (agri farm, folk arts, native delicacies)

Maayon (agri farm, cave, waterfalls)–

Panitan (agri-farm, camp site)

As the network of sites and products develop within a cluster, visitor stay is prolonged and demand for services will increase, thereby stimulating the creation of livelihood and job opportunities for local communities. TDAs, therefore, has a resultant effect of dispersing economic benefits not only in one local government unit but also in other local government units in a given TDA.



Capiz Seafoods



Cadimahan River Tour, Roxas City



IP Community of Capiz



Hinulugan Falls, Pilar, Capiz



Lolets Ecopark, Dao, Capiz

Table III: On-going and Proposed Projects and Programs

Table III-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)	Beneficiaries or users (*6)	Remarks
<i>Under operations/ continuing</i>									
1	Provincial Park	This open space It has been a venue of several tourism activities such as performances, sports and other events. The Veterans Memorial Shrine, Freedom Shrine can be found in here.	Bgry. Tiza, Roxas City	A	Year-round	Public (Province)			
2	Hall of Governors	The Hall of Governors housed is one of the significant places in the history of the political history of Capiz. The portraits of all Governors of the Province brought along with them the story of the development of their specific era.	3 rd Flr. Provincial Capitol, Roxas City	A	Year-round	Public (Province)			
3	Tourist Information Assistance Center	This office provides visitors to a location with information on the area's attractions, lodgings , maps , and other items relevant to tourism.	Roxas City Airport	A	Year-round				
4.	Tourism and Cultural Inventory	An comprehensive survey of all tourism and cultural assets of Capiz will be conducted by trained-personnel of the office	Province-wide	A	Year-round				4.
<i>Already approved and financed:</i>									
1	Improvement of facility of Pau-ulikid Training Center	The management of the Training Center was transferred last 2010 to PTCAO to complement to services of the Capiz Guest House that will be constructed near it. Such that it will be renovated, facilities will be upgraded and new equipment will be installed and it will be converted into a convention hall.	ESLA, Lanot, Roxas City	C	February				
2	Capiz Guest House	This structure will be constructed as economic enterprise of the Provincial Government. Its amenities include Individual rooms, dorms for male and female, and cafeteria. First phase of the construction will start in 2011.	ESLA, Lanot, Roxas City	C	Nov. 2010 – next year (phase 1)	Public (Province)	2,060,465.00	Tourists, gov't & non-gov't agencies/ associations, students	
3.	BalayTurun-an, SLT, Community Centers and Living Museum	The School for Living Tradition (SLT) is Capiz Provincial Government's cultural program through PTCAO in preserving Capisnon cultural heritage in a living form by ensuring its transmission to the next generations by encouraging culture specialists/masters to continue with their own work, develop and expand the frontiers of that work, and train younger people to take their place in the future. Project outputs will be souvenir items.	1 in each municipalities of Jamindan, Tapaz & Dumarao	C	January to December 2012	Public (LGUs)	450,000.00		
4.	Community Heritage Center	With the Project, Lihok Bisaya in Pilar, Capiz, an infrastructure will be constructed that will house the indigenous products and artifacts of the place.	Pilar, Capiz	C			Prov'l Gov't's counterpart – 350,000.00		

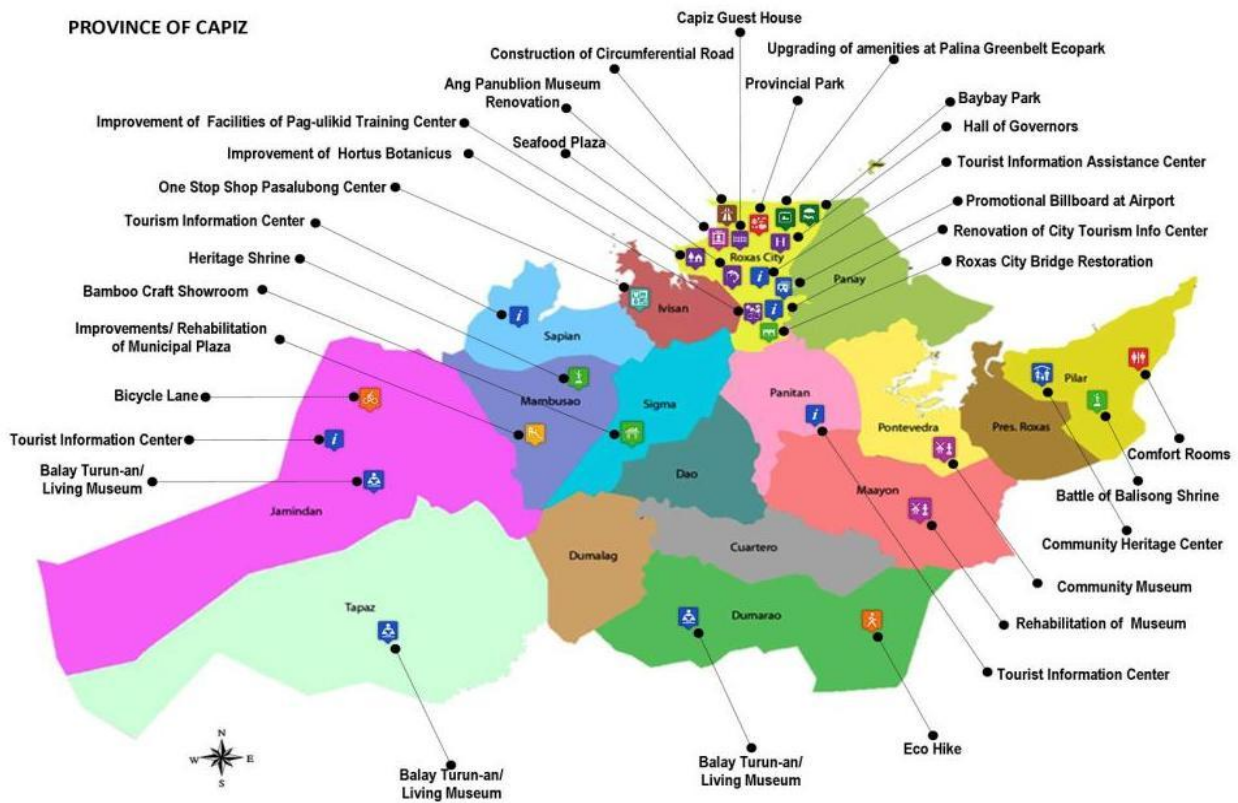
5.	Assessment of Caves	In partnership with the Western Visayas Cavers Association, assessment of caves will be undertaken. Appropriate programs and project will be undertaken afterwards.	Province-wide	C	2 nd Quarter of 2012 -2014				
6.	Assessment of Historical Sites	In partnership with the NCCA, NHCP and other institutions, historical sites that were not assessed will be evaluated. Appropriate programs and project will be undertaken afterwards.	Province-wide	C	2 nd Quarter of 2012 -2014				
Already Approved And Financed									
1.	Web Design development and management	To reach more domestic and foreign tourists, a web solely for tourism will be developed.		C	2012				
2.	Construction of Circumferential Road	To expand the city, a new route will be opened. It will pass through Culasi, Libas, Dayao, Cagay, Dinginan, Bolo, Bato, Milibili, and Banica.	Roxas City Barangays	C					
3.	Upgrading of amenities of Palina Greenbelt Eco-park	The city's mangrove reserves in Brgy. Cagay, Roxas City features a river tour on raft.	Roxas City	C	2012				
4.	Seafood Plaza	As the Center of Seafood Tripping in the country, Seafood Plaza and Resto Park beside the Provincial Capitol will be constructed.	Roxas City	C	2012		Appox. 10 million	Domestic and Foreign Tourist	
5.	Improvement of Hortus Bitanicus	The city's Botanical Garden with endemic and introduced plants; will also have a swimming pool.	Roxas City	C	2012				
6.	Baybay Park	Water and Beach Park with Al Fresco Dining	Baybay, Roxas City	C	2012		Appox. 20 million	Domestic and Foreign Tourist	
7	Ang Panublion Museum Renovation	Capiz Museum housed the artifacts of the various eras of the province as well the memorabilia of famous Capisnons and the Panay Bukidnon of Tapaz and Jamindan.	Roxas City	C	2012		Appox. 5 million	Domestic and Foreign Tourist	
8	Roxas City Bridge Restoration	Capiz Bridge now known as Roxas City Bridge was constructed in 1911.	Roxas City	C	2012		Appox. 5 million	Domestic and Foreign Tourist	
9	Renovation of City Tourism Info Center	Place for Tourist to ask for Tourism details & for guide assistance	Roxas City	C	2012		Appox. 100,000.00		
Under designing and Planning									
1.	Bicycle Lane for mountain biking going to Suhoton Cave-Jamindan	To provide another experience for tourists, a bicycle lane will be constructed going to Suhoton Cave.	Jamindan	D		Public (LGU)		tourists	
2.	Comfort rooms and foot	As number of tourist arrival visiting the historical Balisong Cave and Hill is gradually increasing,	Pilar	D	Year-roun	Public		Tourists	

	bridge connecting Balisong Cave and Balisong Hill	comfort rooms and footbridge will be constructed.			d	(LGU)			
3.	One-stop Shop-Ivisan	As Ivisan is in the crossroad to Kalibo and Iloilo, one-stop-shop will be provided to sell seafoods and crafts	Ivisan	D	Year-round	Public (LGU)		Tourists	
4.	Tourism Information Center-Sapian	An information center will be constructed in the public plaza. It will also provide space for selling of seafoods and native products of Sapian.	Sapian	D	Year-round	Public (LGU)		Tourists	
5.	Creation/Reorganizing of Municipal/Barangay Tourism Council	To strengthen tourism programs in the LGUs, tourism stakeholders will be organized.	Jamindan	D	Year-round	Public (LGU)		Tourists	
6.	Establishment of Bamboo Craft Showroom-Sigma	Sigma thrives for bamboo craft due to the presence of many varieties of bamboos.	Sigma	D	Year-round	Public (LGU)		Tourists	
7.	Seafood EXPO	A festival highlighting seafoods as a main tourism product. Components include different seafood cuisines, dietary, forum, performances and others.	Roxas City	D		Public-Private partnership			
8.	Eco Hike	A trekking in protected forest area ran by the Provincial Government in partnership with the Ati community. Culmination of the activity will be an experience of the IP life of the Ati.	Tumala-lod, Dumarao, Capiz	D		Public-Private partnership			
9.	Construction Battle of Balisong Shrine	Battle of Balisong is one of the most significant events in the history of Capiz. This shrine to be constructed will not just be another tourist attraction but will	Pilar	D	Year-round	Public (LGU)		Tourists	
10.	Improvement/Rehab of Plaza	The plaza of Mambusao is one of the oldest in the province.	Mambusao	D	Year-round	Public (LGU)		Tourists	
11.	Promotional Billboards at	Billboards will serve as promotional materials and source of information for tourists		D	Year-round	Public (LGU)		Tourists	

	Airport and along major highways								
12.	Heritage Shrine	Mambusao is one of the earliest municipality in Capiz	Mambusao	D	Year-round	Public (LGU)		Tourists	
13.	Construction of Info Center-	It will provide information to tourists as the municipality is a passage to northern Iloilo	Panitan	D	Year-round	Public (LGU)		Tourists	
14.	Community Museum - Pontevedra	It will display the municipality's rich and glorious past	Pontevedra	D	Year-round	Public (LGU)		Tourists	
15.	Rehabilitation of Museum-Maayon	It will house artifacts and documents which hold particular importance to the history of Maayon.	Maayon	D	Year-round	Public (LGU)		Tourists	

Note; (*1) Barangay name and show on the Concept Map
(*2) A) Under operation, B) Under construction, C) Already approved and financed, D) Under designing or planning, E) Just idea for Table III-2 only
(*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

Project Location Map



Tourism initiative in Capiz started with Gov. Victor A. Tanco and Provincial Tourism and Cultural Affairs Officer Mr. Alphonsus D. Tesoro in 2007. From then on, number of tourist arrival dramatically increased.

Moreover, with the implementation of the DOT-JICA statistic system, more thorough outlook of the development of tourism of the province had arose.



Action Plan

1. Capacity building of tourism officers and policy makers
2. Advocacy for community tourism awareness
3. Communication awareness seminar
4. Development of tourism materials
5. Acquisition of advocacy tools
6. Promote public-private partnership to support tourism investments, infrastructures, capacity development and tourist services
7. Meet the stakeholders
8. Lobby –Local Chief Executive (LCE)
9. Conduct Cultural Mapping
10. Advocacy for environmental awareness and protection



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Japanese Technical Cooperation for Development of Tourism Statistics System for Local Government Units in the Republic of the Philippines

Tourism Development Planning Digest

Name of LGU: Puerto Princesa City

Name of Province: Palawan

Name of Mayor (**Governor**): Hon. Edward S. Hagedorn

Name of C/MPDC (**PPDC**): Engr. Jovenec C. Sagun

Name of Tourism Officer: Ms. Rebecca V. Labit

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Present Conditions and Identification of Issues

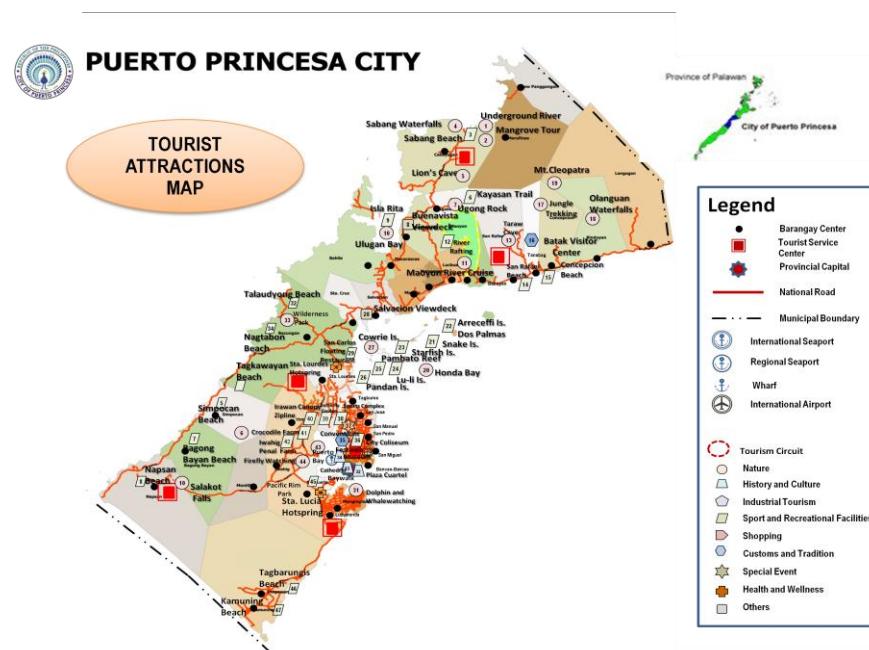
1	Location: Puerto Princesa City	Region: No. IV	Province: Palawan	Location Map
2	Land Area:	2,539 Km ²		 <p>Philippines</p> <p>PUERTO PRINCESA CITY</p> <p>Palawan</p>
3	Land use area composition:	5) Agriculture (Cultivated)	9 %	
		6) Forest	72 %	
		7) Urban (settlement) area	6 %	
		8) Others	13%	
4	Population:	Census (2010)	225,955	
		Increase ratio since 2000	3.39%	
5	Employment:	Total	94,814 persons	
		d. Primary	42 %	
		e. Secondary	22 %	
		f. Tertiary	36 %	
		(Tourism)	6.22%	
6	Major Industry:	<input checked="" type="checkbox"/> Agriculture <input checked="" type="checkbox"/> Fishery <input type="checkbox"/> Service <input checked="" type="checkbox"/> Tourism <input type="checkbox"/> Others		

7	Accessibility:		Air (port)	Sea (port)
	2) From Manila to the nearest entry point	5) Name of port	Puerto Princesa Alternate International Airport	Puerto Princesa Seaport
		6) Travel time (hrs)	55 minutes	18 hrs
		7) Flights/week	70 flights	1 trip
		8) No. of seats/week	13,223 seats	994 seats
	2) From Port to LGU center	6) Distance	2 km	2 km
		7) Travel time (minutes)	5 minutes	5 minutes
8	Top five (5) tourist attractions /destinations: (see Tourist Attraction Map and photos)	Name	Type(Category)	No. of visitors/year
		1) Underground River	Nature (Rivers and Landscape)	235,870
		2) Honda Bay	Nature (Coast and Landscape)	155,681
		3)Pambato Reef Snorkeling	Nature (Coast and Landscape)	44,754
		4) Ugong Rock Spelunking-Zipline	Nature (Caves)	31,055
		5) Mangrove Paddleboat Tour	Nature (Rivers and Landscape)	17,628
9	Estimated no. of over-night visitors (No. of guests check-in) in 2010	Total	418,000	100%
		c. Foreign	71,968 guests	17%
		d. Domestic	346,032guests	83 %
10	Seasonality: <input type="checkbox"/> Peak Ordinary _____ Off	Jan / Feb / Mar / Apr / May / Jun / Jul / Aug / Sep / Oct / Nov / Dec <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
11	AE's supply data (SAE 1, 2010)	4) No. of AEs	5) No. of rooms	6) No. of employment
		114 units	1,896 rooms	1,330 persons
12	AE's demand data (DAE 4, 2010)	1) No. of guests check-in	418,000	
		2) No. of guest-nights	836,000	
		3) Average length of stay	2	
		4) Average occupancy rate	60%	
13	No. of visitor arrivals at the main ports of entry: (Table I.12 for Province only)	3) No. of passengers	persons	100 %
		4) No. of visitors	persons	%
		e. Foreign over-night visitors	persons	%
		f. Domestic over-night visitors	persons	%
		g. Foreign same-day visitors	persons	%
		h. Domestic same-day visitors	persons	%

4	Visitor profile:	<ul style="list-style-type: none"> Who are your visitors? (domestic-region/ foreign-country, age, sex) 	<p>The domestic market constitute majority (83%) of the tourist arrivals in Puerto Princesa City. Domestic tourists come mainly from the Metro Manila (50%) and other provinces (39%), and from the province (11%)</p> <p>Foreign tourists come from Europe (38%), Asia (36%), America (17%), Australasia and Asia Pacific (8%) and Africa (1%). However, the highest number among the foreign foreign tourists are Americans (16%), followed by Koreans, Germans, Australians, Canadians, Japanese, French, Chinese, British and Singaporeans comprising the top 10 (See chart).</p> <p>A survey of visitors in Puerto Princesa showed that overall there are more females (51%) than males (49%), however, among foreign tourists there are more males (57%) as against females (43%). The age range with the most number is between 25-54yrs old which make up 75% of the total.</p>	<p>Tourist Arrivals 2010 </p> <p>TOP TEN FOREIGN TOURIST ARRIVALS 2010</p>
		<ul style="list-style-type: none"> Which market segments? (Accompany/ group, purpose, activity) 	<p>A large number of tourists come to Puerto Princesa for pleasure and vacation (68%), while the rest come for business and professional work (15%), attending convention and conferences (8%) and visiting friends and relatives.</p> <p>Tourists comprise of family groups, friends and business colleagues that come mostly in an average of 7persons per group, as well as couples.</p> <p>The main activity is visiting the Underground River and natural areas, beach and marine activities and visiting historical and cultural site, or just plain relaxation and resting..</p>	
15	Tourism service industry (No. of establishments)	6) Tour operator	61 units	<p>Purpose of Visit</p>
		7) Tourist Transport	226 units	
		8) Guide	143 persons	
		9) Accommodation	114 units	
		Tourism-Related Establishment	191 units	
		10) Restaurant	95 units	
16	Availability and experiences of promotion activities:	1)Brochure/ pamphlet	2)Website	3)FAM Tour
		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
17	Promotion activities for investors:	1)Brochure/pamphlet	2)Website	3)Trade fair
		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
18	Conservation of attractions (Major on-going policy measures):	1) Declaration of protected areas and marine sanctuaries.		
		2) Adoption of a community-based sustainable tourism development approach to ecotourism and cultural tourism.		
		3) Environmental protection programs such as Bantay Puerto Program (Bantay Gubat & Bantay Dagat- Forestwatch and Baywatch)		
		4) Rehabilitation and restoration programs such as Tree Planting activities and Mangrove Reforestation projects		
		5) City Ordinance No.495 Regulating the Tourism Industry in the City of Puerto Princesa		

Puerto Princesa City has embarked on ecotourism as a major thrust and vehicle for socio-economic growth and environmental protection. The City has a rich natural environment and diverse flora and fauna, high forest cover and coral reefs. It has a unique attraction and natural wonder — the Underground River, a UNESCO World Heritage Site which was cited for its high biodiversity and exceptional universal value for conservation. The City's varied tourist attractions include beautiful islands and beaches, mangrove forests and rivers, waterfalls, caves, dolphin and whale watching, bird watching, nature trails, firefly watching, hotsprings, as well as historical and cultural sites and activities, and sporting events.

Tourist Attractions Map (Table I Attachment)



Formulation of Development Frame and Strategy

	Policy level	Direction, policy, strategy related to tourism sector				
1	National Source; DOT, NEDA	Republic Act No.9593 otherwise known as the Tourism Act of 2009 has declared a national policy for tourism as an engine of investment, employment, growth and national development. It affirms that tourism is an indispensable element of the national economy, and an industry of national interest and importance that will continue to mold an enhanced sense of national pride for all Filipinos. Further, the state recognize and provide support for sustainable tourism development, promote a tourism industry that is ecologically sustainable, responsible, participative, culturally sensitive, economically viable, and ethically and socially equitable for local communities.				
2	Regional Source; DOT, NEDA	The Department of Tourism at the regional level implements laws, policies, plans and programs, rules and regulations related to accreditation of tourism enterprises, undertake research on local tourism trends, conduct trainings and information campaigns, establish tourist information centers at strategic locations, and coordinate with regional offices of other departments, bureaus and agencies, LGUs, NGOs and the regional offices of the attached agencies in the implementation of such laws, policies, plans, programs, and rules and regulations.				
3	Local Source; PFPF, CLUP	The Tourism Ordinance of Puerto Princesa City declares the policy of Puerto Princesa City to balance conservation and development of environmental sites for tourism, maintain ecological integrity through strengthening of eco-tourism endeavors, protect its cultural heritage through the promotion of community sustainable tourism projects and strengthen partnership with tourism stakeholders, partner agencies and the city government.				
		Year	2010	2015	2020	2025
4	Population	persons	225,955	261,942	303,662	352,058
		(growth rate)	3.6%	3%	3%	3%
5	Employment	persons	94,814	126,060	189,065	265,172
		(growth rate)	4%	5%	7%	7%

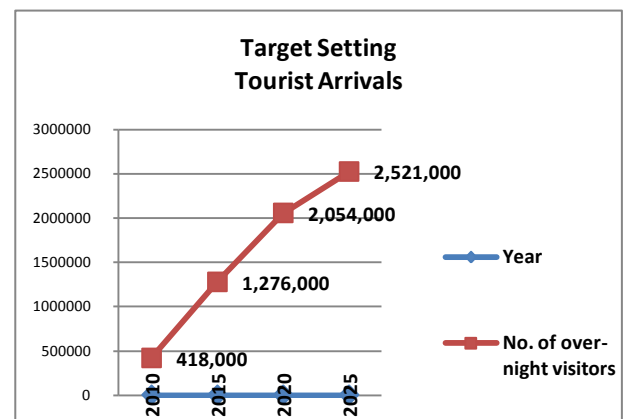
6	Development Direction (see Diagram) (Table II 4))	Vision	"Puerto Princesa: A model city in sustainable development, exhibiting the character of a city in a forest and demonstrating the proper balance between development and environment." It envisions Puerto Princesa as a park-like city demonstrating balance and harmony between development and environment, a center for eco-tourism, healthful recreation and applied research on ecology and environmental management, a home for disciplined inhabitants and developed with appropriate facilities for tourism, agriculture, commerce and environment-friendly enterprises.			
		Mission	To promote a high degree of citizen participation in attaining balance between development initiatives and environmental protection; provide quality social services, community facilities and economic support services; carry out programs, projects and activities that will support the development thrusts of the provincial, regional and national governments; and to ensure transparent, responsive and client-oriented governance with the highest professionalism and public accountability.			
		Goal	The goal and overall strategies is the development and enhancement of human resources, development and promotion of the tourism industry, development and intensification of agri-based and environment-friendly enterprises, enhancement of basic social services thru strengthening of public-private partnership, promotion of a balanced urban and rural development interventions, and enhancement and strengthening of revenue generating capacity of the city.			
		Image	For many years, the City of Puerto Princesa has self-consciously cultivated the image of a "city in a forest." The city's inhabitants desire to keep the same image indefinitely into the future, not so much an ideal to aspire for as a reality to live.			
7	Target Setting (see Chart)	Year	2010	2015	2020	2025
		5) No. of over-night visitors	418,000	1,276,000	2,054,000	2,521,000
		(growth rate)	25%	25%	10%	5%
		6) No. of AE rooms	1,909 rooms	5,826rooms	9,379 rooms	14,389 rooms
		(growth rate)	%	%	%	%
		7) Average occupancy rate	60%	60%	60%	60%
		(growth rate)				
		8) Average length of stay	2	2	2	2.5
		(growth rate)	%	%	%	%
8	1) Target Markets	● Who are your visitors? (domestic-region/foreign-country, age, sex)	The domestic market will remain to be a major target market that comprise the large chunk of the tourists visiting Puerto Princesa City. The objective is to maintain a steady influx of tourists from Metro Manila and Luzon, as well as from Visayas and Mindanao which are range from ages 25 to 54 years old, for both male and female. The city still see a big potential from its foreign target markets mainly the Americans, Canadians, Australians and Asians which are among the highest in arrivals and spends more during their stay, while the large European market are the backpackers that stay longer. This is for both male and female groups of the same age bracket from 25-54 years old.			
	2) Marketing Segments	● Which market segments? (Accompany/ group, purpose, activity)	The domestic and foreign tourists that visit Puerto Princesa City for pleasure and vacation will be the main target markets, optimizing the city's potential for ecotourism and nature-related activities, followed by sun and resort-based beach tourism market, and slowly integrating rural and cultural experiences thru the development of community-based sustainable tourism. The target travelers are the family groups, those who travel with business colleagues and friends, as well as couples. As a growing and developing city, Puerto Princesa appeals to business travelers, young professionals, convention groups, and study tours of LGUs and schools Then the MICE group and those who simply want to relax and rest. However among the foreign tourists, aside from the 25-34 years old age bracket we see a potential market among the older groups of 45-65 years old, more of the retirees. Among the emerging markets were noted to be Russia, China and Middle East notably Saudi Arabia.			
9	Tourist Sites	Name	Major attractions/ development direction			
		1) Underground River	The Underground River, a UNESCO was recently included in the roster of New 7 Wonders of Nature is the city's premier ecotourism destination and will be protected and conserved for sustainability and for future generations to enjoy. It has to take into account the limits on the carrying capacity of the cave in order not to destroy the natural environment and ecosystem inside the cave.			
		2) Honda Bay	Honda Bay has several lovely islands with rich marine life and coral reefs some are marine sanctuaries which need to be planned carefully and managed properly. It still has high potential for beach tourism development but will have to be regulated to prevent negative impacts on the marine environment.			
		3)Pambato Reef Snorkeling	Pambato Reef is a coral reef ecosystem within Honda Bay waters, that has become a tourist destination for snorkeling. The reef area, as in the rest of Honda Bay had been vulnerable to destructive and illegal fishing activities. The tour to Pambato reef area include a lecture on marine ecology and conservation, while affording opportunities for boatmen and guides to earn income.			
		4) Mangrove Paddleboat Tour	The mangrove forest in Sabang River has century old standing trees which is considered one of its kind. The mangrove ecosystem supports a host of species of terrestrial and marine flora and fauna, and plays an important ecological role as breeding grounds for fishes and supporting coastal areas. The preservation and conservation is the main goal for developing this ecotourism activity.			
		5.Ugong Rock Spelunking and Adventure Zipline	Ugong Rock is a cave ecosystem, a microcosm of the many caves found in the Puerto Princesa Subterranean River National Park. It has been offered to visitors not for its geological features for spelunking alone, but is being directed to becoming a challenging adventure destination.			

Puerto Princesa is a bustling city on the road to progress. It is a city characterized by large area of 2,539 Km² and forest cover at 72% with high biodiversity. It affirms its image as the “City in a Forest” backed by programs on environmental protection and conservation. As a progressive city, it acknowledges the call for economic growth and development and with that, it saw the need to strike a balance between maintaining the integrity of the environment and economic development.

Mayor Edward S. Hagedorn has chosen two environment friendly industries: tourism and agriculture as the main pillars of its direction towards economic advancement, and has positioned Puerto Princesa to become a premier ecotourism destination. Tourism has grown significantly since 1992 from 7,702 tourist arrivals to 418,000 in 2010. Now it aims to soar into higher aspirations by reaching the 1 million mark in tourist arrivals by 2015, the goals at 10% growth from 2015 to 2020, and by 5% for the next five years to reach 2.5M by 2025.



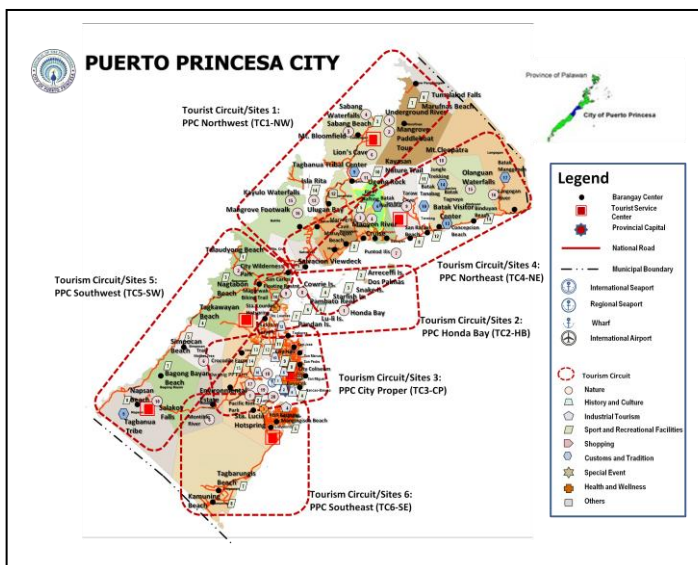
Target setting



For tourism purposes, the city is clustered into six (6) major groups of tourism sites or circuits according to its geographical proximity as follows: Tourist Site 1 in the northwest area is considered the premier ecotourism site where the world famous Underground River is found.

Tourist Site 2 is the Honda Bay area in the central eastern coast for island and beach tourism; Tourist Site 3 at the city proper for city tours on historical landmarks, nature and bay recreation; Tourist Site 4 at the northeast side is for culture, nature and adventure activities.

Tourist Site Map



Tourist Site 5 in the middle and southwest coast has a string of appealing beach attractions; and Tourist Site 6 in the southeast has an environmental estate planned for themed ecotourism parks and academic centers, with potential for agri-tourism as well as beaches for resort development.



Table A: On-going and Proposed Projects and Programs

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)	Beneficiaries or users (*6) Remarks
1	Tourism Promotion and Development Project	The project includes promotional materials, standards and regulations and training, office supplies and equipments and personal services.	City-wide	A	Annually Continuing	City Government City Tourism Dept.	P6.5M	Residents, Tourism Industry stakeholders, Tourists
2	Information Shed –Directory Project	For tourist access to information about destinations in the city and directory of tourist sites	Airport, Sabang, Honda Bay , Baywalk, Mendoza Park	C	2012	City Government City Tourism Dept.Department	P2M	Generally tourists and residents in Puerto Princesa
3	Modular Restrooms Project	To make available / accessible to tourists clean and sanitary comfort rooms at tourist destinations	Honda Bay, Buenavista Viewdeck, Baywalk	C	2012	City Government City Tourism Dept. /CED	P7.9M	Generally tourists and residents in Puerto Princesa
4	Access road to tourist site	Construction of road to the Mangrove Paddleboat Tour site to provide better access to the sites to better serve the needs of tourists	Bgy. Cabayugan	C	2012	City Government CED	P4M	Generally tourists and residents in Puerto Princesa
5	Sabang Tourist Pavilion and Passenger Terminal	Construction of pavilion to accommodate tourists /park visitors and as a briefing and waiting area enroute to the Underground River	Bgy. Cabayugan	C	2012	City Government TIEZA/CED	P6M	Generally tourists and residents in Puerto Princesa
6	Cultural Mapping Project	To identify, describe, map out, analyze and document existing tangible, intangible and material cultural and heritage resources.	City-wide	C	2012	City Govt./OCPDC City Tourism Dept.	P.5M	Generally tourists and residents in Puerto Princesa
7	Tagkawayan Beach Tourist Center	Operation and management of the center for tourist use to enjoy the beautiful beach of the west coast	Bgy. Bacungan	C	2012	City Govt./CTD PTA/TIEZA	P.68M	Generally tourists and residents in Puerto Princesa
8	Olangan Waterfalls Eco-adventure Project	Development of Olangan Waterfalls as a new ecotourism destination for nature-related and adventure activities; CBST approach to development.	Bgy. Binduyan	C	2012	City Government City Tourism Dept.	P3M	Generally tourists and residents in Puerto Princesa
9	Taraw Cave Eco-historical ParkProject	The conservation and protection of Taraw Cave, and development of an eco-historical park	Bgy. San Rafael		2012	City Government City Tourism Dept.	P400T	Generally tourists and residents in Puerto Princesa
10	Enhancement of Buenavista ViewdeckProject	Enhancement and expansion of viewdeck facilities for viewing, outdoor café and souvenir shop to improve visitor experience; CBST site	Bgy. Buenavista	A and B	2012	City Government City Tourism Dept.	P350T	Generally tourists and residents, BCTA-MTCC
11	Bahile Ulugan Bay Project	Renovation of Bahile Mangrove Footwalk, revive Ulugan Bay tours and snorkeling and Kayulo waterfalls picnic; CBST site	Bgy. Bahile	B	2012	City Govt./UNESCO City Tourism Dept.	P.5M	Residents, BCTCC Tourists
12	Batak Visitor Center – Cultural Village Project	The program will promote and support the preservation of the cultural heritage of the Batak Indigenous Cultural Communities, and Batak arts and crafts;CBST	Bgy. Concepcion	A and B	2012	City Government City Tourism Dept.	Ongoing/ Continuing	Residents, KBTPC Tourists
13	Maoyon River Cruise and Rafting Project	A leisurely cruise of Maoyon River, serving local products and flavors with local entertainment; CBST site	Bgy. Maoyon	A and B	2012	City Government City Tourism Dept.	Ongoing/ Continuing	Residents, MCBSTAI Tourists

Table A-2: Potential and Proposed Projects and Programs

No	Name	Profile	Location (*1)	Stage (*2)	Period (*3)	Dev. Body (*4)	Cost (*5)	Beneficiaries or users (*6)
1	Kayasan-Cabayugan CADC Nature Trails	Jungle trekking and nature trails as an ecotourism venture among the Tagbanua tribe, integrating the rich indigenous culture of the Tagbanuas; CBST approach	Bgy. Tagabinet and Bgy. Cabayugan	D	2012-2013	City Government City Tourism Dept.	P1M Est. Cost	Residents/KCTA Tourists
2	Babuyan Marine Sanctuary and Boat sailing	The Puntod Ilis marine sanctuary and sandbar islets has pristine waters and corals for swimming and snorkeling, as well as for boat sailing; CBST approach	Bgy. Babuyan	D	2012-2013	City Government City Tourism Dept.	P2M Est. Cost	Residents, BNSC Tourists
3	Sabang Beach Ecowatch and Sustainable Coastal Tourism Project	To establish an environment-friendly model for beach and coastal tourism	Bgy. Cabayugan	D	2012-2013	City Government City Tourism Dept.	P2M Est. Cost	Generally tourists and residents in Puerto Princesa
4	Development of Simpocan Trail and Waterfalls	The natural environment and mountains of Bgy. Simpocan are proposed for birdwatching, mountaineering and ecotourism activities	Bgy. Simpocan	D	2012-2014	City Government City Tourism Dept.	P1M	Generally tourists and residents in Puerto Princesa
5	Construction of roads and bridges in distant tourist attractions	Development of infrastructure support facilities in the mid and southwest coast area of the city	Bgy. Bacungan, Simpocan, Bagong Bayan, Napsan	D	2012-2014	City Govt./CED	P100M	Generally tourists and residents in Puerto Princesa
6	Installation of communication facilities	Installation of cell sites in the west coast area of the city to improve communications and connectivity	Sabang, Tagabinet, Buenavista, Bahile and West Coast	D	2012-2014	City Government Communications companies	P20M	Generally tourists and residents in Puerto Princesa
7	Installation of power and water supply at tourist destinations	Tourist facilities and resorts in Sabang, Buenavista, Tagabinet, and the west coast Barangays need basic utilities for the on-going tourism developments and future tourism developments	Sabang, Bgy. Tagabinet, Buenavista, Bahile and West Coast	D	2012-2016	National Govt. City Govt.	P60M	Generally tourists and residents in Puerto Princesa, Tourists
8	Development/Construction of Accommodation Facilities	Construction of new hotels and resort development ongoing and more investments are expected in the next fifteen years	City Proper and Beach Areas	B and D	2012-2025	Private Sector	P200M Initial Est.	Tourism Industry, Tourists

Note; (*1) Barangay 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

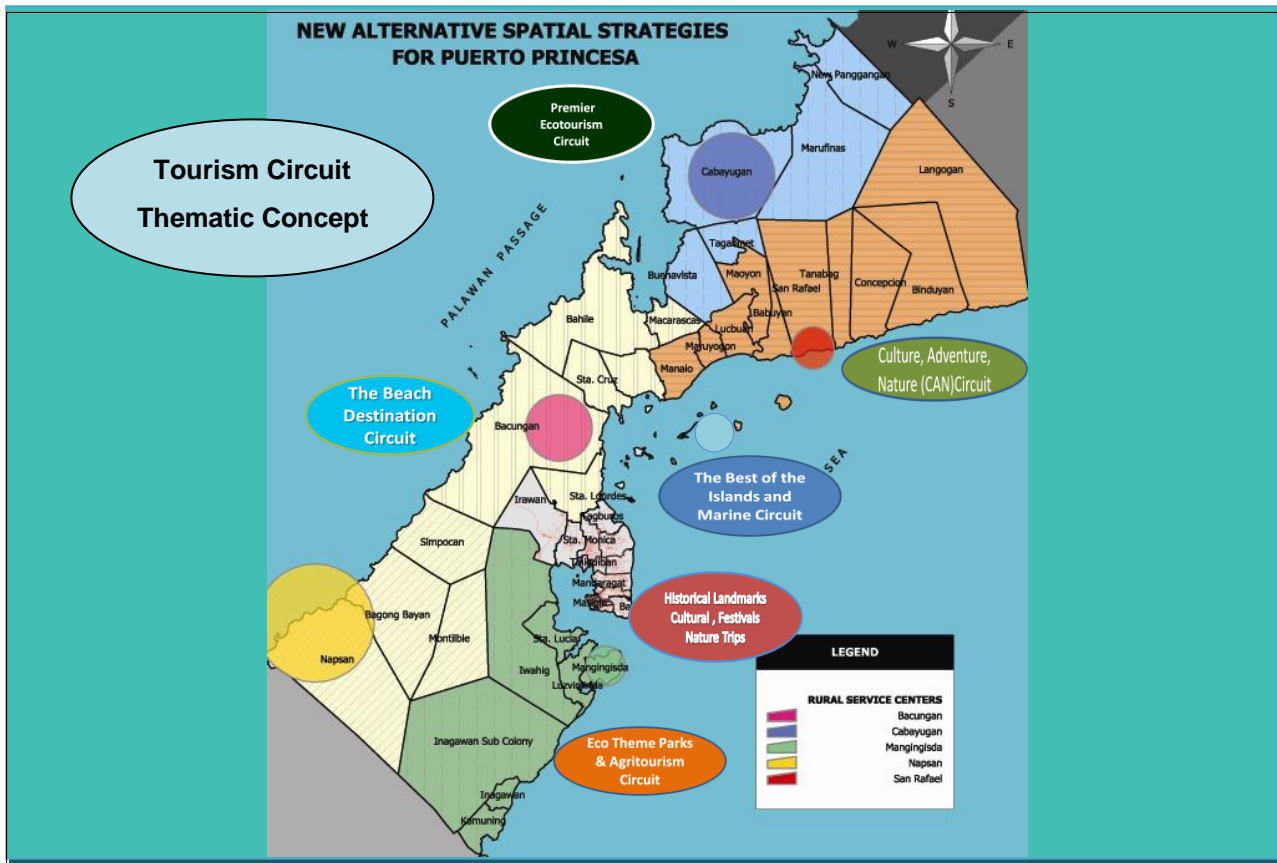
(*3) Period to achieve the target

(*4) Public (Central, Province, LGU), Private, NGO, etc.

(*5) Actual or estimated cost of the implementation of the project/program

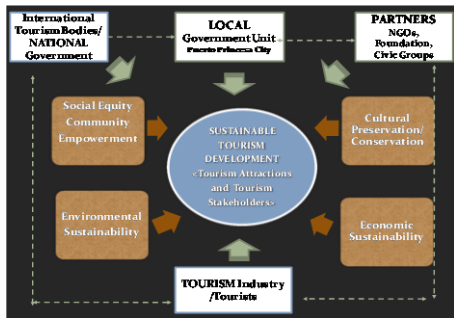
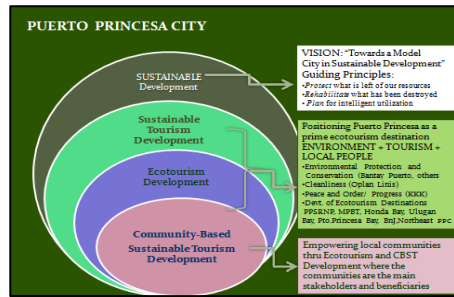
(*6) Actual or estimated number of beneficiaries or expected number of users/visitors

Development Concept Map (or Project Location Map)



The development concept for Puerto Princesa City is anchored on sustainability with the guiding principles of protecting its resources, rehabilitating degraded natural environments and planning for its intelligent utilization, which manifest through the city's environmental protection programs and activities. This concept fittingly applies to sustainable tourism through ecotourism and the community-based sustainable tourism approach.

In coming up with policies for sustainable development for the tourism industry, the local government take into consideration the common ground among international bodies, the national levels of government, the private sector and interest groups including wide-ranging principles and standards that thoroughly include environmental sustainability, social equity and community empowerment, cultural preservation and conservation, and economic sustainability.



The process of development of the entire tourism development area of Puerto Princesa City and its tourist sites adopts the tourism circuit and thematic concept, rolled down into the total product development cycle from the initial identification and evaluation of the potential tourist site, to the development of a tour theme in each circuit and finally the establishment of marketing linkages.



Action Plan

1. Ensure compliance with tourism standards of tourism business through proper regulatory measures for quality service, and adherence to the industry's code of ethics.
2. Develop high quality training including capacity building for the tourism industry.
3. Establishment of a well-organized database on tourism statistics adopting the basic and advance statistics standards provided by the Department of Tourism (DOT) and the Japan International Cooperation Agency (JICA).
4. Develop new tourist attractions, tour products and packages by building up more support for ecotourism potentials such as birdwatching, river cruising and kayaking, caving, nature trekking , scuba diving and snorkeling, integrating rural and cultural tourism.
5. Empower local communities through community-based sustainable tourism (CBST) development projects and help uplift their economic conditions.
6. Optimize island and beach tourism for more resort-based and marine activities in Honda Bay , Puerto Princesa Bay, West and East Coast, and Ulugan Bay area.
7. Promote sports and adventure tourism, and other recreational activities for residents and tourists.
8. Development of wellness and spa, medical facilities for health and medical tourism.
9. Professionalize MICE tourism and develop convention and accommodation facilities of international standards that are investment driven.
10. Intensify domestic and international tourism promotions and marketing campaign in coordination with the Department of Tourism using appropriate marketing tools and distribution channels.
11. Strengthen public and private partnerships to support tourism investment and development.



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Japanese Technical Cooperation for Development of
Tourism Statistics System for Local Government Units in
the Republic of the Philippines

Tourism Development Planning Digest

Name of LGU: Municipality of San Jose de Buenavista

Name of Province: Province of Antique

Name of Mayor: Hon. Rony L. Molina

Name of C/MPDC: Engr. Jose O. Magbanua

Name of Tourism Officer: Ms. Fe Corazon Malaya S. Tacogdoy

Background


Through the mutual cooperation and efforts of the Department of Tourism of the Government of the Philippines (DOT), and the Japan International Cooperation Agency (JICA), a series of capacity development activities have been conducted to increase the capability of Local Government Units to; collect, analyze and technically record tourist data for their respective provinces and municipalities.

This [Digest for Tourism Development Planning] (hereinafter referred to as [Digest]) is an exercise designed to incorporate the initial capacity development on tourism statistics of local government units (LGUs), while advancing into the complex area of tourism development planning, as well as being a valuable source of information for future planning purposes. During the process of preparing this [Digest] recognition will be made of the relationship and value of tourism statistics to a Tourism Development Plan, ultimately placing further emphasis on the importance of tourism statistics.

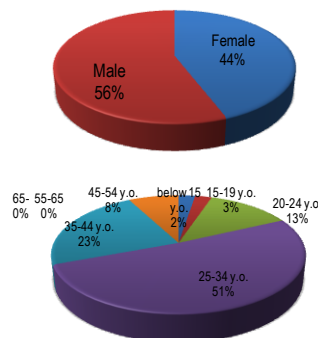
Outline

5. This [Digest] is an exercise, as well as a source of information vital for utilization in planning purposes. The [Digest] is in no way a legal or binding document.
6. All tourist statistic data that are utilized, reflected or referred to within the [Digest] are the accumulated results of JICA Training.

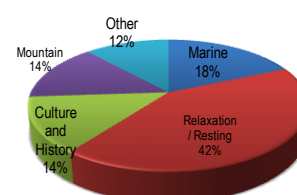
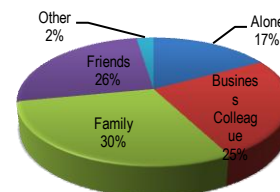
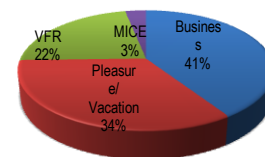
Present Conditions and Identification of Issues

1	Location:	Region: VI	Province: Antique	Location Map
2	Area:	4,450 Hectares		
3	Land use area composition:	9) Agriculture	58.74%	
		10) Forest	0.00 %	
		11) Urban (settlement) area	21.00%	
		12) Others	20.26%	
4	Population	Census (2007, NSO)	54,871 persons	
		Increase ratio since 2000	1.79 %	
5	Employment:	Total	17,559 (Estimate)	
		g. Primary (Agriculture, Fishery)	N/A	
		h. Secondary (Manufacturing)	N/A	
		i. Tertiary (Tourism, Retail, Government)	N/A	
		(Tourism)	0.88%	
6	Major Industry:	■Agriculture ■Fishery □Service □Tourism □Others		

s

7	Accessibility:	Air (port)		Sea (port)
3) From Manila to the nearest entry point		9) Name of port	Iloilo International Airport	Port of Iloilo
		10) Travel time (hrs)	0.75 hrs	20 hrs
		11) Flights/week	More or less 84 flights	8 trips
		12) No. of seats/week	Approximately 26,320 seats	N/A
2) From Port to LGU center		8) Distance	120 km	100 km
		9) Travel time (minutes)	2.5 hours	2 hours
8	Top five (5) tourist attractions /destinations: (see Tourist Attraction Map and photos)	Name	Type(Category)	No. of visitors/year
		1) Tiringbanay Festival	Customs and Tradition	Many (Domestic)
		2) Lumang Simbahan	History and Culture	Many (Domestic)
		3) Madrangca-Funda-Dalipe Beach	Nature	Many (Domestic)
		4) Farmville	Industrial Tourism	Many (Domestic)
9	Estimated no. of over-night visitors (No. of guests check-in) in 2010	Total	17,133 guests	100 %
		e. Foreign	171 guests	1 %
		f. Domestic	16,961 guests	99 %
10	Seasonality: <input type="checkbox"/> Peak: _____ <input checked="" type="checkbox"/> Ordinary, _____ <input type="checkbox"/> Off	Jan / Feb / Mar / Apr / May / Jun / Jul / Aug / Sep / Oct / Nov / Dec		
11	AE's supply data (SAE 1, 2010) Source: Business Permit & Licensing Data 2010	7) No. of AEs	8) No. of rooms	9) No. of employment
		27 units	204 rooms	78 persons
12	AE's demand data (DAE 4, 2010)	1) No. of guests check-in	17,133 guests	
		2) No. of guest-nights	22,147 guest-nights	
		3) Average length of stay	1.3 nights	
		4) Average occupancy rate	17.6 %	
13	No. of visitor arrivals at the main ports of entry:	5) No. of passengers	persons	%
		6) No. of visitors	persons	%
		i. Foreign over-night visitors	persons	%
		j. Domestic over-night visitors	persons	%
		k. Foreign same-day visitors	persons	%
		l. Domestic same-day visitors	persons	%
14	Visitor profile:	<ul style="list-style-type: none"> Who are your visitors? (domestic-region/foreign-country, age, sex) 	Generally domestic visitors from Western Visayas, male and aged 25-34 years old. Foreign visitors were mostly East Asians (Chinese and Koreans).	
				

		<ul style="list-style-type: none"> Which market segments? (Accompany/ group, purpose, activity) 	<p>Visitors to San Jose de Buenavista are primarily business travel.</p> <p>However, data further shows that visitors come for Pleasure/ Vacation during the first half of the year and majority travel with family while on the second half of the year visitors come for Business and majority travel with business colleagues.</p> <p>While in the Municipality they engage in resting and relaxation.</p>	
15	Tourism service industry (No. of establishments)	11) Tour operator 12) Travel agent 13) Guide 14) Souvenir shop 15) Handicraft shop 16) Restaurant	0 11 0 4 1 23	
16	Availability and experiences of promotion activities:	1) Brochure/ pamphlet	2) Website	3) FAM Tour
		■ Yes □ No	■ Yes □ No	■ Yes □ No
17	Promotion activities for investors:	1) Brochure/pamphlet	2) Website	3) Trade fair
		■ Yes □ No	■ Yes □ No	□ Yes ■ No
18	Conservation of attractions (Major on-going policy measures)	1. Coastal Resource Management Program 2. Approved Comprehensive Land Use Plan 3. Zoning Ordinance 4. Solid Waste Management Program 5. Municipal Environment Code		



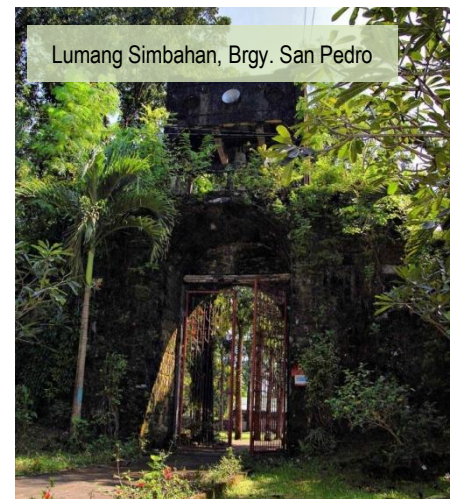
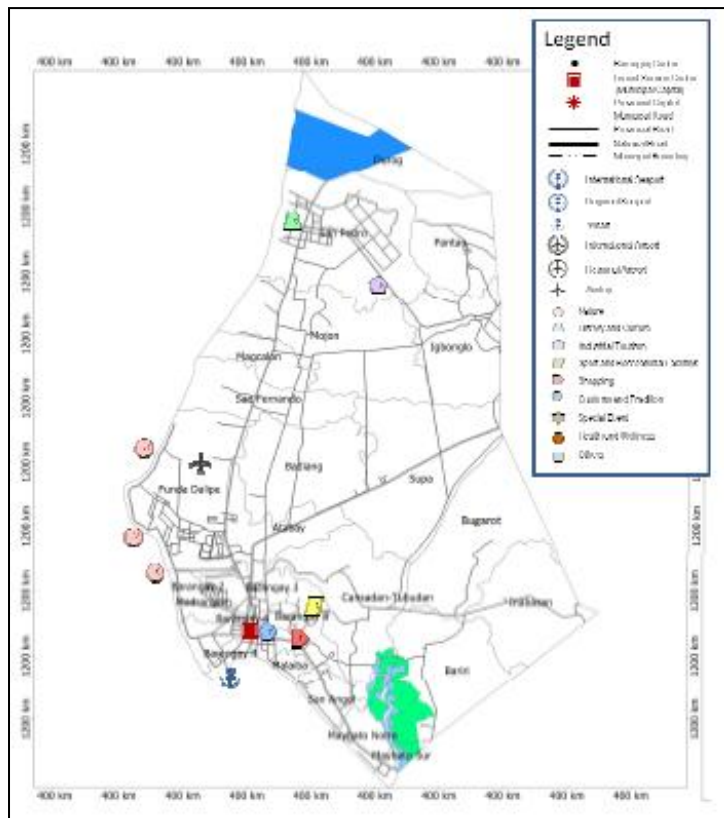
San Jose de Buenavista is the capital town of the Province of Antique and serves as the tourism service center of the Province. It offers an array of conveniences, supplies and support facilities to visitors such as restaurants, fastfood stores, grocery and shopping stores, gaming and gambling establishments, banks and transport terminals. It also offers venue and infrastructure for various events such as sports competitions, meetings, trainings and seminars, and weddings and tourism activities like shopping and dining making the Municipality less sensitive to seasonality.

It is the center of trade, commerce and finance of the Province and center of Provincial government/ administration. Thus, travelers to the Municipality are primarily male, 25-34 years old, business travelers from other Municipalities of the Province of Antique and from Iloilo.

It is strategically located within 2-hours travel time from Iloilo City which makes it ideal as a rest area for travelers going to destinations in northern Antique like Culasi, Tibiao and Pandan, and Boracay especially that the Province of Antique offers better road condition for land travel to Boracay.

Despite the urban first impression it generates among visitors, San Jose de Buenavista is still an agricultural town where a significant percentage of the total land area of the Municipality is used for agriculture (2,614 hectares).

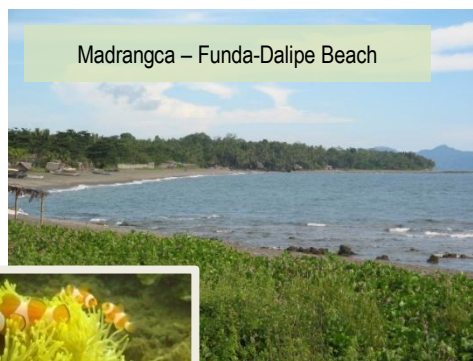
Tourist Attractions Map



Lumang Simbahan, Brgy. San Pedro



Tiringbanay Festival



Madrangca – Funda-Dalipe Beach



Farmville LGU Demo Farm

Formulation of Development Frame and Strategy

	Policy level	Direction, policy, strategy related to tourism sector
1	National Source: DOT, NEDA	The Tourism Act of 2009 or Republic Act 9593, Section 2: Tourism is an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos.
2	Regional Source: <i>Western Visayas Regional Development Plan 2011-16, NEDA</i>	<p><u>Development Strategies:</u></p> <ol style="list-style-type: none"> 1. Formulate a Regional Tourism Strategic Action Plan. 2. Harmonize and institutionalize standards for tourism services. 3. Enhance and sustain trainings for tourism-related frontline service workers and personnel. 4. Preserve and promote Western Visayan art, culture and heritage in the areas of music and literature, built heritage, museum pieces and artifacts, and traditional arts and crafts. 5. Instill a "culture of tourism" among Western Visayans. 6. Improve access to tourism destinations. 7. Improve the Tourism Information Systems. 8. Encourage the creation of permanent positions for tourism officers in the LGUs. <p><u>Policy and Legislative Agenda:</u></p> <ol style="list-style-type: none"> 1. LGUs, especially in local government units with strong tourism potentials, to pass ordinance creating permanent positions for tourism officers. 2. LGUs to update tourism-related ordinances such as traffic and transportation to conform to international covenants and standards. 3. Local ordinances providing incentives to tourism investors.
3	Local Source: <i>Municipal Approved CLUP</i>	Improve tourism facilities in the designated tourism development areas by providing complete tourism amenities, better access roads.

		Year	2010 (or 2007)	2015	2020	2025
4	Population	persons	54,871	63,214	69,062	75,450
		(growth rate)	1.79%	(1.79%)	(1.79%)	(1.79%)
5	Employment	persons	17,559 (Estimate)	N/A	N/A	N/A
		(growth rate)	N/A	N/A	N/A	N/A

6	Development Direction	Vision	San Jose de Buenavista, a welcoming, quaint urbane destination.			
		Mission	To promote sustainable development for the improvement of tourism services in the area, through accessible social services and responsive leadership and community support.			
		Goal	<ol style="list-style-type: none"> 1. Town's urban environment and appearance enhanced. 2. Improved physical and social infrastructure and amenities. 3. Strategic and sustainable tourism and recreation-related businesses developed. 			
		Image	Green Urban Environment Hospitable/ Tourist-friendly residents and tourist infrastructure/ facilities Clean, Organized, Beautifully Landscaped Public Spaces w/ Architectural Features that are visually interesting			

		Year	2010	2015	2020	2025
7	Target Setting (see Chart)	10) No. of over-night visitors	17,133 persons	25,408 persons	37,332 persons	45,420 persons
		(growth rate)		8.20%	8.00%	4.00%
		11) No. of AE rooms	204 rooms	338 rooms	347 rooms	423 rooms
		(growth rate)		65.69%	2.66 %	21.90 %
		12) Average occupancy rate	18 %	31%	45 %	45 %
		(growth rate)		72.22%	45.16%	0.00%
		13) Average length of stay	1.29 nights	3 nights	3 nights	3 nights
		(growth rate)		132.56%	0.00%	0.00%
		14) Direct employment	204 persons	667 persons	628 persons	830 persons
		(growth rate)		226.96%	5.85%	32.17%
8	4) Target Markets	● Who are your visitors? (domestic-region/foreign-country, age, sex)	Domestic: Male, young adults (25-34 years old) from Iloilo City and Iloilo Province, which are within the two-hour travel time from San Jose de Buenavista, and residents from other municipalities of the Province of Antique shall be the target market.			

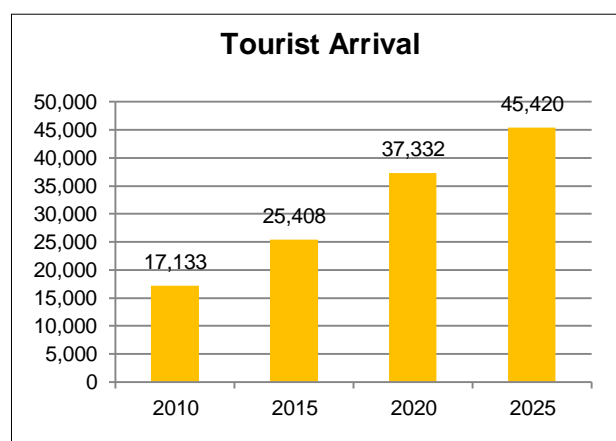
	5) Marketing Segments	● Which market segments? (Accompany/ group, purpose, activity)	Domestic business travelers and MICE-goers.
9	Tourist Sites (see Tourist Site Map and Photos)	Name	Major attractions/ development direction
		1) Poblacion	Tiringbanay Festival, San Jose Business Park, EBJ Freedom Park
		2) Madrangca-Funda-Dalipe	Approximately 4 km of beach primarily composed of sand and gravel, Marine Protected Area

San Jose de Buenavista, according to first impression and name-image association of visitors, is an urban place much like a city. It is being proposed that the Municipality harness this image as it sets it apart from the rest of the other Municipalities in the Province of Antique. Nonetheless, San Jose de Buenavista will operate within the Green Urban Tourism concept to complement the "Natural Antique" image of the Province and to achieve the vision of the Municipality of being an ecologically balanced urban community. With this, the Municipality must secure open spaces and buildings from illegal construction through the creation of greenbelts or buffer zones for leisure activities and battle against pollution by reinforcing the effort to increase the quality of the urban landscape especially in the highly populated Poblacion and coastal area.

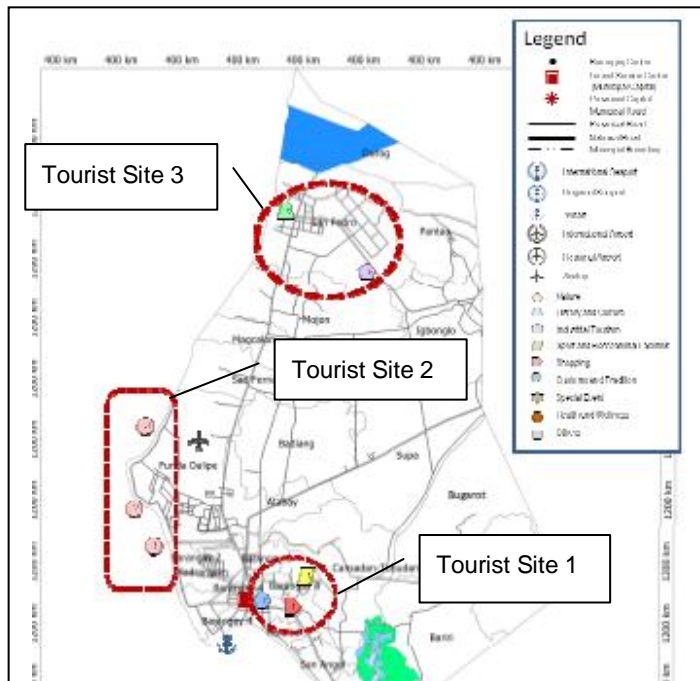
As a tourist service center and as a Municipality aiming to boost domestic business travel and hosting various MICE events, Municipality should embark on improving its physical amenities and infrastructure (such as well paved roads around the Poblacion and roads connecting the tourist sites, clean public restrooms, convenient transport terminals) and its social amenities where local residents are highly aware of tourist products and services of the Municipality and practice a culture of tourism.

Furthermore, private sector shall be encouraged to engage in product development to support the rest and relaxation activities of the business travelers and MICE-goers.

Target setting



Tourist Site Map



Tourist Site 1: Poblacion (San Jose Business Park and its periphery). TDA 1 will focus on the revitalization of this old central business district of the Municipality through improvement of aesthetics and services in the San Jose Business Park and its surrounding.

The LGU-owned San Jose Business Park, a public market, is projected to be a place for dining highlighting the local delicacies and shopping especially of local crafts.

Greening of this area is proposed to generate a relaxing ambiance, reduce heat island effect and encourage walking, human contact and social activities. Stores located in this area shall be encouraged to improve their store front design to improve pedestrian flow.



Tourist Site 2: Madrangca – Funda-Dalipe Beach (Coastal Zone). Road improvement will be a priority in this area. The coastal road will be developed into a seaside boulevard. Future construction along the coast blocking the view should be discouraged. Resorts along the beach, shall be encouraged to provide that resort ambiance but with urban amenities such as wireless internet services, telephone lines to cater to the needs of business travelers and MICE-goers.

The development of this area shall also include development of San Jose Tradetown, another business district of the Municipality, thru road improvement connecting Tradetown to the coastal road.

Tourist Site 3: San Pedro. The site has potential for agro-tourism development and cultural heritage development in the future.



Table A: On-going and Proposed Projects and Programs

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)	Beneficiaries or users (*6)	Remarks
1	Developing Opportunity Equalization in Responsible and Sustainable Tourism (DOERS) Program	<p>Developed and partially funded by San Jose LGU and Liliane Foundation in partnership with the Association of Disabled Persons (ADP) to expand the resources and bases of economic opportunities of San Jose de Buenavista and tapping the persons with disability to provide tourism allied services such as souvenir production.</p> <p>A component of this Project is Coastal Resort Management. This component banks on the LGU's effort to promote responsible coastal tourism management especially in beach areas with declared Marine Protected Area (MPA). This shall be a co-management of the proposed tourism site between the PWD Cooperative and the LGU with fisherfolk sector. The PWD through this project shall manage an eating area, spa and massage services, souvenir shop as well as interpretive guiding.</p>	Funda-Dalipe	Already approved and financed	2011-2013	Public – Private Partnership (PPP)	P13,576,850.00	Persons with disability and their family	Resort mgt project component pending due to unavailability of venue
2	Improvement of San Jose Business Park	Construction of the San Jose Business Park second floor and improvement of the peripheral parking area	Poblacion	Under construction	2011-2012	Public (LGU)	P9M	MSMEs	Needs additional funding for completion
3	Tourism Information Management and Marketing Project	<p>The project has two components:</p> <p>(1) Tourism Information Management which entails capacitating primary tourism enterprises on gathering relevant statistics to support informed decision-making. Included in this component is the establishment of the San Jose de Buenavista Tourist Information and Assistance Center where all tourism related information including the statistical data from the STAT-STARRS will be made available to various stakeholders especially the tourists, investors and researchers.</p> <p>(2) Tourism Marketing and Promotion which covers the conduct of tourism awareness and marketing activities targeting customer (tourists) and the local stakeholders like the accommodation establishments, restaurants, tour operators and transport sector. In line with the marketing and promotion activities will be the production of tourism information and promotion collaterals (e.g. brochure) for display in the Tourist Information and Assistance Center and for giving away during conduct of awareness and promotion activities. Also in this component is a capability building of the accommodation establishments, restaurants, pasalubong shops, and tour operators on using the internet to market and promote their products and services.</p>		Already approved and financed	2011	Public (LGU)	P300,000.00	Primary Tourism Enterprises	Allocated budget were used to fund the events/ festival participation of the LGU
4	Improvement of Jeepney Terminal	Construction of movable kiosks for MSMEs selling pasalubong items	Tradetown, Funda-Dalipe	Under construction	2011-2012	Public (LGU)	P1M	MSMEs	
5	Improvement of Tradetown Entertainment Area	Construction of stage for performances and trellis in Tradetown Building 3 now called the Entertainment Area. Improvement will also include landscaping and painting jobs to improve the	Tradetown, Funda-Dalipe	Partially constructed	2010 onwards	Public (LGU)		MSMEs	Needs additional

		aesthetics of the area encourage additional night bars to locate their business in this area.							fund for completion
6	Coastal Resource Management Program	Program covers improvement of the Marine Protected Area core zone and buffer zone, advocacy and livelihood support to fisherfolks	Funda-Dalipe (MPA Core Zone)	Already approved and financed		Public (LGU)		Fisherfolks	

Table A-2: Potential and Proposed Projects and Programs

No	Name	Profile	Location (*1)	Stage (*2)	Period (*3)	Dev. Body (*4)	Cost (*5)	Beneficiaries or users (*6)	Remarks
1	Creation of the Boulevard	Concreting of more or less 4-5km road along the coast of Brgy. Madrangca to Funda Dalipe referred to as Senator's Lane with installation of streetlights and relevant signs.	Madrangca to Funda-Dalipe			Public (LGU)		Resorts, Fisherfolks	
2	Quality Beach Award	Awarding of quality seal to beach resorts (and/or communities) that are well managed and meet high standard of cleanliness and where tourists could enjoy a quality coastal experience.	Madrangca to Funda-Dalipe			Public (LGU)			
3	KSA Enhancement of Public Transport Drivers	Training of public transport drivers covering orientation of tourism product and services of the Municipality,				LGU in partnership with TODAs			
4	Improvement of Diosdado Macapagal Trade and Promotion Center	Conversion of the underutilized public center into a LGU-managed events center with installation in-house audio-video system, addition of a service bay for caterers, landscaping, painting of facade.	Tradetown, Funda-Dalipe					Tricycle drivers and operators	
5	Road Improvement Tradetown- Beach Area	Improvement of road pavement including concreting portion of road, installation of streetlights and signs from Tradetown to the beach area of Funda-Dalipe	Funda-Dalipe					Tricycle drivers and operators, Resorts	
6	Tourism Product Development	Financial and/or technical support to MSMEs already engaged in tourism or would like to engage in tourism.							

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

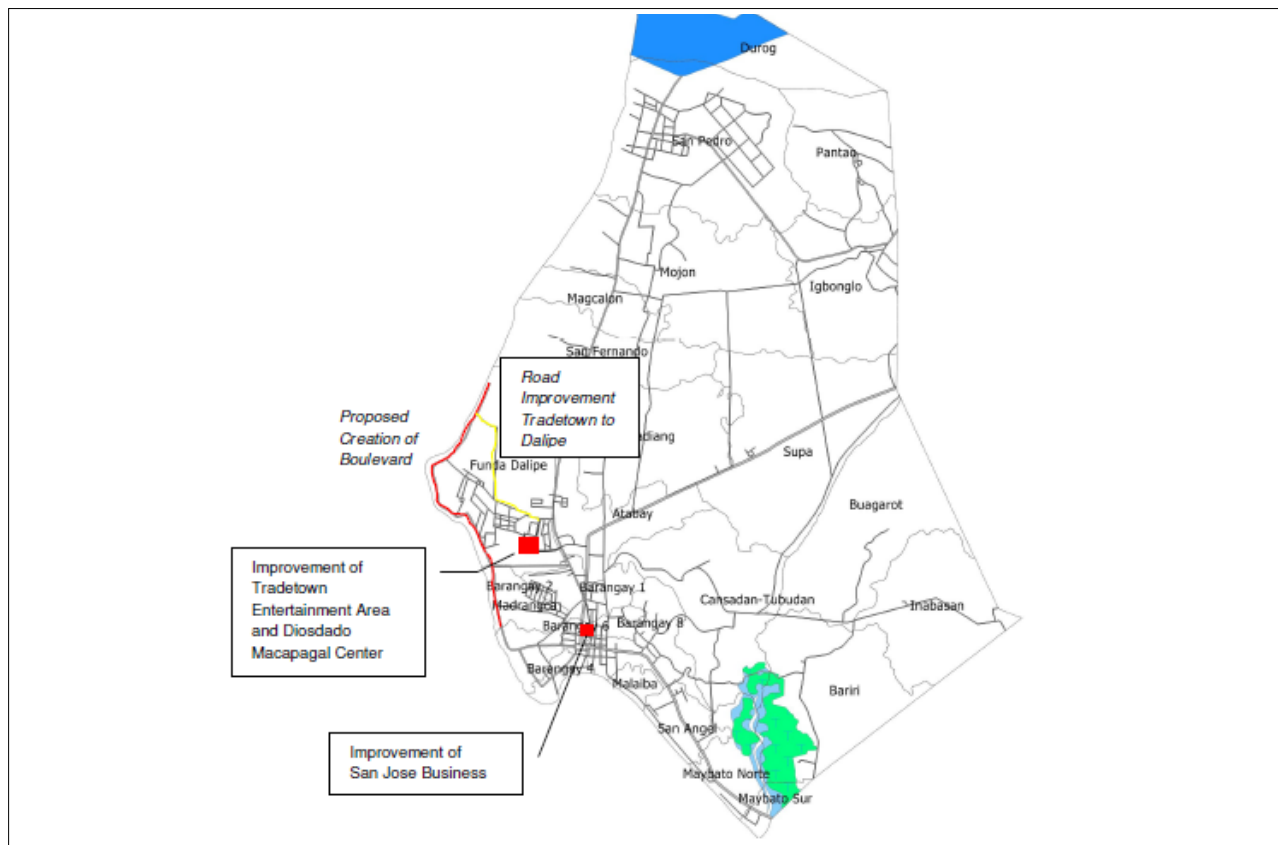
(*3) Period to achieve the target

(*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

Development Concept Map (or Project Location Map)



Proposed priority projects are focused on improvement of the quality of physical infrastructure such as road concreting, streetlights installation; improvement of the Municipality's business districts - San Jose Business Park and Tradetown.

Other projects are focused on improvement of the quality and range of tourism products and services offered in the Municipality. Part of this is enhancement of knowledge, skills and attitude of residents and front-line service providers such as public transport drivers, food and beverage service personnel, storekeepers, AE front desk personnel. Another part is product development to fill the needs of business travelers and MICE goers.

Action Plan

-
12. Advocacy for tourism awareness to tourism stakeholders
 13. Development and Enactment of a Municipal Tourism Code
 14. Completion of Tourism Development Plan and Approval of Sangguniang Bayan
 15. Advocacy for community tourism awareness
 16. Development of tourism materials
 17. Revival of the Municipal Information, Trade, Investment and Tourism Promotion Center
 18. Hiring of additional staff for tourism
 19. Reorganization of the Municipal Tourism Council
 20. Organize primary tourism enterprises
 21. Establish relevant support service for primary tourism enterprise owners/ operators to improve business skills.
 22. Advocacy for tourism statistics system among tourism enterprises
 23. Advocacy for awareness and engagement in quality standards
-



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