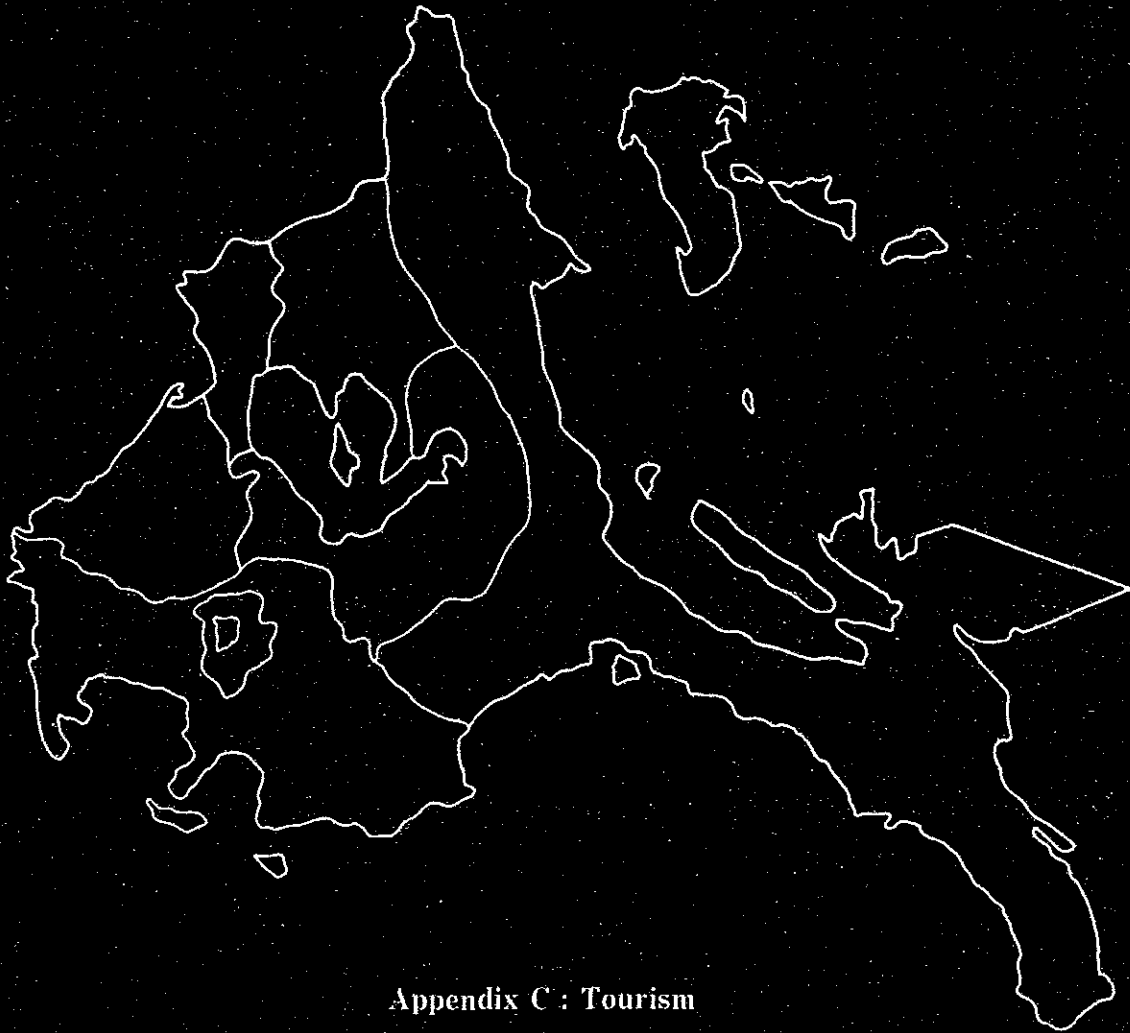


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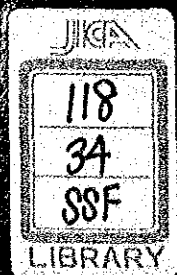
FINAL REPORT



Appendix C : Tourism

October, 1991

JAPAN INTERNATIONAL COOPERATION AGENCY





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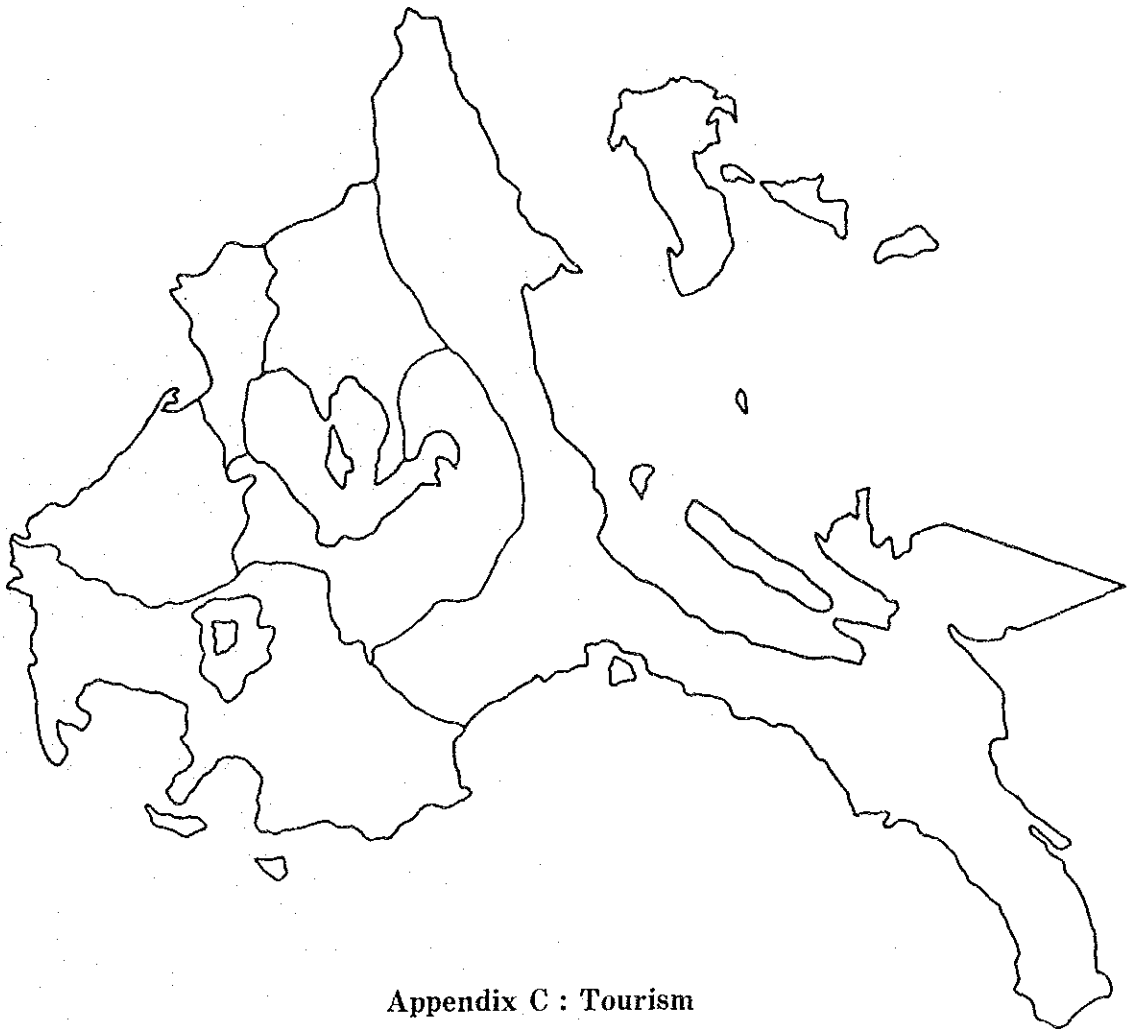
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FINAL REPORT



Appendix C : Tourism

October, 1991

JAPAN INTERNATIONAL COOPERATION AGENCY

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Appendix C: TOURISM

C.1 Existing Conditions of Tourism Sector

C.1.1 Government policies and plans

(1) Government organizations

The mandate of the Department of Tourism (DOT) as provided for in Executive Order No. 120 is "to be the principal government agency responsible for the encouragement, promotion and development of tourism as a major socioeconomic activity to generate foreign currencies and employment, to spread the benefit of tourism to a wider segment of the population with the support, assistance and cooperation of both the public and private sectors, and to assure the safe, convenient and enjoyable stay and travel of foreign and local tourists in the Country".

At present, four undersecretariats exist within the Department, although reorganization is going on: viz. (1) Planning, Product Development and Coordination, (2) Tourism Promotion, (3) Tourism Services and Regional Offices, and (4) Internal Services.

Following agencies are attached to the Development of Tourism.

Philippine Tourism Authority (PTA)

It serves as the implementing arm for infrastructure development and implementation of all policies and programs of DOT.

Philippine Convention and Visitors Corporation

It is a government controlled corporation which serves as the marketing arm of DOT.

National Parks Development Corporation (NPDC)

It is tasked with the operation and maintenance of national parks.

Intramuros Administration (IA)

It is the agency in restoring the walls and fortifications and in reviving the cultural and religious traditions in Intramuros.

(2) National tourism policies

The National Tourism Plan formulated by DOT provides the goals and specific objectives of tourism sector as follows.

Economic goal:

To maximize the economic benefits that could be derived from the development of existing and potential Philippine tourism assets which will benefit a wider base of the Filipino population. Specific objectives are:

- 1) to increase continuously net foreign exchange earnings,
- 2) to generate maximum employment opportunities for Filipinos in tourism establishments and projects,
- 3) to achieve a balance in tourism development between urban centers and rural areas, and
- 4) to expand continually domestic tourism in terms of domestic travel, product availability and facilities.

Socio-cultural goal:

To achieve a level of tourism development that is for and by the Filipino people which will improve their quality of life, promote and conserve their heritage, and heighten their national identity and sense of unity. Specific objectives are:

- 1) to optimize the social benefits of tourism development,
- 2) to utilize tourism as a means of developing national identity through an awareness of history, culture and tradition, and
- 3) to utilize tourism benefits for the protection, conservation and proper development of the socio-cultural resources of the host communities.

Physical-environmental goal:

To achieve a level of tourism development that will optimize the utilization of indigenous resources and at the same time, protect the natural environment and preserve the country's ecological balance. Specific objectives are:

- 1) to ensure that tourism development blends with and enhances the environment for the enjoyment of Filipinos and visitors, and
- 2) to conserve and properly develop the natural resources of tourist areas/zones.

Organizational goal:

To provide a strong government organization that will effectively and efficiently direct, implement, and coordinate the functions and resources required to institutionalize the priority position of the tourism industry within the country's political framework. Specific objectives are:

- 1) to operationalize the reorganization of the Philippines national tourism administration, and
- 2) to promote international cooperation in the community to nations.

Of all the goals stated above, "A Primer on the Department of Tourism" emphasizes the "Economic goal" that regards tourism as the means of getting the net foreign currency earnings and creating the employment opportunities.

(3) Tourism plans and projects in CALABARZON

Tourism-related projects recently implemented or planned in CALABARZON include the following.

On going projects

- Daranak falls development (Rizal)
- Matabungkay parking area (Batangas)
- Imus plaza development (Cavite)

Projects under design and planning

- Anilao road development (Batangas)
- Baybay dagat area (Batangas)
- Hacienda Looc development (Batangas)
- Nasugbu beach resort (Batangas)
- Taal volcano island development (Batangas)
- Wawa-Tali road, Nasugbu (Batangas)
- Imus town plaza lighting (Cavite)
- Tagaytay picnic grove development (Cavite)
- Pagsanjan gorge complex (Laguna)
- Rizal park rehabilitation (Rizal)
- Sumulong highway lighting project (Rizal)
- Tikob lake development (Quezon)

The Heritage Village in Taal and the Artist Village in Angono are being prepared for development by DOT. The Carmona-Ternate-Nasugbu road construction project is expected to contribute much to the development of tourism in CALABARZON.

In 1990, DOT withdrew from the promotion of Pagsanjan as there had been many complaints from tourists about the "flagging" defined as stopping of tourists not within the premises of registered accommodations.

C.1.2 Tourism market

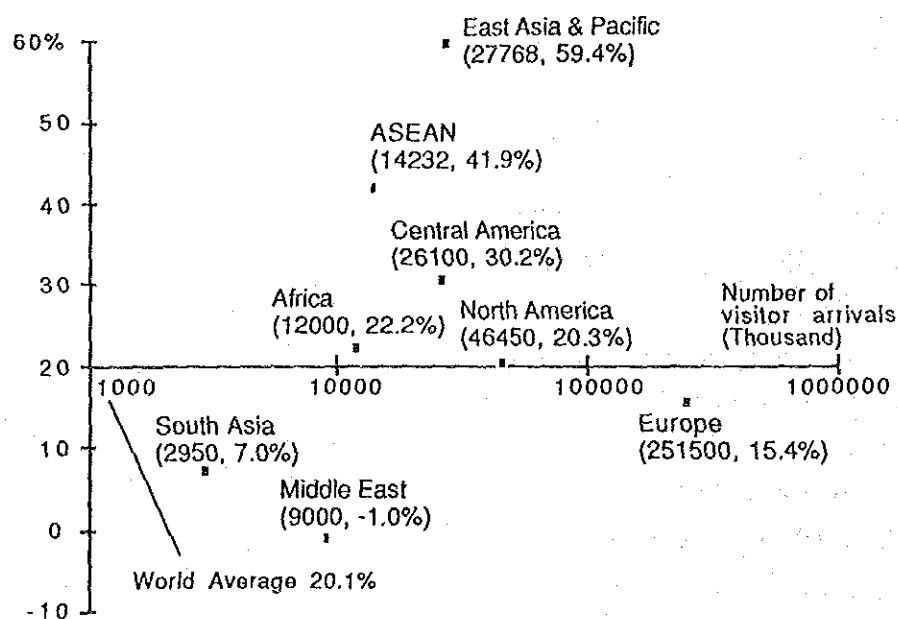
(1) International tourism market

Tourist arrivals

In 1989, 403,578,000 people traveled outside their countries. It represents a 23.6% increase from 1985 and a 41.7% increase from 1980. This implies that international tourism became more prosperous through 1980's. This trend is expected to continue through 1990's.

The East Asia and Pacific region exhibits remarkably high growth rates in tourist arrivals: 59.4% growth from 1985 to 1989, much higher than the world average. Tourist arrivals to ASEAN countries increased from 10.0 million in 1985 to 14.2 million in 1988, 41.9% increase.

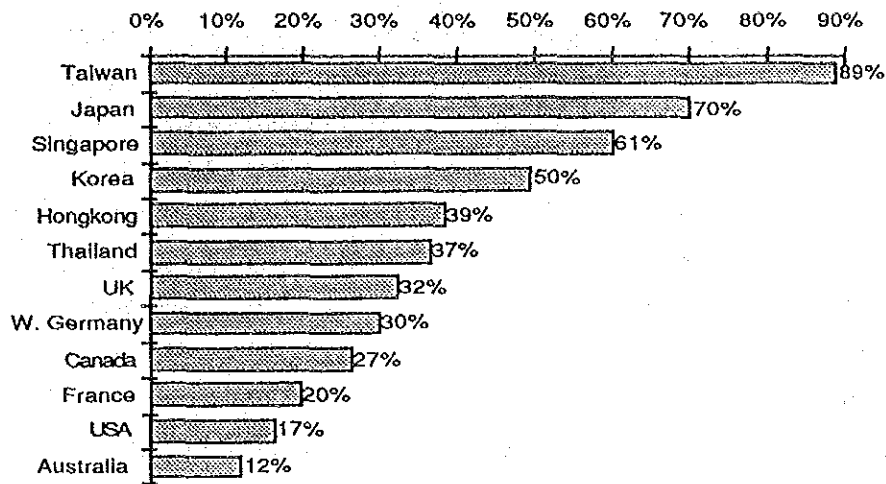
Number of International Tourist Arrival by Origin



Source: World Tourist Organization

This high growth is due primarily to large increase in tourists from neighbouring countries such as Japan and NIES.

Growth Rates of International Departure (1988/85)

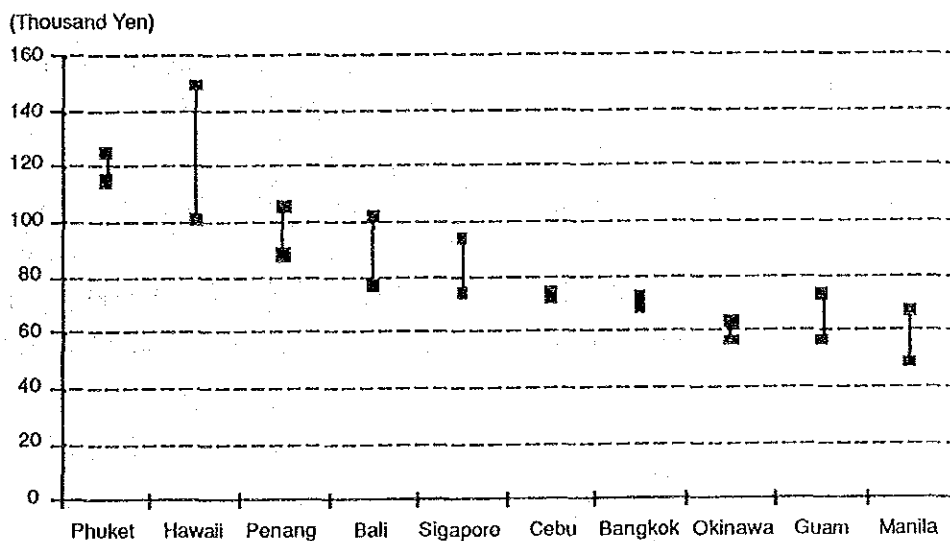


Source: Japan National Tourist Organization

Price competitiveness

The lowest price from Tokyo to Manila is the cheapest of all the competitive destinations. Prices from Tokyo to Guam in USA and Okinawa in Japan, however, are practically in the same price range as that to Manila.

Comparison of Discount-ticket Price from Tokyo



Source: Interview survey from travel agents based on shoulder season rate in 1990

Also, from Hongkong, price of package tour is cheaper than other competitive destinations like Malaysia and Thailand. For China, type of tourism resources are different from those in the Philippines so that it cannot be the competitors.

Price of Package Tour from Hongkong (1988)

Destination	Length (days)	Price (HK\$)
China	5 - 8	1,690 - 2,490
Philippines	4 - 7	1,990 - 2,590
Malaysia/Singapore	4 - 7	2,140 - 4,590
Taiwan	4 - 8	2,500 - 3,880
Thailand	5 - 8	2,780 - 3,880
Korea	4 - 7	3,290 - 4,690
Japan	4 - 8	4,330 - 6,690
Australia	5 - 9	4,980 - 10,790
USA	7 - 11	7,280 - 15,999
Europe	9 - 16	7,980 - 15,880

Source: Japan National Tourist Organization, 1988

Under the current air fare system, tour fare to Manila from Korea, Hong-Kong and Taiwan is supposed to be less expensive than to other competing destinations. Considering these advantages, Philippines tourism industry is now in a very favorable environment because of its proximity to the promising market.

(2) International tourism in the Philippines

The number of tourist arrivals in the Philippines was 1,189,719 in 1989, of which 97.7% were visitors by air. It represents a 14.1% increase from the previous year.

The number of visitor arrivals in the Philippines grew remarkably during 1970's to hit the million mark in 1980. However, owing to the worldwide depression induced by the increases in oil price and political instability in the Philippines, the number of international tourists decreased in the first half of 1980's. After 1986, tourist arrivals started show high growth.

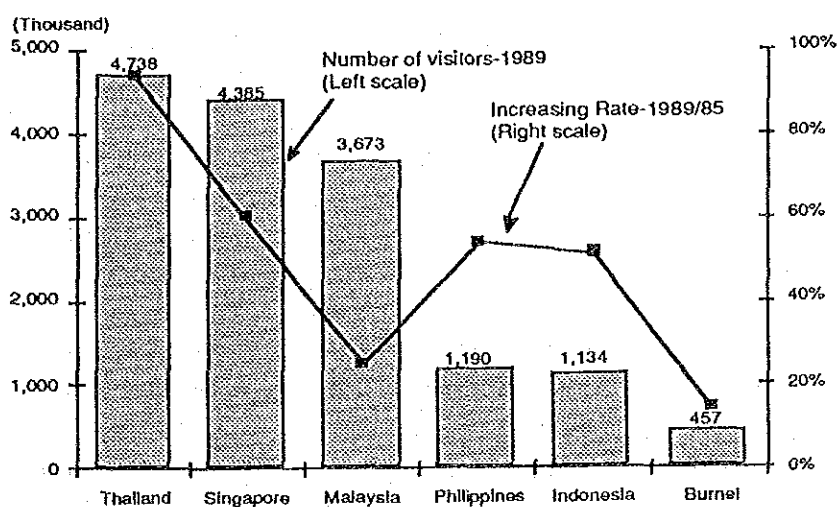
Number of Visitors to the Philippines

	Number of visitors	Growth rate from previous year
1977	730,123	18.7%
1978	859,396	17.7%
1979	966,873	12.5%
1980	1,008,159	4.3%
1981	938,953	-6.9%
1982	890,807	-5.1%
1983	860,550	-3.4%
1984	816,712	-5.1%
1985	773,074	-5.3%
1986	781,517	1.1%
1987	794,700	1.7%
1988	1,043,114	31.3%
1989	1,189,719	14.1%

Source: Department of Tourism

Although growth rates are high in the latter half of 1980's, the number of visitors to the Philippines is still small compared to other ASEAN countries.

Number of Visitor Arrivals in ASEAN Countries

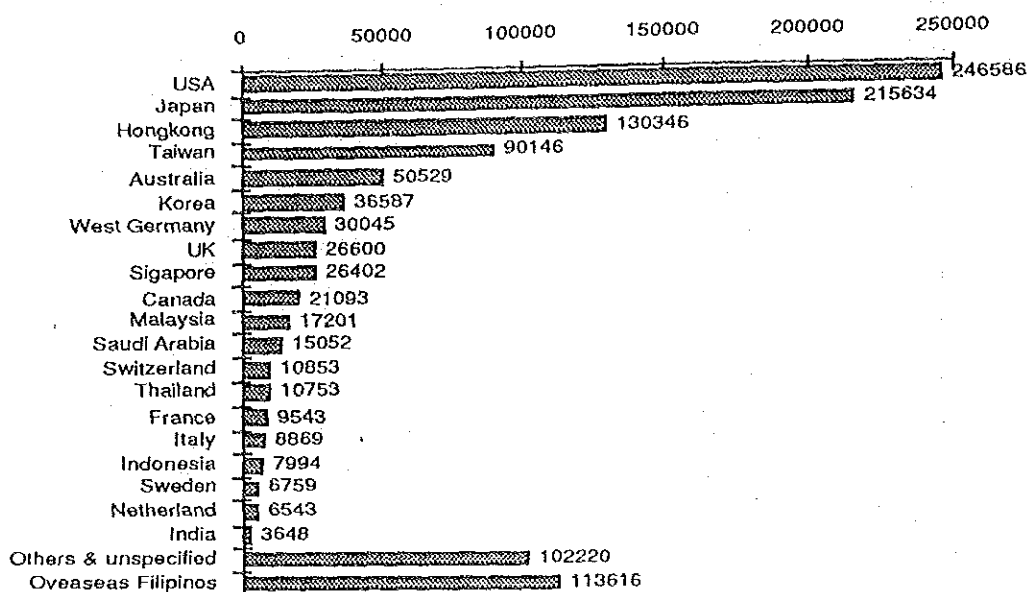


Source: World Tourist Organization

The largest number of visitors come from U.S.A., followed by those from Japan and Hongkong. Only 18.5% of US tourists use hotels. This is due to the existence of US

bases (37,855 or 15.7% of air visitors from USA are military personnel) and the high percentage of Balikbayans (43,975 or 17.8%) who tend to stay at private home.

Visitor Arrivals to the Philippines by Country of Residence (1989)



Source: Department of Tourism

Type of Accommodations by Country of Residence

	Hotel	Relative/Friend	Others (US Base etc.)	Total
Japan	163,054	75.6%	36,433	215,635
Hongkong	117,169	89.9%	8,791	130,347
Taiwan	81,622	90.5%	6,761	90,147
Korea	25,425	69.5%	7,769	36,588
USA	45,501	18.5%	135,497	246,587
Canada	4,549	21.6%	14,149	21,094
Australia	23,850	47.2%	21,683	50,530
New Zealand	1,485	41.1%	1,636	3,615
ASEAN	27,444	51.9%	18,954	52,881
EUROPE	74,389	61.3%	32,614	121,335
Others	21,947	63.0%	8,866	34,814
Overseas Fils	31,726	27.9%	61,786	113,617
(Balikbayans)	13,406	7.1%	161,512	189,279
Total	691,550	58.1%	351,057	1,189,720

Source: Department of Tourism

Note: Excluding "Not Stated," air visitor only

Number of Balikbayans/Non-Balikbayans by Country of Residence

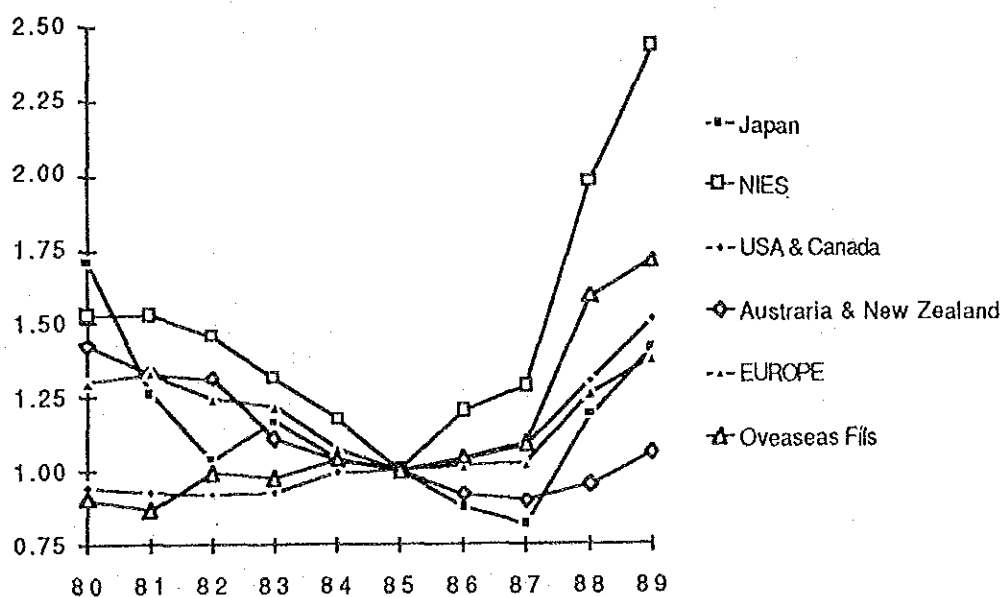
	Non Balikbayans		Balikbayans		Total	
ASEAN	64,155	99.0%	651	1.0%	64,806	100.0%
Japan	213,804	99.2%	1,830	0.8%	215,634	100.0%
Hongkong	128,254	98.4%	2,092	1.6%	130,346	100.0%
Korea	36,537	99.9%	50	0.1%	36,587	100.0%
Taiwan	90,060	99.9%	86	0.1%	90,146	100.0%
USA	202,611	82.2%	43,975	17.8%	246,586	100.0%
Canada	13,944	66.1%	7,149	33.9%	21,093	100.0%
Australia	44,331	87.7%	6,198	12.3%	50,529	100.0%
New Zealand	3,461	95.8%	153	4.2%	3,614	100.0%
EUROPE	103,966	95.1%	5,373	4.9%	109,339	100.0%
Others	99,318	92.5%	8,105	7.5%	107,423	100.0%
Overseas Filipinos	-	-	113,616	100.0%	113,616	100.0%
Total	1,000,441	84.1%	189,278	15.9%	1,189,719	100.0%

Source: Department of Tourism

NIES countries such as Hong-Kong, Taiwan and Korea show high increase rates of tourists to the Philippines. Most countries show recovery of tourists since 1986.

Considering the fact above, Japanese are potentially the most promising guests for the Philippine tourism industry. Hongkong and Taiwanese seem to follow. Although the current number is relatively small, Korean market is also promising when its high growth rates and its economic power are considered.

Annual Change in Arrivals to the Philippines (1985 = 1)



Source: Department of Tourism

(3) Domestic tourism in the Philippines

A total of 3,515,665 travelers were reported to have used the accommodations covered by the DOT study in 1989. Domestic travelers were 1,986,935 (56.5% of the total), and foreign visitors recorded 1,528,730 (43.5%). The NCR captured the highest share of 33.3%, followed by Region I (Baguio) and Region VII (Cebu).

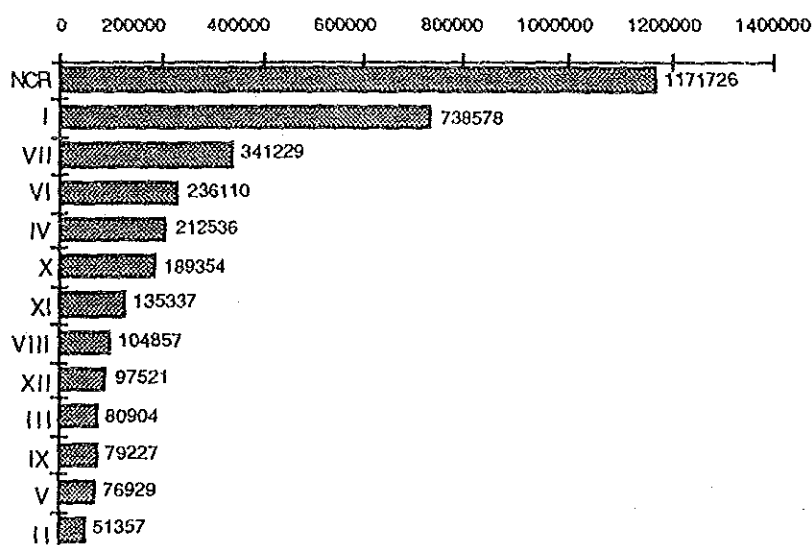
Region VII is noted for the high percentage of Japanese and Taiwanese tourists, and Region I for the high percentage of domestic and Westerners. Region III shows a percentage of Americans as there is a large US Base. Region IV is noted for its higher percentage of Chinese visitors.

Regional Distribution of Visitors from Major Market

Region	Japan	Hongkong	Taiwan	USA	W.Europe	Australia	Filipino	Total
I	4.3%	5.5%	1.2%	8.2%	16.5%	14.2%	30.4%	21.2%
II	0.3%	0.1%	0.0%	0.5%	3.6%	0.8%	2.0%	1.5%
III	0.8%	0.1%	0.3%	16.6%	0.5%	5.8%	1.2%	2.3%
IV	6.3%	19.5%	11.7%	5.3%	8.7%	3.0%	4.2%	6.1%
V	0.2%	0.0%	0.1%	0.4%	0.6%	0.5%	3.8%	2.2%
VI	0.9%	0.1%	0.5%	1.7%	2.6%	1.9%	9.5%	5.7%
VII	15.4%	8.6%	17.2%	5.7%	11.8%	6.9%	10.1%	9.8%
VIII	0.4%	0.0%	0.1%	0.3%	0.6%	0.9%	5.1%	3.0%
IX	0.2%	0.0%	0.1%	0.2%	0.4%	0.5%	4.0%	2.3%
X	0.4%	0.0%	0.1%	0.4%	1.0%	0.6%	9.6%	5.4%
XI	0.5%	0.0%	0.1%	0.4%	0.6%	0.5%	6.5%	3.9%
XII	0.0%	0.1%	0.2%	0.1%	0.1%	0.1%	5.0%	2.8%
NCR	70.2%	65.9%	68.3%	60.2%	53.1%	64.4%	8.5%	33.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Study on Regional Travel in the Philippines, DOT

Number of Tourists by Region



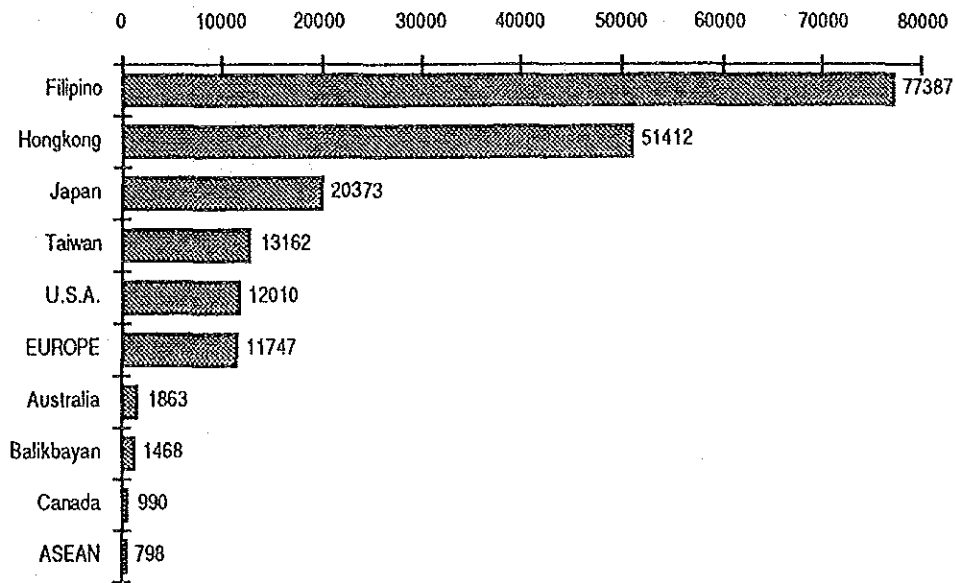
Source: Study on Regional Travel in the Philippines, DOT

(4) Visitors to CALABARZON

The number of visitors in 1989 to three out of five CALABARZON provinces, except Rizal and Quezon, was 206,353, of which 62.5% were international tourists. It accounts for 5.9% (4.0% for domestic, 8.7% for foreign) of the total number of visitors to the Philippines.

An interview survey at major hotels in CALABARZON conducted from June to July 1990, however, showed that about 80% of their guests are local Filipinos, reflecting the effects of the December coup in 1989.

Number of Visitors to CALABARZON (1988)



Source: Study on Regional Travel in the Philippines, DOT

Percentage of tourists from Hongkong and Taiwan is high, especially in Cavite and Laguna compared to the national total. Batangas is noted for its higher percentage of Americans and Europeans than other CALABARZON provinces.

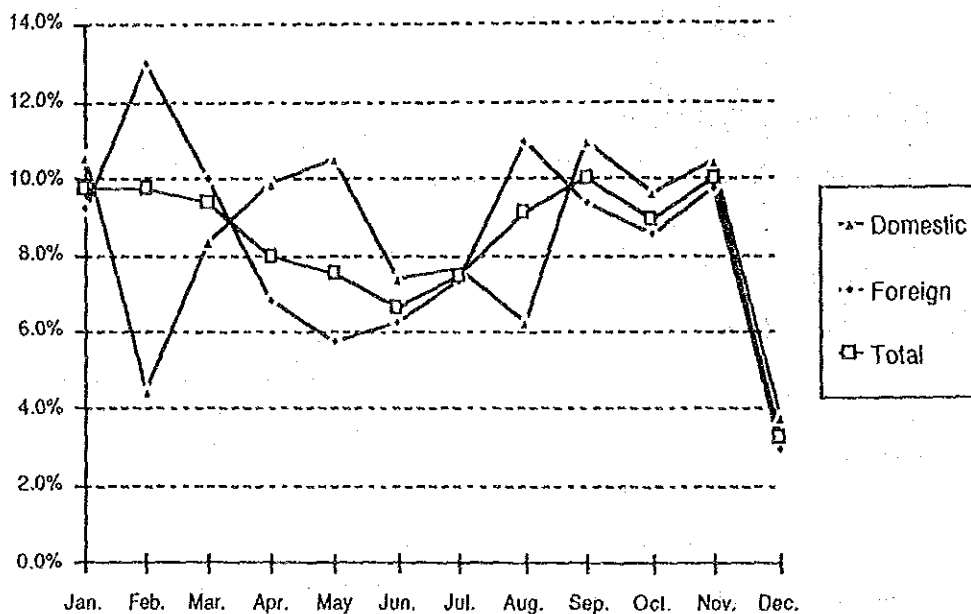
Distribution of Visitors to CALABARZON by Country

	Cavite	Batangas	Laguna	Total	Philippine
Filipino	39.8%	33.5%	39.0%	37.5%	56.4%
Hongkong	28.9%	24.1%	11.1%	24.9%	7.6%
Japan	13.6%	6.7%	3.4%	9.9%	9.4%
Taiwan	5.1%	0.2%	27.6%	6.4%	3.2%
U.S.A.	3.6%	9.2%	5.7%	5.8%	6.7%
EUROPE	1.3%	13.8%	1.6%	5.7%	4.4%
Australia	0.7%	1.4%	0.4%	0.9%	2.0%
Balibkayan	0.0%	1.4%	1.7%	0.7%	0.7%
Others	7.0%	9.5%	9.5%	8.2%	5.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Study on Regional Travel in the Philippines, DOT

The month of May is the high season for domestic travelers. February (Chinese New Year) is the peak season for foreign travelers influenced by the tourists from Hongkong and Taiwan. Although monthly fluctuation is not so remarkable, local people tend to concentrate on weekend compared to foreign tourists.

Monthly Fluctuation of Accommodations in CALABARZON



Source: Study on Regional Travel in the Philippines, DOT

C.1.3 Tourism accommodations and infrastructure

(1) Accommodations in the Philippines

The total number of rooms for tourists supplied in the Philippines was 30,612 in 1989, representing an increase of 8.5% over the previous year. NCR accounted for 34.7% of the total, Region I (Baguio) for 13.4% and Region VII for 9.5%. It is noted that nearly 4.8% of resorts started their operation in the latter half of 1980's, while 52% of hotels opened in 1970's.

Distribution of Establishments by Year of Operation Started

Year	Hotel Deluxe/1st	Hotel Std./ Economy	Resort	Pension/ lodging/ inn	Others	Unclassified	Total
-1960	4.3	3.7	1.5	3.8	0.0	5.2	3.5
61 - 64	8.7	0.9	0.0	1.9	0.0	0.0	1.5
65 - 69	17.4	11.0	4.3	4.2	13.3	8.6	6.9
70 - 74	17.4	11.0	5.8	9.8	6.7	12.0	10.0
75 - 79	34.8	14.6	7.3	20.5	20.0	5.2	16.5
80 - 84	8.7	28.5	33.3	33.7	33.3	25.9	30.7
85 -	8.7	30.3	47.8	26.1	26.7	43.1	30.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Department of Tourism

(2) Accommodations in CALABARZON

The number of rooms available in CALABARZON provinces are summarized.

Room Supply in CALABARZON

	Deluxe/1st	Std./Economy	Resort	Others	Total
Cavite	340	27	56	0	423
Laguna	0	152	175	96	423
Batangas	0	101	369	115	585
Quezon					569
Total					2,000

Source: Study on Regional Travel in the Philippines 1989

Over 2,000 rooms exist in CALABARZON, and additional accommodations are available in the forms of cottages and huts. In Batangas, 63% of the rooms are supplied by "resorts", while 80% in Cavite are supplied by international class hotels in Puerto Azul and Marbella Marina.

Distribution of accommodations are shown in Figure C.1. They are grouped into zones as follows.

Naic-Ternate beach resort zone

The world-famous Puerto Azul and Marbella Marina are in this zone. Both are in small coves isolated from any town proper. There are the government owned Ternate beach park and small accommodations along the coastal road from Cavite to Ternate.

Nasugbu-Calatagan beach resort zone

The Punta Baluarte beach club is the largest and has the best facilities. There are many hotels along the cove north of Nasugbu.

Mabini dive resort zone

Many hotels in this area are new and specialized for diving. They are found along the coast of Mabini peninsula facing Balayan Bay. For some hotels, only transportation method is by banca from Anilao.

Balayan bay zone

Along the coastline of Balayan bay, beach resort hotels are found side by side. Some were built recently so that access roads are often in poor conditions. Most of the hotels have small capacity.

Batangas zone

There are many hotels, inns and lodging houses that cater to travellers and transient businessmen.

Los Baños-Calamba hot springs zone

Since Spanish times, there have been spring resorts in this area. Many resorts with swimming pools are concentrated along the national road to Los Baños. The resorts are usually designed to fit day visitors.

Tagaytay Lake zone

The leading hotel in this zone is Taal Vista Hotel. Along the ridge viewing Taal Lake and Volcano Island, some accommodations are found including the government owned Picnic Grove Complex.

Pagsanjan Carilaya zone

Famous rapids shooting has attracted several hotels to Pagsanjan. Also, some resort are found along nearby Carilaya Lake. The leading hotel in this zone is Pagsanjan Rapids Hotel.

Laguna north coast zone

In recent years, resorts are established along the national road in the mountainside and coastline of Laguna Lake.

Tayabas bay zone

There are many beach resorts along the coast of Tayabas Bay. Most of them are small, accommodating fewer than 50 visitors overnight. Larger areas are Silangan beach, Paraiso beach and Tayabas bay beach in Sariaya as well as a few others in Lucena City. Additional attractions are available inland such as Mariposa resort and Tayabas spring resort in Tayabas and Lucban with festivity.

Lamon bay zone

Several resorts exist along the coast of Lamon Bay in Atimonan and Gumaca. They are all small and mostly for domestic tourists.

(3) Tourism infrastructure

International transportation

The primary port of entry to the Philippines is the Ninoy Aquino international airport (NAIA) accounting for 91.4% of visitor arrivals. Only 0.6% of air visitors enter from Cebu, of which 86.1% are Japanese residents. However, they form only 3.0% of Japanese visitors to the Philippines.

Visitor Arrivals by Port of Entry Point (1989)

	Manila	Cebu	US Bases	Others	Total
Air	1,086,851 91.4%	7,552 0.6%	68,009 5.7%	0 0.0%	1,162,412 97.7%
Sea	13,822 1.2%	5,181 0.4%	0 0.0%	8,304 0.7%	27,307 2.3%
Total	1,100,673 92.5%	12,733 1.1%	68,009 5.7%	8,304 0.7%	1,189,719 100.0%

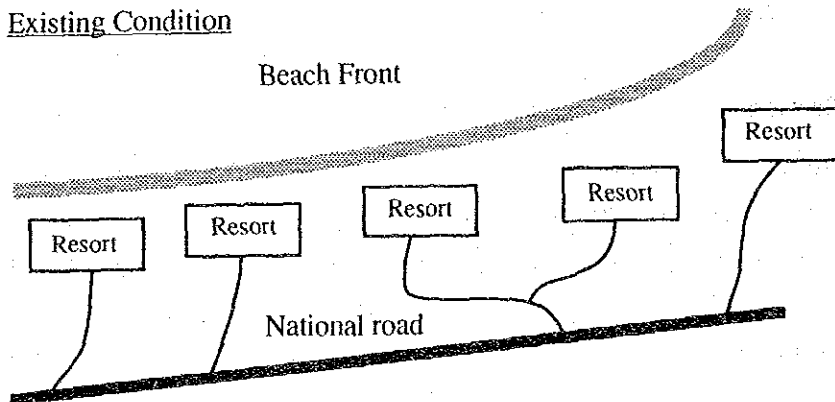
Source: Department of Tourism

Regional transportation

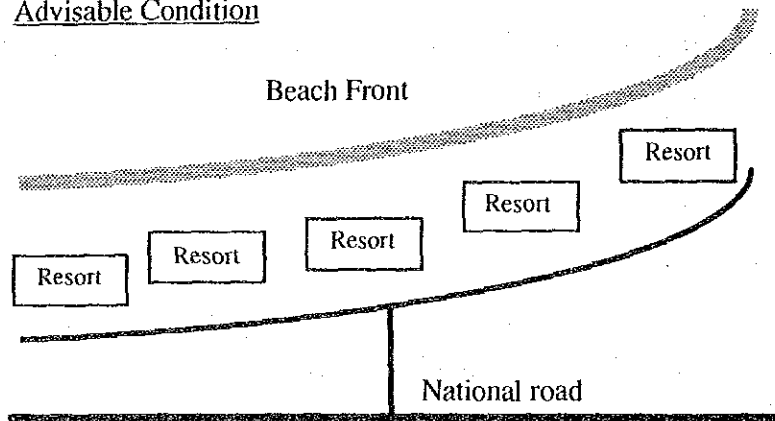
Access roads to individual accommodations or facilities are built usually separately and therefore, tend to be in a poor condition. Coordination is necessary between the central and the local governments. Typical examples are found along the Balayan Bay.

Concept of Access Road

Existing Condition



Advisable Condition



Other infrastructure

Many accommodations in CALABARZON, especially those in Batangas and Quezon have not installed telephone systems. Some beach resorts near town proper have garbage problems.

C.1.4 Tourism resources in CALABARZON

(1) Natural tourism resources

- a. The coastline that stretches from Nasugbu to Ternate has splendid scenery and small coves suitable for beach resorts and marinas such as Cutad, Hamilo and Limbones Coves.
- b. Along the coastline of Mabini peninsula, there are many diving spots. They started to attract divers both domestic and foreign in recent years. Water is very clear.
- c. Several off-shore island are attractive such as Fortune Island, Sombrero Island, Maricaban Island and Isla Verde. Compared to main land, nature is well conserved. Many diving spots and good beaches are present.
- d. Along the coastline of Batangas Bay, Balayan Bay and Manila Bay, sandy beaches exist at several locations.
- e. Hot springs are found in Los Baños and Calamba. They have attracted many hot springs/swimming pool resorts. Nearby are the International Rice Research Institute and the Botanical Garden of University of Philippines.
- f. Magdapio Falls and rapids shooting in Pagsanjan constitute a world famous tourist spot. According to the interview survey in NAIA, Pagsanjan is ranked the third most popular tourist spot in the Philippines next to Baguio and Cebu.
- g. The Tagaytay ridge provides fine view of Taal Lake and Volcano Island. It will also be a good substitution for Baguio as highland resort with its cool weather.
- h. Taal Volcano Island begins to attract tourists as it was recently developed by DOT.
- i. The southeastern coastlines of Batangas contain some attractive spots with beaches and rolling terrains, represented by the Aplaya Laiya estate.
- j. Daranak and Batlag Falls in Tanay attract weekend tourist from Metro Manila.
- k. Within the municipality of Burdeos and along the Pagbilao coast, several attractions exist, including Puting Bato, Anilon Island, Pacific Long Beach, Malaguinoon Munti, Binubonbonan Island, Bakaw-Bakaw Island, Malaking Malaguinoan

Island, Kalilaya Isle and Tulay Buhangin, all having attractive coastlines with sandy beaches. Talon ng Malicboy in Pagbilao with falls is a beautiful place for picnic, swimming and outings.

- l. Along the coast of Infanta and Real, various beaches are found: Sta. Monica beach in Infanta with 12 km shoreline with Sierra Maere mountains in the back, Balute beach and mangrove swamp, Capalong beach, Pandan beach surfaced with flat stones and sand, and Mag-asawang Islet with rock projections, all in Real.
- m. Polillo islands have many unspoiled beaches, coral reefs and crystal clear water. Opportunities abound for picnicking, swimming, diving, fishing and other activities.

(2) Cultural and historical tourism resources

- a. Some towns like Taal, Maragondon, Paete and Pakil retain streets of traditional houses that can be tourism resource.
- b. Old churches are abundant in CALABARZON. Typical examples are found in Morong, Taal, Maragondon, Majayjay and Nagcarlan.
- c. There are many markers, shrines and museums of national heroes in CALABARZON. Some of them are good examples of traditional houses like Aguinaldo Shrine, Laurel Memorial Library and Agoncillo House.
- d. Angono is the village for many artists. Several art galleries are opened to the public.
- e. Woodcarving in Paete, wood filigree in Pakil, Barong Tagalog and Balisong knife in Taal and handmade footwear in Liliw can be made use of as tourist attractions.

C.2 Prospects for Tourism Development

C.2.1 Potentials for tourism

(1) Importance of international tourism in the Philippines

International tourism receipts estimated from the sample survey in NAIA were US\$1,569 million in 1989. This represents 10.5% growth over the 1988 total of \$1,420 million. Tourism receipts were equal to 20% of total amount of export value in 1988.

DOT stresses tourism as the means of getting the net foreign currency earnings and creating the employment opportunities as clearly stated in the National Tourism Plan.

The promotion of international tourism will contribute also to increase in occupancy ratio of tourism facilities to make the tourism industry more lucrative.

(2) Tourism potentials in CALABARZON

Overall potential

Tourism resources in CALABARZON have good potentials to attract international tourists from neighbouring countries. However, they may not be attractive enough to invite tourists from other remote countries in the world. CALABARZON tourism potentiality depends on the utilization of its strategic location in relation to the growing tourism market in Asia and the Pacific region.

Main attractions

Beaches and places for various marine sports are the main tourism objectives in CALABARZON that can attract international tourists as well as domestic tourists. Though cultural and historical resources are abundant in CALABARZON, they may not become main attractions for visitors to CALABARZON. Cultural and historical resources will serve for the differentiation of CALABARZON from other competitive destinations.

C.2.2 Target markets for tourism development

(1) East Asian market

Generally, Japan and NIES are considered to be the most promising markets of tourists in the world. The Philippines should take advantages of its strategic location to these markets.

Air fares to Manila from major tourist generating markets in Asia are cheaper than other competitive destinations such as Pattaya, Bali and Penang. CALABARZON has an advantage since it is closer to these potential markets.

For international tourists, CALABARZON has an advantage in tour prices and accessibility over other destinations in the Philippines, as it can be easily reached by coach trips from the Ninoy Aquino international airport. Under the existing air-fare system this is remarkable for the tourists from neighboring countries like Japan, NIES and ASEAN countries.

Considering circumstances mentioned above, the target market of CALABARZON tourism is the international tourists from neighboring countries such as Japan, Korea, Hongkong and Taiwan. In tourism development in CALABARZON, tastes of these East Asian tourists must be taken into account. Their favorite tourism activities, distinct from those from Europe, are as follows.

- They prefer to stay at good hotels.
- They stick to their own food.
- Their length of stay tends to be shorter.
- They want to keep themselves busy and do not want to lose time.
- They tend to participate in package tours.
- They prefer "lively tourist areas" to isolated resorts.
- They are eager for shopping.

To satisfy these requirements, following are supposed to be necessary.

- Hotels having sufficient capacity for organized tours
- Wide range of choice for facilities and attractions available
- Many types of restaurants including Chinese, Korean and Japanese food
- "Lively tourist areas" for shopping, eating and strolling

(2) Seminar and conference tour market

The recent earthquake destroyed the most significant destination for domestic tourism i.e., Baguio which was a famous destination for seminar, conference and convention tourism. After the earthquake, new destination catering for the purposes is being sought.

To stay in a cool place for an incentive is the primary reason why Baguio is chosen for seminars and conferences. From this point of view, it is advised to develop Tagaytay as a

substitution for Baguio because of its cool weather. Even after restoration of Baguio, Tagaytay will have an advantage over it as it has better accessibility to Metro Manila.

Tagaytay is an ideal place for the base to visit tourist attractions related to revolutionary heroes and Tagalog culture. A typical example is the proposed "Taal Heritage Village". It is recommended to encourage domestic tourists from other regions of the Philippines to visit them to promote national identity and pride for the Filipinos.

C.3 Constraints to Tourism Development

Tourism development in the Philippines and in CALABARZON is constrained at present by various factors. Major constraints include the lack of coordinated efforts to promote different tourism objects, poor infrastructure and competition with other tourist destinations. These apply to both the Philippines and CALABARZON, but are described below referring particularly to CALABARZON.

(1) Tourism objects

There exist many tourism facilities and resources in CALABARZON, but they are distributed throughout the Region without sufficient accumulation in any location. Absence of tourism "core" makes it difficult to promote tourism effectively. CALABARZON also lacks big-name tourism spots. Moreover, tourism investments have been distributed widely over the Region so that each area has received only insufficient investment.

(2) Infrastructure

Port facilities

The Batangas port is potentially important for tourism development in CALABARZON as an alternative gateway for visitors to the Greater Capital Region and as the gateway to off-shore islands and the Mindoro island. The port area at present, however, does not possess pleasant atmosphere that would appeal to tourists.

Road network

Despite its scenic beauty of Ternate-Nasugbu coastline, no road serves the area. There is no paved road that connects the Tagaytay ridge with the Taal Lake shore. It prevents Tagaytay and the Taal Lake shore to form a tourism core. For some dive resorts in the Mabini peninsula, only means of transportation is by banca. The Polillo islands, despite their high potential, totally lack regular services from the mainland.

Access roads

Access roads to many facilities are in poor condition or in need of repair. Access roads to individual facilities tend to be built separately without coordination, resulting in less satisfactory conditions for all of them.

Telecommunications

Even some DOT licensed hotels like Punta Baluarte lack telecommunication facilities. This is a fatal deficiency to attract large number of convention and conference tourists.

(3) Tourism management

Lack of collaboration

Sales promotion is done at present largely by each of different tourism facilities in any zone. As a result, there is no clear and coherent image of tourism in CALABARZON or any part it. Even access roads are often constructed separately as mentioned above.

Enclosure policy

Hotels and resorts in the Philippines tend to "enclose" their guests inside their own properties. Although this policy serves for the safety of visitors, it causes some disadvantages such as the following:

- 1) It hinders tourism income to flow into local economy;
- 2) Tourism zones are not developed;
- 3) Enclosed narrow beaches often lose their original charm; and
- 4) Tourists are deprived of options for "lively" surroundings with cosy restaurants, souvenir shops and bustling markets.

Management of facilities

In some hotels and resorts, sports facilities are not well maintained. Other facilities are not to the standards.

Lack of information

Information on local transportation, especially banca, is not supplied properly. Information on accommodations in remote resorts cannot be obtained in advance to make it difficult for tourists to prepare travel plans. Many government owned tourist spots do not have signboards on main access roads.

Linkages with other industries

Linkages between tourism and other industries are weak. Filipino cuisine is not well promoted outside the country. Local handicrafts are not marketed properly. At souvenir shops in CALABARZON, many products are from Baguio. Coffee in Cavite and

Batangas, despite its good quality, is not advertised nor served in tourism accommodations in CALABARZON.

(4) Market environment and others

Competitors

Competitors of CALABARZON are the destinations with beaches and places for marine sports activities, i.e. Cebu, Micronesia (Guam), Hawaii, Thailand, Malaysia and Indonesia.

Okinawa islands in Japan have the similar type of tourism resources as CALABARZON has. The number of Japanese visitors to Okinawa is 2 million, 10 times as many as those to the Philippines.

Considering its location, tour prices and type of tourism resources, Guam in USA and Okinawa in Japan are the formidable rivals of CALABARZON. These competitors surpass CALABARZON in their safety, popularity, image and facilities.

Occupancy

Due to its closeness to Metro Manila and high dependency on domestic tourists, many tourist facilities in CALABARZON face large weekly fluctuation in their patronage. This makes their business less profitable, resulting often in lack of sufficient maintenance and investment. The proximity to Metro Manila makes day trippers a substantial portion of travellers in CALABARZON.

Off-season

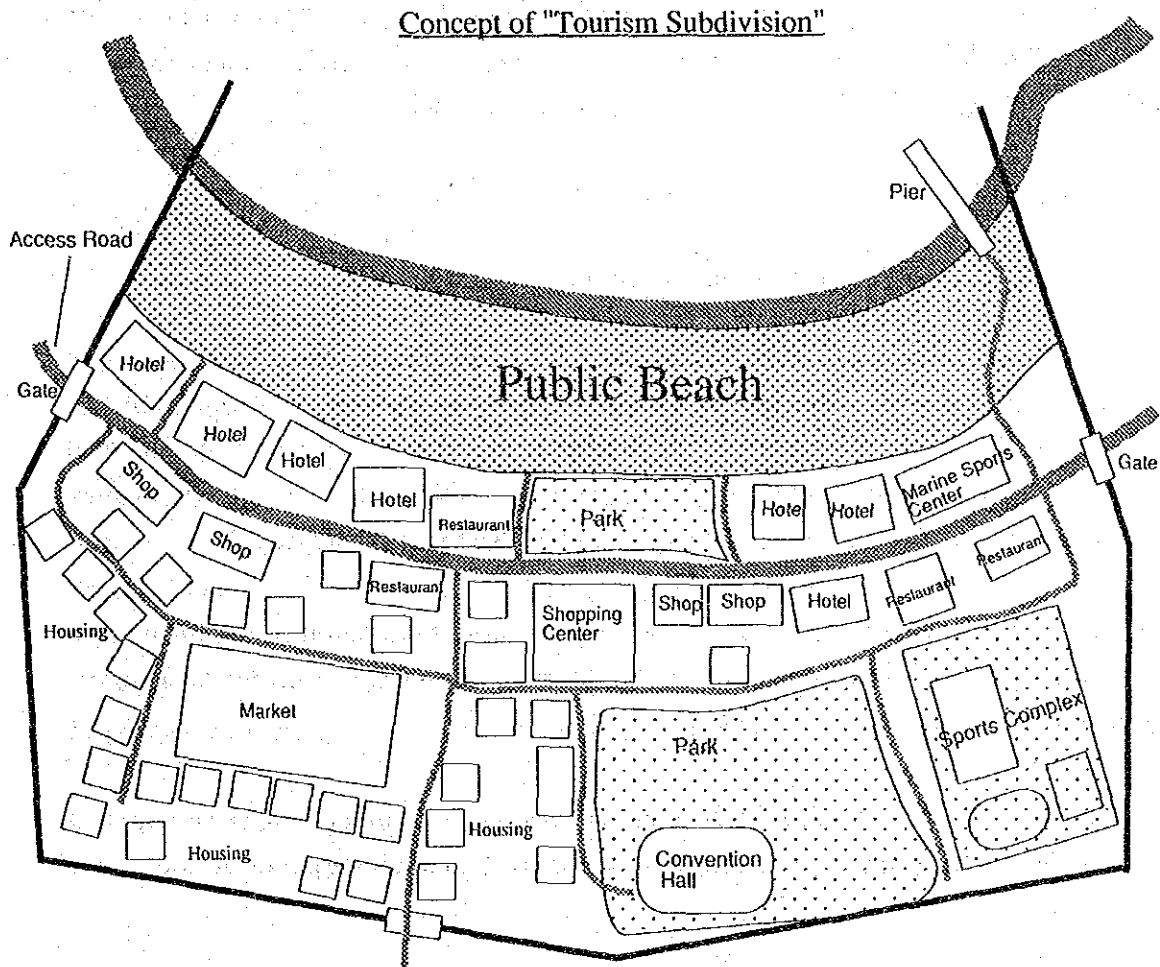
A typhoon season, from July to September in CALABARZON, is not considered suitable for travelling. This is a drawback of CALABARZON compared to other destinations, like Cebu, that do not have pronounced off-seasons.

C.4 Strategy and Measures for Tourism Development

C.4.1 CALABARZON tourism development strategy

The CALABARZON region abounds in tourism resources, but they are not integrated in terms of accumulation of facilities and promotional activities. Development of tourism "cores" in CALABARZON is most important. Each core should be treated in an integrated manner as much as possible with respect to the provision of infrastructure, complementary characterization of tourism objects and other promotional activities. More specifically, the following strategy should be taken.

First, the area around tourism objects should be taken in its entirety as a "tourism area". Tourists are encouraged to roam about the host community rather than segregated from it by the enclosure policy. "Liveliness" of local communities is an important element to attract tourists. For this purpose, a "tourism subdivision" should be established. In a subdivision, several hotels may share sports or convention facilities. Within a subdivision, hotel guests can visit any other hotel or restaurant, while day visitors are charged at their common gates to the subdivision. This concept is illustrated below.



In a subdivision, each hotel may not have sports nor convention facilities like Puerto Azul Hotel. Instead, they have these facilities in common including public beach. Each hotel does not collect entrance fee so that guests can visit any hotel and enjoy various type of restaurants and attractions there. Day visitors are charged at the gate of a subdivision.

Under this concept, standards and guidelines prepared by DOT should be followed for tourism development in CALABARZON. Their application should be flexible enough to allow tourism planners and developers to be innovative and imaginative in developing particular areas.

Second, development efforts should be strategically concentrated on a few selected tourism objects rather than being spread over many small tourism objects. For international tourism, the Ternate-Nasugbu coastal tourism zone, Mabini coastal tourism zone, and the Taal lake tourism zone should be emphasized (see Figure C.2). Other tourism zones will be primarily for domestic tourism.

Tourism development in Quezon will be important in the overall tourism development in CALABARZON in the long run. In particular, the Polillo islands area deserves special attention. As an initial step, a comprehensive resource inventory should be conducted for the entire area, and an action development plan prepared centering around tourism, covering related activities and support infrastructure and facilities.

C.4.2 Recommended measures for CALABARZON tourism

(1) Development of Nasugbu-Ternate coastline

The coastline of Nasugbu-Ternate has potential for international tourism because of its strategic location as well as its scenic beauty. To develop this marine oriented tourism resource, construction of a road connecting these municipalities is indispensable. The road should be built not only as an access road to tourism facilities and existing towns proper, but also as a sightseeing road to allow tourists to enjoy the beautiful seascape.

Hacienda Looc should be utilized as the location for various tourism facilities including a golf course, hotels and others. A project profile for the Looc Hacienda Tourism Development is contained in Appendix K.

It is recommended to publicize the Nasugbu-Ternate area in a comprehensive way as a tourism core. This promotion should be made with the collaboration of all the tourist

industries in the area. For the publicity, proper naming is also necessary like Costa del Sol or Pattaya, to enhance its image.

(2) Linkage of Tagaytay, Taal Lakeshore, town of Taal and Mabini peninsula

Although the convention and conference market is promising in the Philippine tourism market, the earthquake in July 17, 1990 destroyed nation's most important conference center. As the climate in Tagaytay is cool, it is possible to develop the highland as the second Baguio.

Under the existing condition, Tagaytay does not match Baguio as it has only single tourist attraction that is an observatory overlooking Taal Lake and Volcano Island. To enhance its attractiveness, linkage between Taal Lake shore and Taal City should be intensified so that tourists can enjoy cultural, historical and natural tourism attractions. The route will also make a good sightseeing road.

While the Mabini peninsula is a thriving dive resort area, its market is currently limited to diving enthusiasts because of its inconvenient access and lack of variety in tourist attractions. Road construction and improvement from the town of Taal will provide attractions for general interest tourists and will open the area to more wider range of market. At the same time, the existing diving spot of Anilao should be enhanced to mark it a center.

(3) Development of Taal town

The town of Taal can become a "tourist area" as there are many museums, historical landmarks, old churches and souvenir shops in a walking distance. This will be attractive not only for domestic tourists but also for international tourists.

To form a "tourist Area", conservation of old houses has a great significance. Every possible efforts should be made to preserve the streets of old houses and its historical environment.

Also traditional handicraft such as embroidery, Barong Tagalog and Balisong knife should be promoted to strengthen the image of Taal as the center of Tagalog culture.

Taal is the node of Tagaytay highland and Mabini peninsula. It will occupy strategic location if the road network is completed.

(4) Environmental protection

Nature is an important element of tourism in general, as it could be an tourism object by itself. Particularly in CALABARZON having relatively vulnerable water and related land environment, protection/enhancement of natural environment should be taken as an essential element of tourism development.

Industrial location should be controlled along tourism access roads to preserve pleasant rural landscape as well as natural beauty. Special care should be taken to preserve the Nasugbu-Ternate coastline in view of its closeness to Metro Manila. Priority needs to be established to preserve/enhance existing and potential tourism objects around Balayan Bay, Tayabas Bay and Lamon Bay. Tourism inventory should be worked out for the Polillo islands to preserve valuable tourism resources for development in the mid to long term future.

Figures

REPUBLIC OF THE PHILIPPINES
 THE MASTER PLAN STUDY OF
THE PROJECT CALABARZON

Legend

Figure C.1

- Fewer than 50 Rooms
- 50 – 100 Rooms
- More than 100 Rooms

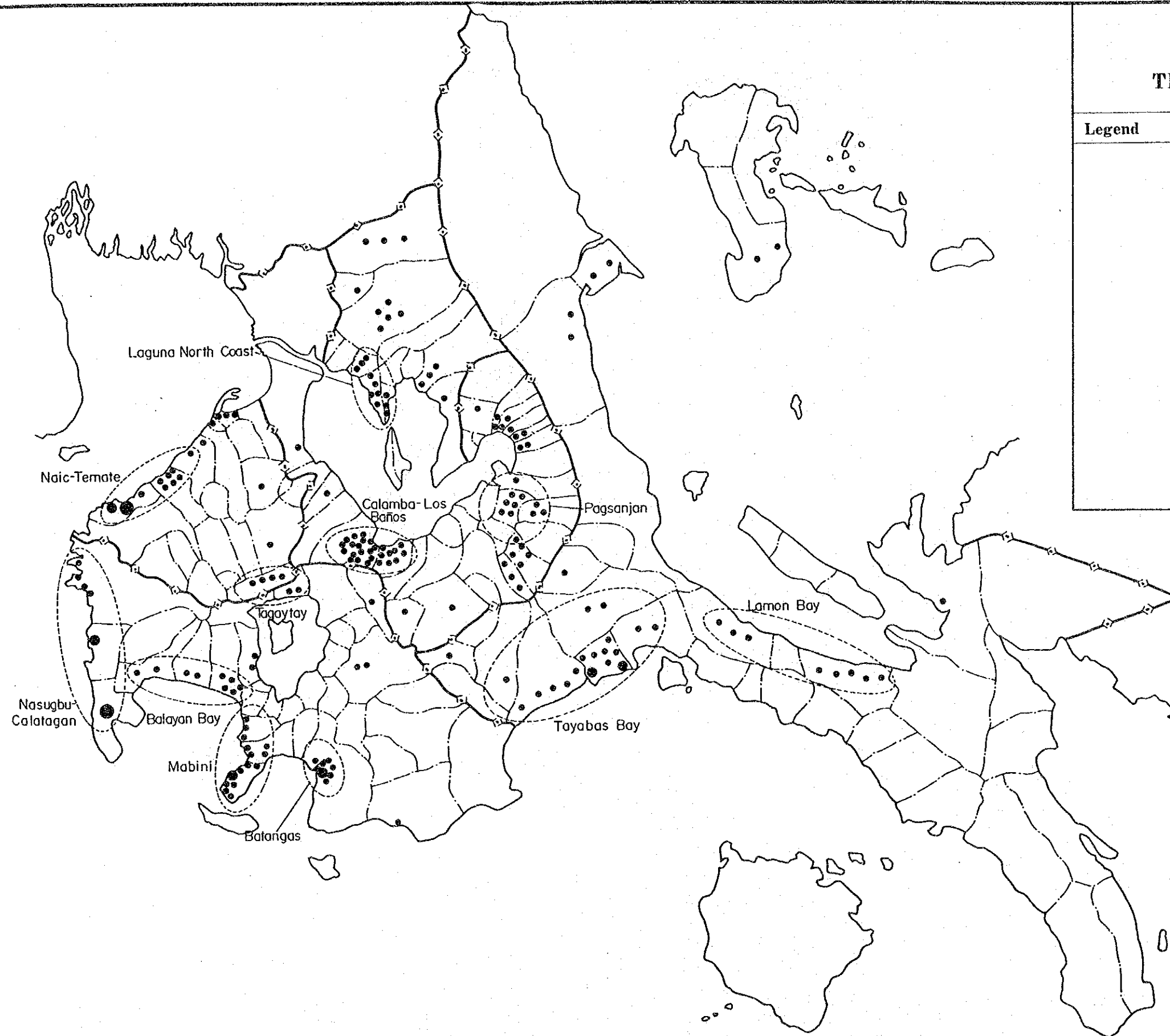


Figure C.1
**Distribution of Tourism Accommodations
 in CALABARZON**

Department of Trade and Industry

Japan International Cooperation Agency

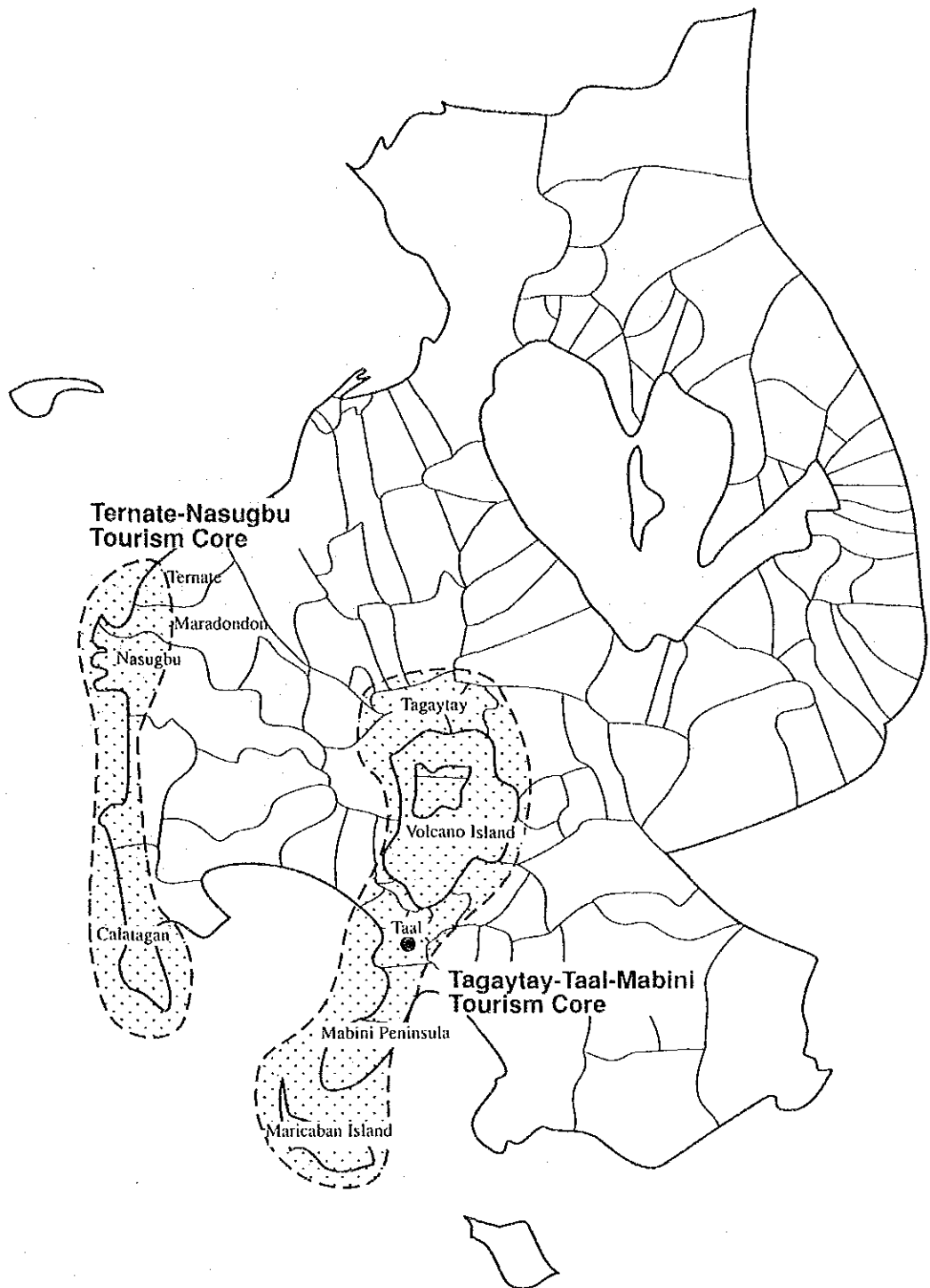


FIGURE C.2
Tourism Cores in CALABARZON

LEGEND :

REPUBLIC OF THE PHILIPPINES
 THE MASTER PLAN STUDY OF
THE PROJECT CALABARZON
 JAPAN INTERNATIONAL COOPERATION AGENCY

Annex to Appendix C

Annex to Appendix C

I. List of Tourism Resources

I. Natural Tourism Resource

A. Fall/Rapids

1.	Hinulugang Taktak	Rizal	Antipolo
2.	Daranak & Batlag Falls	Rizar	Tanay
3.	Magdapio Waterfall	Laguna	Pagsanjan
4.	Rapids in Pagsanjan	Laguna	Pagsanjan
5.	Botocan Fall	Laguna	Majayjay
6.	Raibow Falls	Laguna	Tadlac
7.	Rapids in Liliw	Laguna	Liliw
8.	Tingga Falls	Batangas	Batangas
9.	Ilijan Falls	Batangas	Batangas
10.	Iringan Fall	Quezon	Pagbilao
11.	Malicboy Fall	Quezon	Pagbilao
12.	Balagbag Falls	Quezon	Real

C. Lake

1.	Talim Island	Rizar	Binangonan/ Cardona
2.	Laguna Lake	Rizal/Laguna	
3.	Caliraya reservoir	Laguna	Caliraya
4.	Sierra Lakes	Laguna	Caliraya
5.	5 Lakes in San Pablo	Laguna	San Pablo
6.	Alligator Lake	Laguna	Tadlac
7.	Taal Lake	Batangas	Talisay etc.
8.	Volcano island	Batangas	Talisay
9.	Tikob Lake	Quezon	Tiaong

D. Mountain/Highland

1.	Mt. Makiling	Laguna/ Batangas	Los Baños/ Santo Thomas
2.	Mt. Makulot	Batangas	Cuenca
3.	Tagaytay	Cavite	Tagaytay
4.	Mt. Banahaw	Quezon	Tiaong etc.
5.	Mamala	Quezon	Sariaya
6.	Mt. Ina ng Awa	Quezon	Dolores

E. Cave

1.	Subterranean Caves	Batangas	San Juan
2.	Cueva Sitio	Batangas	Isla Verde
3.	Mulay Cave	Quezon	Calauag

F. Scenic Point

1.	Night View of Metro Manila	Rizal	Antipolo
2.	Punta de Santiago Lighthouse	Batangas	Calatagan
3.	Tinalunan	Batangas	Isla Verde
4.	Ternate-Nasugbu Coastline	Cavite/ Batangas	Ternate/ Nasugbu
5.	Tagaytay Ridge	Cavite	Tagaytay
6.	Palace in the Sky	Cavite	Tagaytay

G. Coral

1.	Submarine Garden	Batangas	Lobo
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2.	Lingpo Point	Batangas	Lemery
3.	Cape Bagalangit	Batangas	Mabini
4.	Layag-layag	Batangas	Mabini
5.	Cathedral	Batangas	Mabini
6.	Sombrero island	Batangas	Maricaban
7.	Shark Island	Batangas	Batangas
8.	Padre Burgos Submaine Garden	Quezon	Padre Burgos
9.	Lopez Submarine Garden	Quezon	Lopez
10.	Burdeos Coral Area	Quezon	Burdeos

H. Beach

1.	Munting Buhangin Beach	Batangas	Nasugbu
2.	Natipuan Beach	Batangas	Nasugbu
3.	Matabungkay Beach	Batangas	Lian
4.	Balayan Bay	Batangas	Calaca/ Lemery
5.	Butong Beach	Batangas	San Luis
6.	Grethel Beach	Batangas	Lobo
7.	Sepok Point	Batangas	Maricaban
8.	Mahabang Buhangin	Batangas	Isla Verde
9.	Laiya Beach	Batangas	San Juan
10.	Novelita Beach	Cavite	Novelita
11.	Rosario Beach	Cavite	Risario
12.	Tanza Beach	Cavite	Tanza
13.	Lido Beach	Cavite	Cavite
14.	Dalahican Beach	Quezon	Lucena
15.	Tayabas Bay	Quezon	Sariaya
16.	Pagbilao Grande	Quezon	Pagbilao
17.	Puting Buhangin	Quezon	Pagbilao
18.	Patayan Island	Quezon	Pagbilao
19.	Tulay Buhangin Island	Quezon	Padre Burgos
20.	Talabaan Islands	Quezon	Padre Burgos
21.	Magasawang Bato	Quezon	Padre Burgos
22.	Lamon Bay	Quezon	Atimonan etc.
23.	Pasig Island	Quezon	Calauag
24.	Pulong Niugan	Quezon	Lopez
25.	Pamplona Beach	Quezon	Gen. Nakar
26.	Baluti Island	Quezon	Real
27.	Libjo Beach	Quezon	Infanta
28.	San Francisco Beach	Quezon	Polillo
29.	Cococ Beach	Quezon	Polillo
30.	Bigyan Beach	Quezon	Polillo
31.	Ikulong Island	Quezon	Burdeos
32.	Bakaw Bakaw Island	Quezon	Burdeos
33.	Binobombonan Island	Quezon	Burdeos
34.	Anilon Island	Quezon	Burdeos
35.	Puting Bato	Quezon	Burdeos
36.	Kabalwa Island	Quezon	Burdeos
37.	Palasan Island	Quezon	Burdeos
38.	Ansawan Island	Quezon	Burdeos
39.	Munting Malaguinoan Island	Quezon	Burdeos
40.	Katakian Island	Quezon	Patnanungan
41.	Sila Beach	Quezon	Patnanungan
42.	Talisoy Beach	Quezon	Jomalig

I. Hot Springs

1.	Hidden Valley Springs	Laguna	Alaminos
2.	Pansol Hot Springs	Laguna	Calamba
3.	Los Baños	Laguna	Los Baños
4.	Mainit Hot springs	Batangas	San Juan

J. Natural Park

- | | | |
|----------------------------------|--------|-------------------------|
| 1. Pook ni Maria Makiling | Laguna | Los Baños |
| 2. Quezon National Park | Quezon | Atimonan |
| 3. Minasawa Bird Sanctuary | Quezon | Burdeos/
Patnanungan |

II. Human Tourism Resource

A. Religious Interest

- | | | |
|--|----------|------------|
| 1. Icon of Our Lady of Peace and Good Voyage | Rizar | Antipolo |
| 2. Church of St. Jerome | Rizar | Morong |
| 3. Church of Mabitac | Laguna | Mabitac |
| 4. Church of Paete | Laguna | Paete |
| 5. Church of Majayjay | Laguna | Majayjay |
| 6. Church of Liliw | Laguna | Liliw |
| 7. Church of Nagcarlan | Laguna | Nagcarlan |
| 8. Immaculate Conception Parish | Batangas | Batangas |
| 9. Basilica of San Martin de Tours | Batangas | Taal |
| 10. Santuario of Our Lady of Caysasay | Batangas | Taal |
| 11. Tagaytay Church (Pink Sisters) | Cavite | Tagaytay |
| 12. Church of Maragondon | Cavite | Maragondon |
| 13. Church of Lucban | Quezon | Lucban |
| 14. Church of Saint Louis of Toulouse | Quezon | Lucban |
| 15. Atimonan Church | Quezon | Atimonan |
| 16. St. Michael Archangel Minor Basilica | Quezon | Tayabas |
| 17. Cathedral of San Diego de Alcalá | Quezon | Gumaca |
| 18. Kinabuhayan | Quezon | Dolores |

B. Historical Interest

- | | | |
|--|----------|--------------|
| 1. House of Carlos Francisco | Rizar | Angono |
| 2. Rizal Museum | Laguna | Calamba |
| 3. General Malvar Museum & Library | Batangas | Santo Thomas |
| 4. Agoncillo House | Batangas | Taal |
| 5. Mabini Shrine | Batangas | Tanauan |
| 6. Apacible House | Batangas | Taal |
| 7. Jose P. Laurel Memorial Library | Batangas | Tanauan |
| 8. House Bonifacio was court martialed | Cavite | Maragondon |
| 9. House of General Riego de Dios | Cavite | Maragondon |
| 10. General Artemio Ricarte Marker | Cavite | Gen. Trias |
| 11. House where Andres Bonifacio Lived | Cavite | Gen. Trias |
| 12. General Mariano Trias Marker | Cavite | Gen. Trias |
| 13. Aguinaldo Shrine | Cavite | Kawit |
| 14. Imus Historical Marker | Cavite | Imus |
| 15. Battle of Alapan Marker & Flag | Cavite | Imus |
| 16. Battle of Julian Bridge Marker | Cavite | Imus |
| 17. House of Tirona | Cavite | Imus |
| 18. Fort San Felipe | Cavite | Cavite |
| 19. Corregidor Shrine | Cavite | Corregidor |
| 20. Military HQ | Cavite | Corregidor |
| 21. Suicide Cliff | Cavite | Corregidor |
| 22. Malinta Tunnel | Cavite | Corregidor |
| 23. Battery Way | Cavite | Corregidor |
| 24. Battery Reyson | Cavite | Corregidor |
| 25. Topside Barracks | Cavite | Corregidor |
| 26. Japanese Tunnel | Quezon | Lopez |
| 27. Estamper Point | Quezon | Pagbilao |
| 28. Iskong Bantay Watch Tower | Quezon | Atimonan |
| 29. Kutang San Diego | Quezon | Gumaca |

C. Cultural Interest

- | | | |
|---|--------|------------|
| 1. Sepoy village | Rizal | Cainta |
| 2. Ateliers of Artists | Rizal | Angono |
| 3. Malatungran Dumagat Settlement | Quezon | Gen. Nakar |

D. Architecture

- | | | |
|-----------------------------|--------|----------|
| 1. Malagunlong Bridge | Quezon | Tayabas |
| 2. Sirena | Quezon | Atimonan |
| 3. Zig Zag Road | Quezon | Atimonan |

E. Townscape

- | | | |
|----------------------------------|----------|------------|
| 1. Townscape of Pangil | Laguna | Pangil |
| 2. Townscape of Pakil | Laguna | Pakil |
| 3. Townscape of Paete | Laguna | Paete |
| 4. Townscape of Santa Cruz | Laguna | Santa Cruz |
| 5. Townscape of Taal | Batangas | Taal |
| 6. Townscape of Maragondon | Cavite | Maragondon |
| 7. Townscape of Lucban | Quezon | Lucban |
| 8. Townscape of Sariaya | Quezon | Sariaya |
| 9. Townscape of Tayabas | Quezon | Tayabas |

F. Festival

- | | | |
|--------------------------------------|----------|----------|
| 1. Parada ng mga Lechon | Batangas | Balayan |
| 2. Subli-an sa Batangas | Batangas | Batangas |
| 3. Fire Walk in Barrio Marahan | Cavite | Alfonso |
| 4. Feast of San Isidro | Quezon | Lucban |
| 5. Feast of San Isidro | Quezon | Sariaya |
| 6. Feast of San Isidro | Quezon | Tayabas |
| 7. Dolores Day | Quezon | Dolores |
| 8. Feast of San Isidro | Quezon | Gumaca |

G. Local Speciality

- | | | |
|-----------------------------------|----------|------------|
| 1. Milkfish Restaurants | Rizal | Cardona |
| 2. Wood Filigree | Laguna | Pakil |
| 3. Antique Shops | Laguna | Santa Cruz |
| 4. Barong Tagalog | Laguna | Lumban |
| 5. Hand-made Foot Wear | Laguna | Liliw |
| 6. Wood Carving | Laguna | Paete |
| 7. Papier Mache | Laguna | Paete |
| 8. Floating Restaurants | Laguna | San Pablo |
| 9. Las Galletas de Urano | Laguna | Liliw |
| 10. Buko Pie | Laguna | Los Baños |
| 11. Lanzones | Laguna | Pakil |
| 12. Barong Tagalog | Batangas | Taal |
| 13. Mushroom Farm | Cavite | Tagaytay |
| 14. Coffee Growing | Cavite | Alfonso |
| 15. Sina-Una (Antique Shop) | Quezon | Sariaya |

III. Artificially Created Attraction

A. Leisure Facility/Service

- | | | |
|---------------------------------|----------|-----------|
| 1. Rapids-shooting | Laguna | Pagsanjan |
| 2. Punta Baluarete Resort | Batangas | Calatagan |
| 3. Puerto Azul | Cavite | Ternate |
| 4. Marbella Marina | Cavite | Ternate |

- | | | | |
|----|----------------------|--------|------------|
| 5. | Villa Escudero | Quezon | Tiaong |
| 6. | D & G Farms | Quezon | Candelaria |

B. Cultural Facility

- | | | | |
|----|---|----------|------------|
| 1. | National Botanical Garden | Laguna | Siniloan |
| 2. | Pila Museum | Laguna | Pila |
| 3. | Makiling Botanic Garden | Laguna | Los Baños |
| 4. | International Rice Research Institute | Laguna | Los Baños |
| 5. | National Arts Center | Laguna | Los Baños |
| 6. | Msgr. Clemente Yatco Museum | Batangas | Batangas |
| 7. | Corregidor Museum | Cavite | Corregidor |
| 8. | Gintong Yaman ng Quezon Museum | Quezon | Lucena |

C. Park/Garden

- | | | | |
|----|----------------------------------|----------|----------|
| 1. | Laurel Park | Batangas | Batangas |
| 2. | Perez Park | Quezon | Lucena |
| 3. | Maria Christina Park | Quezon | Atimonan |
| 4. | San Antonio de Alcala Park | Quezon | Gumaca |
| 5. | Rizal Park | Quezon | Gumaca |
| 6. | Siniguelas Park | Quezon | Lopez |

Source: Department of Tourism, Various Travel Guidebooks, Field Survey by Consultants

II. List of Tourism Accommodations

I. Rizal

	Name of Accommodation	Location	Number of rooms
1.	Villa Cristina Resort	Antipolo	15
2.	Las Brisas Hotel & Resort	Antipolo	-
3.	Kubiling Kalikasan	Antipolo	-
4.	Green Valley & Bahay Cogon	Antipolo	-
5.	Aqua Land	Antipolo	-
6.	Greenville Resort	Binangonan	-
7.	Al-mar's	Binangonan	-
8.	San Carlos Heights	Binangonan	-
9.	Villa Reynoso	Binangonan	-
10.	Bulaburan Hot Spring	Cardona	-
11.	Cielito Lindo	Cardona	-
12.	Jecas Resort	Cardona	-
13.	Randezvous Resort	Montalban	-
14.	Rolling Hills Resort	Montalban	-
15.	Este el Sol	Montalban	-
16.	Villa Trinidad	San Mateo	-
17.	Agua Miragurosa Resort	Pililla	-
18.	Sacramento Valley Resort	Tanay	-
19.	Bukal (Holy Springs)	Tanay	-
20.	Daranak & Batlag Falls	Tanay	-
21.	Calinawan Cave	Tanay	-
22.	Philcomsat	Tanay	-
23.	James Park	Taytay	-

II. Laguna

1.	Alas-as Hill Resort	Mabitac	-
2.	Hidden Valley Springs	Alaminos	17
3.	Batu-Bato Mountain Resort	Calamba	19
4.	Pansol Agua Caliente Hot Springs	Calamba	16
5.	Villa Querol Resort	Calamba	15
6.	Batis ng Makiling	Calamba	-
7.	Club Solviento	Calamba	-
8.	Coutry Air	Calamba	-
9.	Crystal Springs	Calamba	-
10.	Cuyab Hot Springs	Calamba	-
11.	El Pansolito	Calamba	-
12.	Garden Resort	Calamba	-
13.	Laguna Hot Springs	Calamba	-
14.	La Vista Pansol	Calamba	-
15.	Maryland	Calamba	-
16.	Villa Pansol	Calamba	-
17.	River View Resort	Calamba	-
18.	Pansol Hot Spring	Calamba	-
19.	Mount View Resort	Calamba	-
20.	Agapida Lopez Resort	Los Baños	-
21.	Agua Santa Resort	Los Baños	-
22.	Botanical Garden	Los Baños	-
23.	Boy Scout of the Philippines	Los Baños	-
24.	Libis ng Nayon	Los Baños	-
25.	Makiling Lodge	Los Baños	-
26.	Pook ni Maria Makiling	Los Baños	-
27.	City of Springs Resort Hotel	Los Baños	35
28.	Lakeview Health Resort Hotel	Los Baños	44
29.	Coroega Resort	Liliw	-

30.	Liliw Resort	Liliw	-
31.	Mactunao Resort	Majayjay	-
32.	Dalitiwan River	Majayjay	-
33.	Imelda Falls	Majayjay	-
34.	Nagcarlan Resort	Nagcarlan	-
35.	Real Resort	Nagcarlan	-
36.	Villa Silvia	Nagcarlan	-
37.	Ambon-ambon Falls	Pangil	-
38.	Buntoto Palos Falls	Pangil	-
39.	Icaranga Mini Resort	Pangil	-
40.	Doña Aurora Quezon Swimming Pool	Pakil	-
41.	Benditang Tubig	Paete	-
42.	Matabungcacalis	Paete	-
43.	Tatulong Krus	Paete	-
44.	Lake Caliraya Springs	Lumban	19
45.	Caliraya Hill-top Resort	Cavinti	20
46.	Dos Lagos	Cavinti	-
47.	Caririta Resort	Cavinti	-
48.	San Juan Falls	Kalayaan	-
49.	Nayong Kalikasan	Kalayaan	-
50.	Magdapio Hotel	Pagsanjan	11
60.	Pagsanjan Rapids Hotel	Pagsanjan	35
61.	Pagsanjan Tropical Hotel & Resort	Pagsanjan	40
62.	Pagsanjan Administration Complex	Pagsanjan	21
63.	Pagsanjan Falls Lodge & Summer Resort	Pagsanjan	37
64.	Rio Vista Resort	Pagsanjan	-
65.	Alvero's Executive Inn	San Pablo	26
66.	Naty's Place	San Pedro	-
67.	Aldana's Resort	Santa Rosa	-
68.	Buruwisan Falls	Siniloan	-
69.	Pinait Dam	Siniloan	-

III. Cavite

1.	Villa Arcontica	Dasmaringas	20
2.	Josephine's Resort	Kawit	-
3.	Aroma Beach Resort	Naic	16
4.	Happy Holiday Beach Resort	Naic	9
5.	Punta Grande	Naic	10
6.	Rikkito Beach and Tent City	Naic	6
7.	Seaside Beach Resort	Naic	11
8.	Palm Beach Resort	Naic	5
9.	Lido Beach Resort	Noveleta	31
10.	Villamar Beach Resort	Noveleta	24
11.	San Isidro Beach Resort	Rosario	15
12.	IIRR	Silang	-
13.	Taal Vista Hotel	Tagaytay	27
14.	Villa Adelaida	Tagaytay	35
15.	Picnic Grove Complex	Tagaytay	-
16.	Development Acedemy	Tagaytay	-
	of the Philippine Conference Center		
17.	Flolence Beach Resort	Tanza	12
18.	Rio Delta	Tanza	5
19.	Puerto Azur Beach Hotel	Ternate	340
20.	Marbella Marina Beach Resort Hotel	Ternate	90
21.	Ternate Beach Park	Ternate	3

IV. Batangas

1.	YKK Resort	Agoncillo	2
2.	Villa Anna Resort	Agoncillo	4
3.	Batangas Commercial Complex	Balayan	9

4.	Espineli Lodge	Balayan	28	
5.	MJR	Balayan		Batangas 14
6.	Alpha Hotel & Restaurant	Batangas	96	
7.	Hotel Quinio	Batangas	8	
8.	Macsor Hotel	Batangas	47	
9.	Guesthouse	Batangas	5	
10.	Mansion Lodging House	Batangas	13	
11.	JM Lodge	Batangas	8	
12.	JC's Inn Lodge	Batangas	33	
13.	Joseph Lodge	Batangas	17	
14.	2.28 Beach Resort	Bauan	9	
15.	Rosana Beach Resort	Bauan	8	
16.	Batangas Bay Lodge	Bauan	10	
17.	Midtown	Bauan	11	
18.	Philipina Beach Resort	Calaca	15	
19.	Calaca Beach Resort	Calaca	6	
20.	Punta Baluarte Beach Club	Calatagan	117	
21.	Leonor Beach Resort	Lemery	9	
22.	Abaksa Beach Resort	Lemery	9	
23.	La Famillia	Lemery	16	
24.	Encarnacion Resthouse by Beach	Lemery	17	
25.	Rosman Beach Resort	Lemery	23	
26.	Matabungkay Beach Culb	Lian	89	
27.	D' Family Crowd Hotel	Lipa	11	
28.	Pepe's Apartelle	Lipa	6	
29.	White House Inn	Lipa	11	
30.	Grethel Beach Resort	Lobo	15	
31.	Island Beach Resort	Lobo	-	
32.	Aqua Tropical Sports	Mabini	60	
33.	Aguila Beach Resort	Mabini	8	
34.	Casapao Beach Resort	Mabini	13	
35.	Dive 7000 Resort	Mabini	20	
36.	Dive South Marina	Mabini	-	
37.	Avezlia Beach Resort	Mabini	5	
38.	San Jose Dive	Mabini	-	
39.	Dalampasigan	Mabini	21	
40.	Maya-maya Reef Club	Nasugbu	31	
41.	White Sand Beach Resort	Nasugbu	25	
42.	Johndel Beach Resort	Nasugbu	-	
43.	Firec Sea Breeze	Nasugbu	-	
44.	Ligpo Beach Resort	San Luis	16	
45.	Ligpo Island Hotel	San Luis	8	
46.	El Kapitan	San Luis	-	
47.	Junction Inn Mansion	Sto. Thomas	13	
48.	Villa Monte Resort	Talisay	-	
49.	International Resort	Talisay	3	

V. Quezon

1.	Fresh Air Resort	Lucena	90
2.	Travel Lodge Chain	Lucena	35
3.	Tourist Hotel	Lucena	79
4.	Ouan's Worth Farm Resort	Lucena	20
5.	House of Halina	Lucena	43
6.	Marco Polo Inn	Lucena	20
7.	Viscount Hotel	Lucena	8
8.	Green View Inn	Lucena	25
9.	Villa Escudero Plantations & Resort	Tiaong	14
10.	Mariposa Spring Resort	Tayabas	15
11.	Tayabas Spring Resort	Tayabas	25
12.	Summer View Lodge	Luchan	13
13.	Tayabas Bay Beach Resort	Sariaya	23
14.	Marimel Beach Resort	Sariaya	1

15.	Christian Beach Resort	Sariaya	19
16.	Silangan Beach Resort	Sariaya	16
17.	A & B Farm Resort	Candelaria	8
18.	Puting Buhagin	Pagbilao	6
19.	Cala de Oro Beach Resort	Pagbilao	40
20.	Victoria Beach Resort	Atimonan	17
21.	De Garcia Beach Resort	Atimonan	13
22.	Kingfisher Hotel and Restaurant	Atimonan	16
23.	Rosarian Tourist Inn	Gumaca	35
24.	Nelli's Lodge and Restaurant	Gumaca	12
25.	Diamond Executive Hotel	Gumaca	15
26.	Pinkyss	Gumaca	23
27.	Gumaca Diocese Convention Center	Gumaca	42
28.	Calauag Livelihood Center	Calauag	2
29.	Pacific Beach Resort	Infanta	5
30.	Silangan Hotel and Restaurant	Infanta	8
31.	Baluti Corporation	Real	9
32.	Isla Aranda Resort	Real	7
33.	Plaza Lodging House	Polillo	8
34.	Polillo Island Hotel	Polillo	7
35.	Balesin Island Resort	Polillo	-
36.	Tejada Residence	Jamalig	2

- : Figure not available. Most of these facilities are considered to be small establishments
Source: Department of Tourism, Various Travel Guidebooks, Field Survey by Consultants

JICA