
c. Planning tourism products

Tourism products and tourist facilities/services should be planned based on the "alternative" concept as discussed previously: small-scale development by local ownership rather than foreign-owned large-scale development, local-style facility deploying local products rather than the international style, low-volume high-income strategy targeting culturally-motivated people worldwide rather than mass market who seek for leisure and night life from neighboring countries.

Local characteristics or local color plays an important role in village tourism. However, what should be offered to visitors is not the raw local characteristics; it could be too foreign for outsiders. Appropriate modification is necessary to make it acceptable for visitors. However, since village tourism targets at people who are prepared to experience a stay in a cultural community, the modification should be carefully kept to the minimum so that visitors could feel authenticity in their experiences.

Concepts of tourism products that capitalize on the above mentioned tourism resources are as follows.

Tourist accommodation in alternative style

Staying at a tourist accommodation made by local architectural technique would be a great experience for cultural tourists. The accommodation should be in a local style, but it should be very clean and free from insect bites while guest is sleeping so that it would cater to international tourists.

Insufficient infrastructure and facility could be supplemented by man power to some extent. It would be worth considering to provide hot water shower by bringing hot water in a bucket to shower booth when guests take shower.

The accommodation can be the place to experience cultural performances that represent the tradition of the community.

Hiking and trekking

Setting up hiking and trekking trails that link various tourist attractions such as scenic viewpoints, remote villages, falls, and springs is vital to village tourism. Although village tourism is basically for culture, the hiking and trekking trails should be designed for a nature tourism. It is recommendable to promote guided tour, during which guide explains various aspects of his cultural community to the guests.

"Do" tourism rather than "see" tourism

Guests' participation in daily activities in the village such as handicraft production, music performance, and preparation of local cuisine would make great attractions for visitors, and give them a feel of alternative tourism.

Tourist event

Hosting tourist event would not only stimulate visitor arrivals but also publicize the village if tourism organization successfully manages the event to be covered by the media. At the initial stage, the tourism organization should regard the event as prior investment that could be recovered in the long-term perspective.

The event should aim at entertaining both villagers and visitors. The event would give villagers a change in their daily life, and also create awareness of what is going on in their village. Possible themes for the event would be as follows:

- Sports event such as mountain climbing, rafting, and off-road car racing;
- Exhibition of locally produced handicraft and other products;
- Special performance of traditional music and dance; and
- Tribal conference combined with above mentioned events.

It would be possible to modify existing events and festivals to be more acceptable for visitors from outside the community. In the DIDP Area, the event would be a good opportunity for visitors to observe traditional costumes.

d. Marketing tourism products

The local tourism organization should conduct the following marketing activities:

- To prepare brochures, posters, and simple sales manuals for the travel trade;
- To host familiarization trips to the village for journalists and the travel trade;
- To participate in travel fairs, or provide delegates to travel fairs with sufficient information and brochures of their tourism products; and
- To install road signs and signboards to show the location of the village.

The organization should approach the travel trade and DOT rather than consumers. It is because direct advertisement except the use of Internet is not suitable for this type of tourism due to a small market volume. The organization should try to establish a good relationship with tour operators that specialize in cultural tourism, ecotourism, and soft adventure because they know how to reach potential customers who would be interested in this type of tourism. Tourism organization members from the travel trade should help the organization establish the relationship.

e. Tourism education and capacitation

On one hand, the tourism organization should publicize the importance of tourism to villagers so that they would treat visitors with hospitality. This is important to improve visitor's impression of the village. On the other hand, the organization should provide villagers who are interested in tourism with basic tourism skill and know-how with the help from local tourism organization members from the travel trade so that they could participate in tourism businesses. It would be better if DOT supports the training of villagers.

(3) Cultural village

"Cultural village" is a theme park which ADB's BIMP-EAGA study proposed to be built in major cities in BIMP-EAGA. As the international gateway to Mindanao, the DIDP Area should have a Cultural village that introduces cultures of various tribes not only in the DIDP Area but also in the whole Mindanao Island. It is not an ecotourism product but rather a product for mass tourism. It is described here as part of the strategy for ecotourism, for it is a supplement to village tourism for reasons discussed below.

a. Theme park for model culture

There is a type of theme parks that represent “model culture” to its visitors. A typical example is the Polynesian Cultural Center in Hawaii where visitors can enjoy and learn the cultures in various Polynesian islands. The theme park is attached to a university, and students from various parts of Polynesia work as actors and actresses in the establishment to earn their expenses for study. Similar examples are abundant in East Asia including Edo-mura in Japan that reproduces 18th century Tokyo, and many ethnic villages in China, Taiwan and Korea. Model culture is not a raw culture but the reconstruction of extracted elements from the raw culture, thus presenting its essence in an easily understandable manner for ordinary people.

Conflicts between hosts and guests are a conventional issue for tourism. It could happen in the DIDP Area that influx of tourists into cultural communities could negatively affect their socio-cultural conditions. Cultural Village would be a solution to avoid the conflicts, for it diverts the greater part of tourist traffic from actual villages to the theme park. This, however, is not to assert that all the visitors who are interested in indigenous cultures should be forced into the theme park but selective marketing method is necessary to introduce tourism to cultural communities. As discussed in the previous section, visitor’s adaptation level to local situation differs considerably depending on market segments. Theme parks are basically for the mass market while village tourism should target the market segment that would give less negative impact to host community.

In conclusion, theme parks that present “model culture” to tourists have a function to protect local people from negative impacts of tourism. Therefore, the tourism facility is needed not only from the view point of tourism products diversification but also from the view point of social consideration.

b. Cultural Village in the DIDP Area

Cultural Village is a theme park/museum that aims to disseminate the correct knowledge of cultural communities to the general public. It envisages to be a “must-see” place for visitors to DIDP Area. It should locate in the suburb of Davao City, Davao del Sur, or Davao del Norte preferably within one-hour time distance from the Davao City proper.

The theme park may be build as a reincarnation of Davao Museum. The theme park/museum should have the following facilities:

- Open air space for reconstructed tribal houses in Mindanao, which displays traditional tools, handicrafts, and artifacts. Respective houses should have guides or “actors/actresses” from respective cultural communities;
- A theater for cultural performance such as folk music, dance, and festival;
- A museum that displays the history and a general overview of cultural communities in Mindanao; and
- A shopping area for traditional handicraft. It should spare some space for workshops where visitors can observe production process of various handicrafts.

The theme park would be better managed by a joint venture of the public and private sectors because it needs private sector’s know-how to entertain people. The theme park should have good relations with cultural communities to maintain the

authenticity of its attractions. It should make efforts to obtain a proposed ecotourism certificate to prove its authenticity.

(4) Introduction of ecotourism certification

Introducing a certification system would be effective to help formulate the desirable triangular relationship between guest, host, and the nature/traditional cultures. On the other hand, the certification would make a good marketing tool for the travel trade. Thus, the certification system would spread the correct idea of ecotourism, improve the quality of tourism products, and promote sales.

The certification is for the tourism products that utilize nature areas and cultural communities. Examples would be as follows:

- Guided tour operated by a tour operator/organizer visiting specific nature area(s) accompanied by qualified guide(s);
- Tourist-oriented establishments or parks providing attractions that has visitor management system (i.e. entrance, trail, interpretation board, guide etc.); and
- Cultural community that receives visitors by providing various tourism attractions and services (in case of village tourism).

Above examples indicate that both organized tour and independent tourism facility/service could receive the ecotourism certificate. Issuer of the certificate should examine the following aspects of respective tourism products:

- Correctness of the interpretation provided to participants and contribution to disseminate knowledge of the environment and indigenous cultures;
- Low impact on the environment and host communities;
- Financial feedback that motivates host community to conserve the environment and traditional cultures; and
- Quality of the tourism product and compliance with the concept of ecotourism.

Issuers of the certificate should carefully examine the operation guideline of tourism products. For example, they should not issue certificate to tours, in which participants leave pet bottles and plastic bags in nature areas. They should also examine the carrying capacity in case tour operator conducts it continually; they may need to set the maximum frequency or number of participants when they issue certificate. For cultural ecotourism, the issuers should pay attention to whether the cultures are interpreted from the view point of host community.

Since ecotourism deals with two different types of tourism objectives: nature and people, it requires two types of certification issued by different organizations. The Department of Environment and Natural Resource (DENR) would be suitable to issue the certification of nature-based ecotourism. The National Commission for Indigenous People (NCIP) would be suitable to issue the certification of community-based ecotourism.

3.3.3. Supports for local participation

Conventional tourism development has regarded local people only as a source of work force, which is now criticized for creating tourists enclaves isolated from local communities. Local participation preferably with local initiative is increasingly

stressed in recent tourism development schemes. Supporting local participation has the following three purposes:

- To distribute tourism benefits to a wider range of people,
- To put local characteristics into tourism products, and
- To help the sales of local products by serving as a channel to receive direct feedback from consumers, a measure to publicize the product, and a sales outlet.

Local participation used to be discussed as requirements from non-tourism sub-sectors rather than a necessity for the tourism sub-sector. Recently, it is increasingly viewed as an indispensable tourism arrangement to inject local identity into tourism products.

Introducing alternative tourism and ecotourism as has been discussed previously is also a measure to promote local participation. In the Philippine context, enforcement of integration in resort development is also a measure to promote local participation, as will be discussed in "3.3.4. Integration in tourism development."

(1) Local industry-based tourism

The tourism sub-sector should maintain good linkage with other economic sub-sectors to minimize the economic leakage that has been criticized as one of the hereditary drawbacks of tourism development. Local tourism entrepreneurs tend to plan tourism products based on an incorrect perception that using imported goods such as tableware, liquor, and food would increase the prestige of their establishments. This, however, is against the needs of tourists who tend to appreciate local products, or, at least, local products could give the same level of satisfaction as imported goods if they are properly directed to represent local identity.

The DIDP Area abounds in tourism opportunities that utilize local economic activities such as manufacturing, agriculture, and fishery. These tourism products have to be planned to represent the unique characteristics of the area.

a. Handicraft

The DIDP Area produces a good number of handicraft such as weaving, pottery, and jewelry. They are not only souvenirs for tourists but their workshops would be great tourist attractions. Visit to cultural communities where handicrafts are produced would be a good tourism product.

It is important that the villages that receive tourists should have a small cooperative shop to sell their products directly. It is an important arrangement to introduce this type of tourism since the shop feeds back tourism income as well as tourists needs and market information to local people, which is lacking in many villages in Mindanao.

b. Fish cage restaurant

Fish cage is a common sight in the DIDP Area but it has good potential for use as a tourism attraction. They can be restaurants that cook fish fresh from the cage. If the restaurant is combined with an evening cruise in Davao Bay, it might be a good tourism attraction. Treatment of garbage and sewer, however, has to be considered for sustainability.

c. Fruits tour

Since Davao City is famous all over the Philippines for its fruits, this should be recognized as a market opportunity. Tour operators in Davao City are operating "countryside tours" that visit fruits plantations, but they could be refurbished as "fruits tour" to be consistent with the image of the city. It is also worth consideration to introduce tourist farms where tourists can pick up fruits by themselves.

d. Herbal garden

Herbal medicine is gaining popularity worldwide, which implies an opportunity for tourism use of herbal garden in the DIDP Area. In particular, local herbal medicine that has been used for centuries by indigenous peoples would appeal to tourists. It is recommended to open a herbal garden for tourists like the same manner as orchid farms, or alternatively orchid farms could attach the herbal section to their tourist facilities. The garden should attach a laboratory where tourists can see the production process, and a small shop where they can buy the medicine.

As was noted previously, the DIDP Area receives only a small number of Chinese tourists compared with Manila and Cebu. This tourism product would be important to develop the Chinese market who are renown for serious medicine shoppers.

(2) Supports for tourism SMEs

Public sector's supports for small and medium-sized enterprises (SMEs) managed by the members of host communities would be an important measure to induce positive tourism impacts on host communities. This type of supports should need special emphasis since past tourism developments tended to regard local communities only as a source of labor. Tourism SMEs, however, have following constraints in general:

- The size problem resulting in small business turnover, which is mostly translated into family income and the therefore small capacity to save and invest in the expansion or upgrading of the business;
- The limited access to information, in particular, market information and information on available support measures and programs provided by the public sector,
- The limited access to working capital and investment financing often caused by the non availability of any collateral; and
- The lack of business training.

The following measures to support tourism SMEs are necessary to overcome the above constraints:

a. Financial support

Access to finance for working capital and/or business expansion is vital for development of SMEs. The following approaches would overcome the constraint.

One is to establish a fund to support tourism SMEs at an appropriate organization, which would use the fund as collateral to the financing institution. Another is to establish a financing institution for tourism SMEs. The third way would be to promote SMEs to establish cooperatives which provide the security for member's

loans. The Philippine Tourism Authority (PTA) may be a suitable organization that provides financial supports for tourism SMEs.

In view of the importance of tourism SMEs for reconciliation of local communities and tourism, there is a strong need to establish a system to facilitate financing for enterprises owned and run by local people. The system makes a prerequisite to introduce ecotourism in the DIDP Area.

b. Training support

There is a strong need in SMEs for training in advanced business and management techniques. Although there are colleges that provide courses for tourism, and Joji Ilagan Career Center for vocational training for tourism, there have been little attempts at systematic training of tourism SMEs in the past.

It is noted that the training should aim to incubate tourism entrepreneurship in rural areas rather than to educate local people as employees for large-scale tourism establishments. The program should provide basic businesses skill, the know-how to operate small lodges and home stays, guiding, and a few types of tourism know-how which are identified as strategically important for target community.

Tourism SMEs, in particular, in rural areas tend to have limited access to the training opportunities. This should be improved through the enhancement of information support.

c. Information support

DOT should provide tourism SMEs with information such as market trends, business opportunities, and case study of successful tourism establishments. Such information could be distributed by sending newsletter and by hosting seminars on a regular basis.

3.3.4. Integration in tourism development

As has been discussed previously, tourism development in the Philippines is characterized by scattered enclave type development with poor integration among tourism establishments and with local community. It is scarce in the Philippines to see resort areas that are made up of a number of locally-owned small and medium-sized establishments as observed in Kuta Beach in Bali and Pattaya Beach in Thailand. Rare exceptions in the Philippines are Boracay and Puerto Galera, both of which, however, are suffering from environmental problems.

This, however, does not mean that this type of tourism development would lead to environmental deterioration. It would be better argued that public sector's inability to provide necessary infrastructure, and to coordinate among tourism-related establishments to enforce land use regulation leads to the problems. Integration in tourism areas is necessary for the following four reasons:

- Enhancing integration in tourism areas would open up more opportunities for local tourism SMEs thus distributing tourism benefits to a more wider range of people;
- Integration would enable visitors to walk around the host community freely and to try different establishments for food, shopping, and entertainment, which gives more satisfaction than staying in an enclave;

-
- Integration brings in competition among tourism establishments in an area, which would strengthen the tourism area in the long-term; and
 - Controlled development, which is a prerequisite for the integration, would conserve the environment.

Since the private sector is the main player of tourism development, public sector's roles are to supplement the private sector. In this sense, the public sector should play more vital roles to bolster tourism SMEs for the purpose of social development, and to coordinate development for environmental conservation.

This development strategy component does not only intend to introduce an integrated tourism development method, but also to introduce more integration into ordinary tourism areas. In other words, integration among tourism establishments is necessary whether it is a site for integrated development or a naturally developed tourism area.

(1) Inducement of agglomeration

It is common to set up a maximum development density for tourism development to restrain uncontrolled development. This regulation, however, could cause too dispersed development without sufficient integration among tourism establishments. Dispersed development would require a huge development cost for installing infrastructure, or it could cause environmental problems if the development of infrastructure could fail to catch up the pace of tourism development. Agglomeration limits development area, which prevents uncontrolled sprawling of tourist accommodation area into agricultural and nature areas.

Hence, measures should be taken to induce agglomeration of tourism establishments. This, however, needs measures to control excessively high-density development as well. Creating idyllic tourism-oriented villages, not tourist-oriented bustling cities, is the goal of promoting agglomeration.

In this context, the JICA Study Team recommends introduction of Tourism Promotion Zone or TPZ. It is an area where construction of hotels and other tourism-related establishments are encouraged, which, on the other hand, means areas other than TPZs would remain intact. Another advantage of introducing TPZ is that it lowers development cost of infrastructure since relatively small areas are developed intensively. Third advantage is that it may improve visitor's satisfaction since it conserve a nature area that surrounds TPZ while visitors do not find difficulty to enjoy dining out and shopping in a small tourism community.

a. Establishment of a landuse plan

Establishing a landuse plan that specifies TPZs makes a prerequisite to induce agglomeration. Therefore, the public sector has to play a vital role to induce agglomeration by limiting tourism development areas and by intensively providing infrastructure for TPZs.

b. Functions of TPZ

TPZ is a small tourism-oriented village that is integrally planned so that respective establishments compete and cooperate with each other to generate synergy effects. The public sector should specify areas for TPZ, and provide necessary infrastructure such as road, water supply, power, telecommunications, and sewerage to attract

tourism entrepreneurs. TPZ should have establishments other than hotels such as restaurants, souvenir shops, and dive shops so that visitors staying in a TPZ could try various establishments. Hence, TPZ should be planned to encourage visitors to roam about the community.

It would be necessary to consider giving favorable treatment to local people like discounted tenant fee to open tourism-related establishments in the TPZ. It would be rationalized by the fact that the tax collected from residents in the municipality is used to develop infrastructure in the TPZ.

TPZ should locate within a walking distance from an existing community so that the community could participate in tourism businesses and get employment from establishments located in the tourism-oriented community. It is noted that the TPZ should not be the existing community itself in order to prevent negative impacts from tourism.

(2) Mt. Apo highland resort development

a. A comprehensive landuse plan for Mt. Apo

Mt. Apo National Park includes a number of communities and large agricultural land despite the fact that national regulations officially prohibit agriculture in the national park. Tourism development is planned in the national park without a firm legal basis. Based on the recognition that it is impossible to deport all the migrants in the national park, a comprehensive landuse plan would be necessary for Mt. Apo National Park to prevent further deterioration of nature in the park. It is noted that the land use plan should specify that further economic growth of the communities in the national park should be from tourism and tourism-related industries rather than from the expansion of agricultural land.

The land use plan should specify TPZ, Buffer Zone, Protected Area, and ratify existing agricultural land and communities. The following is an idea of landuse classification within the national park.

Protected Area

Protected area is where strict protection is enforced. Protected Area does not allow construction of tourist facilities. It is the area for mountaineers, and the tourism use should be kept minimum.

Buffer Zone

It is an area, in which tourism use is allowed with the condition that physical development is kept to the minimum. Accommodation development is not allowed in the area but the development of nature-based tourism attractions is encouraged. In other words, income from tourists protects the area from other economic activities that could damage nature.

Tourism Promotion Zone (TPZ)

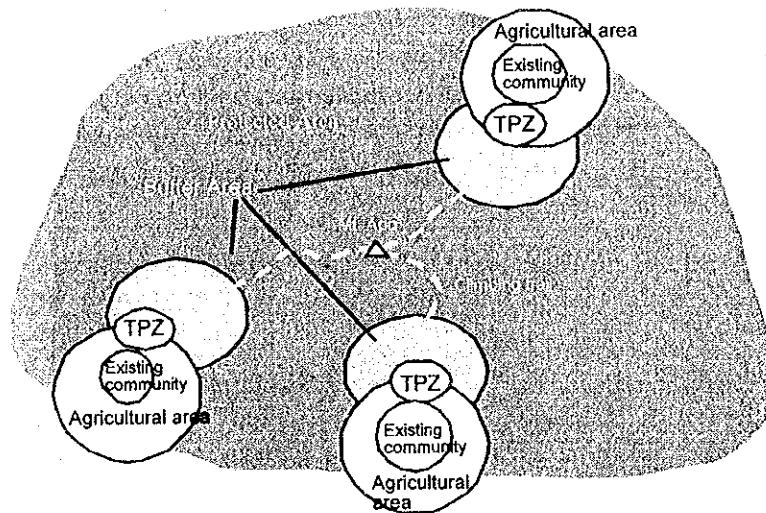
This is an area where accommodations and other commercial establishments are to be located. Hence, intensive infrastructure development that assures sustainability is necessary to prevent negative impacts to the surrounding nature area.

Agricultural Area

This is the area for agriculture and residential area for existing communities. The area has to be kept as the existing condition and should not be expanded further into the national park.

Figure 11 shows a simplified concept of a landuse plan in Mt. Apo.

Figure 11 Concept of Landuse Plan in Mt. Apo National Park



Source: JICA Study Team

The landuse plan should introduce measures to prevent further clearing of forest in the national park. TPZs and Buffer Zones should be planned to prevent the sprawl of agricultural land into the national park. Tourism should be strategically introduced as an alternative livelihood for existing communities to absorb surplus work force, which would suppress further expansion of agricultural area. The plan should introduce measures to legally enforce the landuse.

b. Development of tourist attractions

Tourism planners should introduce various tourist attractions in TPZ and Buffer Zone. The followings are examples of suitable attractions.

- Handicraft market in TPZ,
- Ecology museum in TPZ as an interpretation facility for trekkers and mountaineers,
- Walking trails in Buffer Zone,
- Forest-based soft adventure in Buffer Zone,
- Agrotourism in Agricultural Area

It is noted that these attractions including walking trail and soft adventure should target at ordinary people since they are tourist attractions for those staying at mountain resorts.

c. Control of real estate development

Land development is often combined with tourism development because it could generate a large amount of initial development cost by selling resort estates. Land development, however, has the following drawbacks.:

- Real estate developers tend to lack in long-term perspective to sustain tourism destination due to the characteristics of their business; they get profit when they have sold their estate therefore they have a tendency not to care about the sustainability of a destination in the future;
- Resort real estates in some countries tend to be bought as a measure for speculation rather than use for leisure. It influences developers to build high-rise condominiums or small-sized villas to make them affordable to a larger number of people by sacrificing tourism amenity. This activity spoils the tourism destination in the long-term perspective; and
- Many resort estates are used for a very short period in a year. Hence, their contribution to local economy is quite small compared with hotels whose occupancy rate could be more than 80%.

Establishing a development guideline is essential to control real estate development lacking in sustainability. It is also necessary to allow only hotel development in the national park. It is because hotel development can cater to a larger number of people per developed area than resort real estate development.

(3) Beach resort development

a. Examination of beach segmentation

Building walls on the beach for exclusive use of its visitors is a common practice in the DIDP Area. This practice has both positive and negative aspects as summarized in Table 17.

Table 17 Analysis of Pros and Cons of Beach Segmentation

	Pros	Cons
For guests	<ul style="list-style-type: none"> • Assures security and safety. • Gives a sense of exclusiveness from "private beach." 	<ul style="list-style-type: none"> • Spoils original natural beauty by building obtrusive structure. • Gives less satisfaction due to short beachfront and limited options for shopping and dining out.
For hosts	<ul style="list-style-type: none"> • Earns maximum profit from guests (at least, in the short-term) • Assures better manageability of guests. • Protects beach from illegal occupants. • Protects (artificial) beach from flowing out • Prevents "free riders" who don't bring economic benefit to the host community (like those who bring food and leave garbage). 	<ul style="list-style-type: none"> • Hinders local people's access to, and through, the beach. • Limits local economic opportunities in tourism like vendors, local restaurants, and lodges without ocean view. • Reduces competitiveness of the beach destination • Requires more investment to build tourist facilities individually. • Affects sea current, thus resulting in coastal erosion

Source: JICA Study Team

This practice may have originated in Cebu where beach resort owners need to bring sand to create "artificial" beaches which they have to protect from current by building walls. In areas where security is a serious concern, fencing the beach for security would be rational. In the DIDP Area where good natural beaches abound

and security is well maintained, beach fencing is not indispensable. As listed in the table, segmenting beachfront limits host community's benefit from tourism, convenience, and amenity. It gives less satisfaction to visitors by spoiling the natural beauty, which, in turn, negatively affects the benefit for hosts in the long-term perspective.

It is noted that the disadvantages for guests become less if beach resorts are in large-scale and occupy a long shoreline. If a group of small-scale resorts share a long shoreline, the drawback would reduce.

In conclusion, this practice is not recommendable, in particular, for small and medium-sized tourism establishments in the DIDP Area. There is a necessity to introduce an alternative way of developing beach resort area that would benefit both visitors and host community members. The followings would be measures to restrain beach segmentation or beach fencing:

- Review of the standard, by which DENR concludes foreshore lease contract; Setting a minimum length of shoreline would be a reasonable measure to suppress the contract; and
- Introduction of group contract; tourism establishments in a community establish a tourism cooperative, and it makes contract with DENR to hire a long shoreline.

b. Integrated area development in Samal Island

Island Garden City of Samal Tourism Estate Project has historical importance since it is the first integrated tourism development project in the Philippines. First integrated tourism development was introduced to Waikiki Beach in Hawaii at the beginning of the 20th century. It used to be synonymous with high-density mass tourism development; but the development concept has been gradually shifted to stress more nature-oriented tourism development.

Development vision of the DIDP Area stipulates that MICE and long-haul beach resort tourism have strategic importance for the tourism sub-sector in the DIDP Area. Samal Island, which is one of the Resort Centers of the DIDP Area, is expected to be the magnet for long-haul beach resort tourism. Hence, its development concept should comply with the needs of long-haul beach resort tourists, who are relatively affluent, interested in cultures and ecology, and prefer to combine a stay at a beach resort with touring in Mindanao. The SITE project, however, would have to consider widening its target market to attract general interest tourists and resort tourists in the long-term perspective.

The following would be necessary to strengthen the SITE Project.

Preparation of an integrated development plan of Samal Island

A study project that aims to prepare a detailed development plan for newly created Samal City with special emphasis on the tourism sub-sector would be necessary. The emphasis on the tourism sub-sector is rationalized by the designation of Samal Island by DOT as the only national priority development area in Mindanao, and the role of Samal City proposed by this JICA Study as the amenity center for the DIDP Area.

Although the focus is on the tourism sub-sector, the study will pursue a comprehensive development system of Samal Island. Therefore the study should

cover the aspects of tourism development and promotion, as well as development of other economic sub-sectors, social development, environmental management, land use, infrastructure, and institutional arrangement.

Development of attractions

“Lack of destinations” is a development issue for the DIDP Area. Samal Island should find and introduce new tourism attractions based on its local industry or the nature. Introducing nature walk in the island may appeal to tourists who stay at seaside resorts. Visit to “water village” may be a cultural attraction.

Considerations for local participation

Promoting foreign investment in Samal Island is important to develop the island as one of the international tourism destinations. However, it would be necessary to secure local opportunities to obtain benefit from tourism development. Development plan of a tourism area should consider assigning a certain space for local businesses such as restaurant, souvenir shop, and boat hire. Further, it would be worth considering to develop a tourism estate for local tourism SMEs.

As has been discussed in the strategy of “local participation,” introducing local-industry-based tourism would be also worth consideration.

Development of basic infrastructure

Insufficient road network in the island is supposed to constrain tourism development. It would be necessary to complete a road network in the island to facilitate access to potential tourism sites in the southern part.

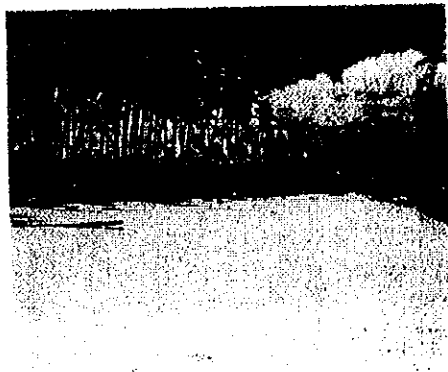
c. Community-based beach resort development

Although there are a number of negative media coverages regarding Boracay’s tourism development, there are many things which the tourism sub-sector in the DIDP Area should learn from. As shown in Figure 12, Boracay’s White Beach secures public access, thus the community shares the beach. It means that local people who don’t have property facing the beach have tourism opportunities. There are tourist lodges that do not face the sea; they compensate it for lower room rates. Visitors at the beach can dine around various restaurants both at the beachfront and in the village behind the resort strip. High-rise development is controlled by a local development guideline. In spite of a large number of tourism establishments, green area is conserved between the beach and accommodation area as seen in the photo. Most importantly, the development of Boracay was not led by foreign investment but largely by local people and expatriate residents.

In spite of these positive aspects, the major drawback of Boracay is its public sector’s inability to build necessary infrastructure, in particular, sewerage and solid waste disposal to catch up the pace of tourism development.

The following would be necessary to achieve integration in naturally developed resort areas and local communities that are supposed to have tourism development potential. More specifically, proposed directions and measures would be applicable to develop Satellite destinations of Dahican, and Malita/Santa Maria. They should be developed by local people themselves rather than foreign investment.

Figure 12 Boracay's Shared Beach



Source: JICA Study Team

Provision of tourism know-how by the public sector

Like the case of village tourism, provision of tourism know-how by the public sector is essential to introduce tourism into seaside communities. Supporting measures as discussed in "supports for local participation" would be applicable to community-based beach resort development.

Formulation of local tourism organization

Formulating a local tourism organization or a local tourism cooperative, preferably at the Barangay level, would make a prerequisite to introduce integration into a tourism area. The functions of the organization are similar to those of village tourism. The organization should coordinate with its members to conduct tourism promotion, to establish landuse and development guideline, and to build public facilities for tourism and for the community.

The public sector should take the initiative to introduce local tourism organizations by explaining its importance, and providing basic know-how to operate it. The initiative would be gradually handed over to local people as the organization becomes matured.

Establishment of landuse and development guideline

Landuse and development guideline brings integration into a resort area. The following are examples of the development guideline.

- Buffer forest between beach and tourism-related establishments;
- Abolition of beach fencing;
- Forced setback;
- Maximum height of building; and
- Design of accommodation and other facilities.

The public sector should provide tourism organizations with archetype of development guidelines as well as guidance and consulting. The public sector should stress the importance of securing public access to the beach and the development of coastal road.

Development of communal tourist facility

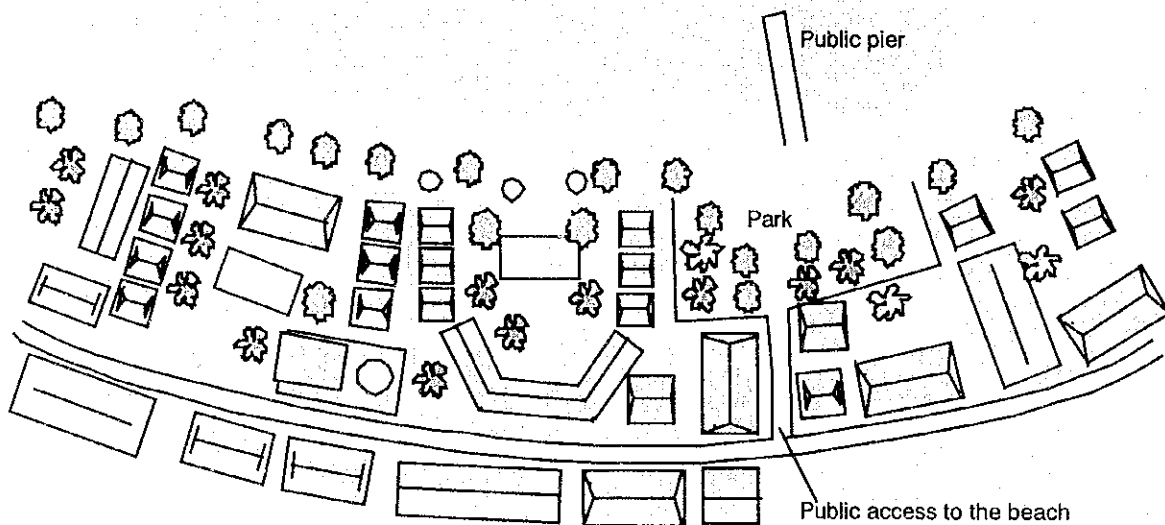
Local tourism organization or cooperative should coordinate with community members to construct public facilities such as public pier, park that secures public access to the beach, and coastal road.

Public support in marketing

Public sector's support is important to disseminate the tourism information to potential tourists. For the Satellite destinations, it is supposed that independent international tourists would be a relatively important market segment. Hence, inclusion of the information in travel guidebooks for the market segment may be effective.

Figure 13 shows a concept of a resort area that is composed of tourism SMEs. The figure shows that tourism establishments share a beach, a seaside park, and a public pier, secure public access to the beach, and provide space for various local opportunities along the coastal road.

Figure 13 Integrated Beach Resort for Tourism SMEs



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3.3.5. Establishment of Davao City as a MICE center

As the largest urban center in BIMP-EAGA and the second largest city in the Philippines, Davao City should be one of the major MICE centers in Southeast Asia rivaling Singapore in the long-term perspective. It is necessary from the following reasons:

- MICE is a market segment which Davao City has comparative advantage in BIMP-EAGA and in the Philippines;
- Providing a place for those living in BIMP-EAGA to meet, exchange ideas, establish friendship, and cooperate with each other for the future, would contribute greatly to the development of BIMP-EAGA; and
- The DIDP Area needs a modern and clean regional center for MICE, cultural activities, shopping and leisure from the viewpoint of regional planning.

Although meeting and convention are booming helped by the City government's efforts at creating a favorable image of Davao City, it is chosen largely because it is a new destination. Hence, it is not certain at this stage how sustainable the growth would be in the future. It is noted that incentive travel and events markets are untapped due to insufficient facilities and services. Conventions held in Davao City are mostly of domestic, and attracting international conventions is an issue for the future. The travel trade reports that feedback from their customers is not always positive due to "lack of destinations." Measures to establish Davao City as a major MICE center basically have three directions.

Firstly, improvement of the urban amenity in Davao City makes a prerequisite to invite MICE. Although its necessity is discussed in the context of tourism development, it would also benefit Davawenios as well as those in the four provinces who occasionally come to Davao City for shopping and entertainment. Considering the roles of Davao City in BIMP-EAGA as the gateway to Mindanao, improvement of the urban amenity is strategically needed for the DIDP Area from the long-term perspective.

Secondly, facilities for MICE have to be built. Central Bank Convention Center in Davao City does not have sufficient capacity for large-scale international conventions, and is not suitable for events like exhibitions and trade shows. The JICA Study Team recommends to build a complex that consists of a convention center/exhibition hall, as well as other commercial establishments as a "must-see" place like the water front area of Tsimshatsui in Hong Kong.

Thirdly, development of "post-convention destinations" is necessary. This tourism sub-sector report as a whole tackles this issue, which includes introduction of ecotourism, development of Resort Centers and several Satellite destinations in the DIDP Area.

(1) Improvement of the urban amenity in Davao City

Lack of attractive urban areas is one of the major constraints for Davao City to further develop the MICE market. Improving the urban amenity is also needed from the view point of urban planning, since Davao City does not have sufficient public space where people would gather and enjoy their time with friends and family. Uncontrolled development in its waterfront area is hindering public access to the beach, which also hampers urban amenity.

The following considerations would be necessary from the viewpoint of improving urban amenity.

a. Revitalization of downtown Davao

With the opening of new shopping centers outside the city center and the sprawl of the suburb, the oldest district of Davao City, which is losing its attractiveness, needs measures for revitalization. Redevelopment and revitalization of old district has been one of the most neglected fields of urban planning in the Philippines because it is prone to evoke public objections. The negative aspect of the "let sleeping dogs lie" attitude is uncontrolled sprawl of suburb, the typical example of which is Cebu City.

This is a kind of the throw-away culture which lacks in sustainability. Davao City is surrounded by land with fertile soil that has great potential for agriculture, which

means urban sprawl sacrifices the competitive agriculture. A measure to avoid the demolition of agricultural land is to induce more efficient land use in the existing urban area, in particular, in the old district of Davao City and its adjacent area.

Provision of financial incentives by local government based on a landuse plan would promote renovation or reconstruction of old buildings in the downtown. This would encourage the private sector to build more high-rise buildings for more effective use of the land.

Redevelopment of the waterfront area adjacent to the downtown is another measure to revitalize the historical center. Development of a complex composed of a shopping center, restaurants, and a few public facilities at the waterfront is recommended for this reason. The development assures public access to the waterfront from the existing downtown area, which would greatly improve urban amenity in Davao City. This would also stimulate efficient use of land surrounding the development site because the influx of people to the waterfront area would increase the business opportunities in the neighboring areas. Detail of the proposed complex will be discussed later in this section.

Other than the complex, locating attractive specialty stores or showrooms of area's representative products would contribute to the revitalization of the downtown area. Abaca products showroom, for example, is consistent with the identity of Davao therefore would be suitable for the downtown area.

It is noted that the City government should designate historical buildings or historical areas in the downtown area that needs conservation. Otherwise these buildings/areas would be wiped out by development.

b. Securing public access to, and view of the sea

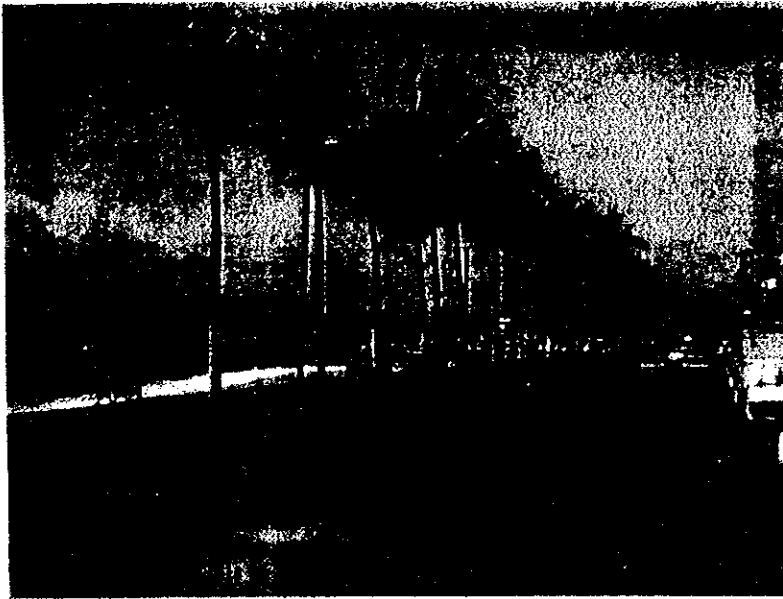
Davao City has a plan to construct a new coastal road and a bridge over the Davao river. This project should be viewed not only from the view point of easing the traffic in the downtown but an opportunity to redesign its water front area to improve urban amenity. Roxas Boulevard in Manila, though it is not a coastal road anymore, used to be a good example of this type of coastal road.

The road should be designed to secure public access to the sea. More specifically, the seaside of the road should not allow any construction except small parks. Embankment should have an unobtrusive design and the road should secure space for "seaside walk" lined with palm trees that provide shade. A typical design of coastal road is shown below for reference.

The principal reason that the coastal area of Davao City remains as a squatter area is insufficient public access to the area. Opening of the coastal road would trigger its conversion to a commercial and business area.

Building small seaside parks along the road would cope with the issue of insufficient public space in Davao City. It is important to plant trees to secure shade as with the case of seaside walk. It is recommended to allow operation of a few restaurants and cafes in a park by the private sector.

Figure 14 Example of Coastal Road with Seaside Walk



Source: JICA Study Team (Puerto Vallarta, Mexico)

c. Creation of sense of arrival

The new coastal road is expected to be a trunk road for Davao City when visitors approach the city center from the airport. Therefore, the coastal road must have a design to give visitors a sense of arrival by planting trees, controlling building designs, beautifying the roadside, as well as securing the view of the sea.

Both Davao International Airport and Santa Ana Ferry Terminal are the gateways for the DIDP Area. Beautification of the gateway facilities should be made to provide arriving visitors with the sense of arrivals. Since this Study Report proposes to introduce BIMP-EAGA Cruise, the port facility should be revised from this view point.

Proposed "Green Link" is expected to improve the sense of arrival. Proposed waterfront complex also intends to improve sense of arrival for visitors.

d. Provision of tourist information and signs

Davao City is poorly signed for visitors to explore by themselves, which needs improvement. It is also recommended to operate a tourist information center at the proposed waterfront complex by City Tourism Council.

(2) Development of a waterfront complex in Davao City

Davao City needs a well-designed urban area that would be a symbol for Davaweños and, at the same time, a must-see place for its visitors. The area should be clean and modern but it should also represent the cultural and historical identity of Davao City and the DIDP Area. The history of Davao City shows that its water/river front area is its heartland though it has been neglected in recent years. Davao City had lived on river and sea transport, and Davaweño's life had been closely linked to the water.

Hence, the JICA Study Team proposes to develop a commercial/tourism complex at the water front area near the downtown of Davao City to restore the city's link to the water, and to revitalize the downtown. The complex should consist of facilities

such as marina, aquarium, convention/exhibition center, hotel, and shopping and gourmet center. It should secure public space along the waterfront so that the area could be a gathering place for citizens and visitors as well.

The complex should locate near the city center and have a good link to the city center. Hence, suitable location would be:

- area along the proposed coastal road, or
- area between Magallanes Street and Davao River.

Development directions for respective facilities in the complex are as follows.

a. Marina

It should be a public marina that does not exclude the general public to reach the waterfront. It would be better if the marina has a function of passenger port for Samal Island and other pleasure boats like Davao Bay cruise. The marina is the core of the complex, and all the facilities should be designed to surround the marina. The owner of the marina should be Davao City, but its operation could be subcontracted to the private sector.

b. Aquarium

Since there are no large-scale aquarium in the Philippines, aquarium could be an anchor tourist attraction for domestic visitors. It would be a magnet to attract visitors to the complex. It aims to be a center of environmental education for conserving the marine environment, in particular, that of Davao Gulf. It should be owned by the public sector. Save Davao Gulf Foundation would be a suitable organization to operate the aquarium.

c. Convention/exhibition center

This is the facility that would secure Davao City's status as one of the major MICE destinations in BIMP-EAGA. The center should be operated by the public sector, and accommodate up to 2000 attendants if all partitions are removed. The center should be designed to cater to various purposes such as conferences, seminars, and exhibitions. It should be operated by the public sector, or by a public and private joint-venture company that is financially self-sufficient.

d. Hotel

Since Davao City's hotel capacity is not sufficient, development of a new hotel at the water front area would be viable. It should be built and operated by the private sector under Davao City's coordination.

e. Shopping and gourmet center

A shopping and gourmet center is planned as another magnet to attract people to the complex. The private sector should build and operate it under Davao city's coordination. Stores that locate in the complex should be specialty stores rather than discount stores and department.

3.3.6. Other considerations

(1) Provision of tourist information

a. General directions

There are two types of brochures which a tourism destination has to produce; one is to motivate potential visitors to come to a destination (Type A), and another is to provide all the necessary information for visitors who have arrived at a destination (Type B). The following table shows the differences of the two types.

Table 18 Comparison between Two Types of Brochures

	Type A	Type B
Purpose	Motivate potential visitors to visit a destination	Provide the necessary information to enjoy a destination
Provision sites	Market side: Tourist offices outside the destination Overseas tourist offices Large cities in the Philippines	Destination side: Arrival lobby of airport Gateway city Regional tourism office Hotels
Type of information	Nice photos and descriptions to motivate people to visit the destination	Practical know-how to travel including public transportation, accommodation, restaurants, etc. Accurate map is important.
Production concept	Create a favorable tourism image.	Availability is more important than quality. No need for color photos.

Source: JICA Study Team

In short, the Type A is a kind of advertisement while the Type B is to provide information for arrived visitors to explore a destination. Type B tends to be neglected in the DIDP Area compared with Type A.

As written in the table, availability is more important for Type B than quality, and its design does not need much sophistication. In stead, Type B should include a good map to help visitors explore a destination. Another consideration is the size and shape of the brochure since visitors often bring Type B with them when they make exploration.

Many municipalities in the DIDP Area have prepared Type A brochure though they are not exclusively for tourism. Municipal and city governments that have a sizable visitor arrivals should put more efforts to produce Type B brochures, and distribute it through local hotels and local tourism office, as well as tourist offices in Davao City that is the gateway city to the DIDP Area.

In recent years, increasing number of tourism destinations come to produce "pocket-size" brochures that are approximately 6cm by 9cm in size, and are designed to fit into jeans pocket. It is typical of Type B as it is designed for use during exploration of a destination. It would be worth consideration to introduce in some destinations in the DIDP Area like Davao City and Samal Island.

In the DIDP Area, in particular, Davao City should consider to produce a Jeepney route map considering a large number of domestic visitors to conventions and seminars. Foreign tourists would also appreciate the map since the Davao Area is

suitable to have the typical Filipino experience since there is not security problem in the downtown.

b. Brochures for MICE

Davao city needs additional tourism brochures for potential organizers of MICE corresponding to its strategy to be a leading MICE destination in BIMP-EAGA and the Philippines.

The brochures should include all the necessary information for organizers of MICE such as convention hall, hotels, transportation, tourist attractions and services, as well as contact address of organization that provides additional information. It is a Type A brochure therefore it should include nice photos of nearby tourism attractions and description of the city to influence them to choose Davao City. Unlike general brochures, they would be distributed to potential organizers through convention organizers, travel agents and tour operators. Travel trade shows are also an opportunity to distribute the brochure.

(2) Sister cities

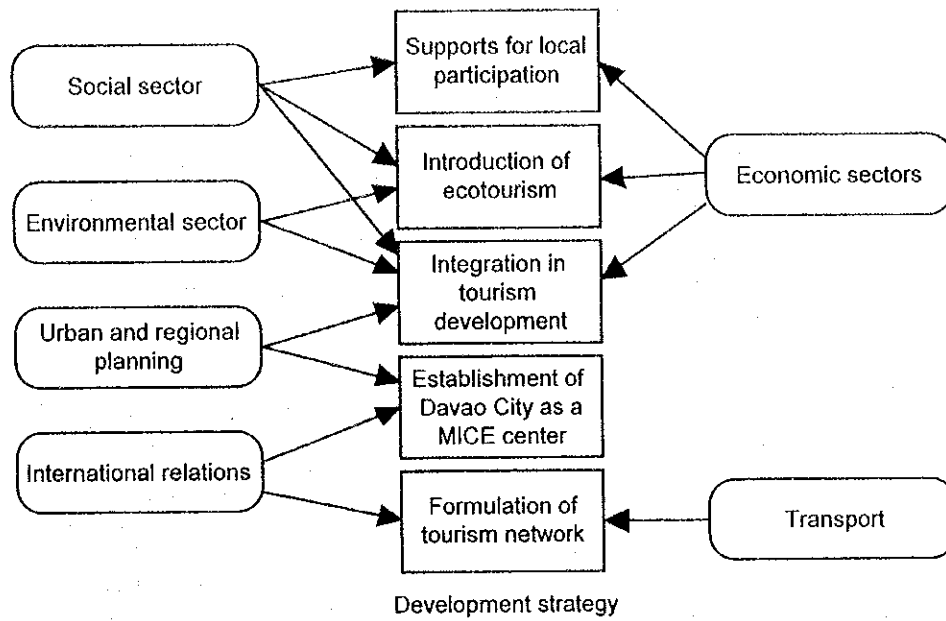
Davao has three sister cities, namely, Kaohsiung, Seattle, and Manado, and is negotiating with Kota Kinabalu and Kagoshima for additional sisterhood treaties. Admitting that sister cities intend to promote mutual understanding and friendship, they also contribute greatly to promote tourism to Davao City and the DIDP Area. Hence it would be worth considering to conclude more sisterhood treaties with cities that could generate tourists to Davao City.

Davao City has had close ties with Japan, which could rationalize having a sister city in the largest tourist market in Asia. Davawenios with Japanese ancestry (Japanese discendents), and Japanese companies operating in Davao City would be possible mediators.

3.4. Overview of the Plan

Tourism has close linkages with other sectors. The relationship between the tourism development strategy and other sub-sectors is shown in Figure 15.

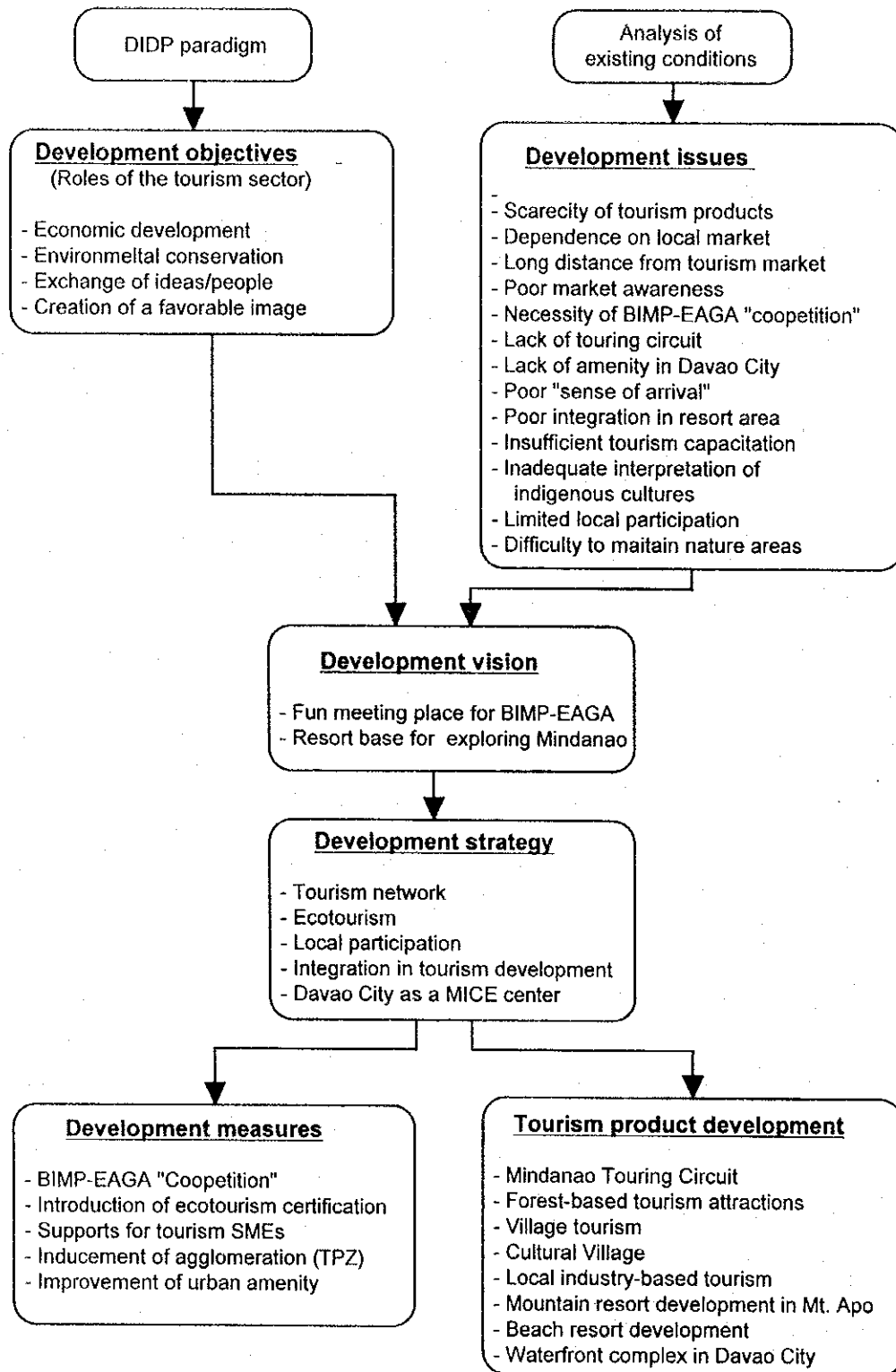
Figure 15 Linkages with Other Sectors



Source: JICA Study Team

Figure 16 summarizes the overall flow of the tourism development plan.

Figure 16 Overview of the Tourism Development Plan



Source: JICA Study Team

Chapter 4 Projects and Programs

4.1. Integrated Area Development in Samal Island with Focus on Tourism

1. Location:

Whole area of, Davao del Norte Province
(Samal Island, Talikud Island, and off-shore islets)

2. Implementation agency:

- Island Garden City of Samal
- Davao del Norte Province
- Department of Tourism

3. Objectives:

The objective of the project is to create an integrated area development plan that envisages to develop Samal City as an anchor beach resort base in BIMP-EAGA.

4. Expected effects:

- Economic development through employment creation,
- Improvement of amenity in the DIDP Area,
- Utilization of tourism for environmental conservation.

5. Project costs:

6. Implementation schedule:

Immediate

7. Project description:

This study project aims to prepare a detailed development plan for newly created Samal City with special emphasis on the tourism sub-sector. The emphasis on the tourism sub-sector is rationalized by the designation of Samal Island by DOT as the only national priority development area in Mindanao and the proposed role of Samal City as the amenity center for the DIDP Area.

The tourism sub-sector in Samal City should envisages to attract both domestic and international tourists. In particular, the city has a strategic importance to attract long-haul beach resort tourists who would stay in the island and make sight seeing trips in other parts of Mindanao. Hence, foreign investments would have a relative importance to develop the island.

Although the focus is on the tourism sub-sector, the study will pursue a comprehensive development system of the study area. Therefore, the study should cover the aspects of tourism development and promotion, as well as investment promotion, development of other economic sub-sectors, social development, environmental management, land use, infrastructure, and institutional arrangement for these developments.

4.2. Waterfront Complex Development in Davao City

1. Location:
Waterfront area of downtown Davao City proper
2. Implementation agency:
Davao City
Private sector
3. Objectives:
The objective of the project is to build a commercial/tourism complex in a waterfront area of downtown Davao City.
4. Expected effects:
 - Creation of a symbol and a must-see place for visitors to Davao City.
 - Provision of public space in Davao City thus improving the urban amenity,
 - Enhancement of competitiveness of Davao City as a leading MICE destination in BIMP-EAGA,
 - Rejuvenation of the downtown area of Davao City
5. Project costs:
6. Implementation schedule:
Immediate
7. Project description:

This project proposes to construct a commercial/tourism complex comprising such facilities as marina/harbor, aquarium, convention/exhibition center, hotel, and shopping and grommet center. It aims to create a gathering place for Davaweños to cope with the lack of public space, and to create a must-see place for visitors to enhance the competitiveness of Davao City as a leading MICE destination. It also aims to rejuvenate the downtown area.

Proposed marina should be public in order to allow public access to the water front area. Part of the marina could be used as a pier for boats to Samal Island.

Public access to the water front area is quite limited due to uncontrolled urban sprawl despite the fact that Davao City has evolved from a port town. It is necessary to create an area that would symbolize the past history of the city.

Since this project requires relocation of local residents, public housing project makes a prerequisite for the successful implementation. This project also relates to coastal road development project in Davao City.

4.3. Kapatagan Mountain Resort Development

1. Location:

Kapatagan, Digos, Davao del Sur

2. Implementation agency:

Department of Tourism

Davao del Sur Province

3. Objectives:

The objective of the project is to develop a mountain resort area and accommodation base for Mt. Apo climbers on the slope of the highest mountain in the Philippines.

4. Expected effects:

- Generation of employment opportunities,
- Provision of local people with alternative livelihood thus contributing to the conservation of nature in the Mt. Apo National Park, and
- Strengthening of the competitiveness of the DIDP Area, in particular, in the domestic market.

5. Project costs:

6. Implementation schedule:

Immediate

7. Project description:

This project envisages to create a mountain resort area in Kapatagan that is well-known for its cool climate. Since the area is within Mt. Apo National Park, a strict land use plan is necessary to suppress further deterioration of nature. The land use plan should specify a tourism promotion zone (TPZ) equipped with necessary infrastructure where hotels and lodges are allowed to locate in an agglomerated manner. Resort estate development (villas and second houses) that tends to require a large area in the national park is not appropriate.

Other than accommodation, development of nature-based tourism attractions such as walking trails to falls, and soft adventures in virgin forest should be planned and developed.

4.4. Davao City Mountain Resort Development - Three Ridges Integrated Area Development

1. Location:
Eden, Catigan, and Tagurano in Toril District, Davao City
2. Implementation agency:
Davao City
3. Objectives:
The objective of the project is to create a mountain resort area for accommodation and resort estates on the slope of the highest mountain in the Philippines.
4. Expected effects:
 - Creation of employment opportunities,
 - Contribution to economic development in the project area,
 - Provision of local people with alternative livelihood thus contributing to the conservation of nature in the Mt. Apo National Park.
5. Project costs:
6. Implementation schedule:
Mid-term
7. Project description:
This project aims to develop the slope of Mt. Apo in Davao City as a mountain resort area that could rival Baguio. The project includes development of mountain resort, tourism estate development, as well as various tourist attractions based on the uniqueness of nature and cultural traditions. Development of tourist attractions would not only strengthen competitiveness but also influence on extending the length of stay.

A land use plan has to be established which specifies a tourism promotion zone equipped with necessary infrastructure where hotels and lodges are allowed to locate in an agglomerated manner.

4.5. Preparation of a comprehensive landuse plan in Mt. Apo National Park

1. Location:

Whole area of Mt. Apo National Park including Kidapawan

2. Implementation agency:

DENR

3. Objectives:

The objective of the project is to create a comprehensive landuse plan of the Mt. Apo National Park.

4. Expected effects:

- Conservation of nature and ecology in the Mt. Apo National Park
- Provision of legal basis for agriculture and tourism development
- Provision of livelihood for people living in the national park

5. Project costs:

6. Implementation schedule:

Immediate

7. Project description:

Mt. Apo National Park includes a number of communities and large agricultural land despite the fact that national regulations officially prohibit agriculture in the national park. Tourism development is planned in the national park without a firm legal basis. Based on the recognition that it is impossible to deport all the migrants in the national park, a comprehensive landuse plan that ratify the existing conditions and prevent the further deterioration of nature in the park would be necessary for Mt. Apo National Park.

The landuse plan should introduce measures to prevent further clearing of forest in the national park. Tourism should be strategically introduced as an alternative livelihood for existing communities to absorb surplus work force, which would suppress further expansion of agricultural area. The plan should introduce measures to legally enforce the landuse.

4.6. Development of “Cultural Village”

1. Location:

Suburb of Davao City, Davao del Sur Province, or Davao del Norte Province
(The site should be reached within one hour time-distance from Davao City proper)

2. Implementation agency:

NCIP

DENR

3. Objectives:

The objective of the project is to develop a museum/theme park that shows indigenous cultures in Mindanao Island

4. Expected effects:

- Creation of a new “must-see” tourism attraction,
- Dissemination of the correct knowledge of indigenous peoples and cultures,
- Protection of real cultural villages from negative impacts of mass tourism.

5. Project costs:

6. Implementation schedule:

Mid-term

7. Project description:

A “Cultural Village” is a museum/theme park that introduces various indigenous cultures. The village would be constructed as an expansion of existing Davao Museum but it should be planned as a theme park with variety of traditional architectures guided by indigenous people themselves. The village should exhibit tribal cultures not only in the DIDP Area but in whole Mindanao since Davao is the only international gateway to the island.

The village is for mass market and is expected to protect real cultural communities from negative impacts of mass tourism. In this sense, this project supplements ecotourism programs planned in Talaingod and Maragusan, which should adopt low-volume high-income strategy by targeting up-market clientele.

4.7. Talaingod Ecotourism Program

1. Location:

Talaingod Municipality, Davao del Norte

2. Implementation agency:

Davao del Norte Province with support from Department of Tourism

3. Objectives:

The objective of the project is to introduce ecotourism in Talaingod Municipality as a measure to conserve the environment and the Ata-Manobo culture.

4. Expected effects:

- Generation of employment opportunities,
- Creation of an economic incentive to conserve nature and indigenous culture and traditions,
- Introduction of ecotourism know-how

5. Project costs:

6. Implementation schedule:

Mid to long-term

7. Project description:

This project envisages to introduce the know-how of ecotourism to the Talaingod municipality where indigenous culture is still well-maintained. It targets culturally motivated tourists who are interested in experiencing a traditional way of life in Mindanao.

The project includes development of tourist lodges based on the traditional architectural style, installation of trekking routes that visit falls, virgin forest, and Ata-Manobo families living in the forest.

Public sector's supports to bolster tourism SMEs makes a prerequisite to actualize the project.

4.8. Maragusan Ecotourism Program

1. Location:

Maragusan Municipality, Compostela Valley Province

2. Implementation agency:

Maragusan Municipality with assistance from Compostela Valley Province and DOT

3. Objectives:

The objective of the project is to introduce ecotourism in Maragusan Municipality as a measure to conserve the environment and Mansaka culture.

4. Expected effects:

- Economic development through job creation,
- To provoke cultural awareness of indigenous peoples,
- To create economic incentives to conserve nature.
- To introduce know how of ecotourism

5. Project costs:

6. Implementation schedule:

Mid to long-term

7. Project description:

It is a similar program to Talaingod Ecotourism Program but the tourism objective is the Mansaka culture. This project envisages to introduce the know-how of ecotourism to the municipality where indigenous culture is still well-maintained. It target culturally motivated tourists who are interested in experiencing a traditional way of life in Mindanao.

The project includes development of tourist lodges based on the traditional architectural style, introduction of Mansaka experiences programs that include participation in classes that teach how to produce Mansaka handicraft, installation of trekking routes that visit remote Mansaka village for both cultural and natural attractions.

Public sector's supports to bolster tourism SMEs makes a prerequisite to actualize the project.

4.9. Community-based Beach Resort Development in Mati

1. Location:

Dahican, Mati, Davao Oriental Province

2. Implementation agency:

Davao Oriental Province

3. Objectives:

The objective of the project is to develop the coastal area of Mati, including Dahican Beach and Pujada Bay as a satellite destination in the DIDP Area.

4. Expected effects:

- Economic development through employment creation
- Creation of an economic incentives to conserve the nature and marine resources in the NIPAS area
- Introduction of an integrated community-based resort development method

5. Project costs:

6. Implementation schedule:

Immediate

7. Project description:

This project aims to develop Mati as an alternative beach destination with the local initiative. It aims to supplement the integrated tourism development in Samal Island by providing tourism products with more local color.

The project would include the development of tourist bungalows and dive resorts in Dahican Beach, and provision of tourism-related services such as dive guide, boat hire, and game fishing. Since diving is a strength of the area, the project should emphasize the development of facilities and services for divers.

Expansion of Davao City would encourage the development of beach resort areas outside Davao City, which should be favorable for Mati.

This project intends to create alternative livelihood for the coastal community in Mati, thus create an economic incentives to conserve the marine ecology in Pujada Bay. It is also expected to provide financial supports for NIPAS in Pujada Bay. Public sector's supports to bolster tourism SMEs makes a prerequisite to actualize the project.

4.10. Community-based Beach Resort Development in Malita/Santa Maria

1. Location:
Malita Municipality, Davao del Sur
Santa Maria Municipality, Davao del Sur
2. Implementation agency:
Davao del Sur Province
3. Objectives:
The objective of the project is to develop a beach resort area as a satellite destination in the DIDP Area.
4. Expected effects:
 - Economic development through employment creation
 - Creation of an economic incentives to conserve the nature and marine resources
 - Introduction of an integrated community-based resort development method
5. Project costs:
6. Implementation schedule:
Mid to long- term
7. Project description:
This project aims to develop beaches in Malita and Santa Maria as an alternative beach destination. This project aims to supplement the integrated tourism development in Samal Island by providing more affordable tourism products with more local color.
The project would include development of tourist bungalows and provision of tourist services such as game fishing, fish cage restaurant, dive guide, and pleasure boats.
Expansion of Davao City would encourage the development of beach resort areas outside Davao City, which should be favorable for the Malita and Santa Maria municipalities.
This project intends to create alternative livelihood in the coastal villages in the two municipalities. It is expected to contribute to solve the over-fishing problem in Davao Gulf. Public sector's supports to bolster tourism SMEs makes a prerequisite to actualize the project.

4.11. Aliwagwag Falls Tourism Development

1. Location:
Cateel, Davao Oriental Province
2. Implementation agency:
Davao Oriental Province
Cateel Municipality
3. Objectives:
The objective of the project is to develop Aliwagwag Falls and its surrounding area as a satellite destination in the DIDP Area, and a stop-over for Mindanao Touring Circuit.
4. Expected effects:
 - Economic development through employment creation,
 - Provision of alternative livelihood as an incentive to conserve the forest.
 - Establishment of a stop-over to facilitate a touring in Mindanao
5. Project costs:
6. Implementation schedule:
Mid to long- term
7. Project description:
This project aims to develop Aliwagwag Falls and its surrounding area for a base to visit Aliwagwag Falls and tropical forest, as well as a stop-over for Mindanao Touring Circuit.

The development plan includes a development of accommodation, nature trails to the forest and neighboring nature areas, and construction of an access road.

4.12. Ecotourism Certification Program

1. Location:
Not specified
2. Implementation agency:
Department of Environment and Natural Resources (DENR)
National Commission for Indigenous peoples (NCIP)
3. Objectives:
To introduce a certification system for tourism products that utilize the nature and indigenous cultures,
4. Expected effects:
 - Dissemination of the correct idea of ecotourism,
 - Dissemination of the correct knowledge on environment and cultural communities
 - Utilization of tourism for the conservation of the nature and indigenous cultures
5. Project costs:
6. Implementation schedule:
Immediate
7. Project description:
This program introduces a certification system for ecotourism. The program is expected to disseminate the correct idea of ecotourism that should aim at providing tourists with closer contact with, lowering negative impacts on, and creating financial contribution to, nature and indigenous cultures. On the other hand, the certification system makes a good marketing tool for the travel trade, and contributes greatly to the sophistication of tourism products. The certification should be provided to tourism products that satisfy the following conditions:
 - Correctness of the interpretation provided to participants and contribution to disseminate the knowledge of the environment and indigenous cultures;
 - Low impact on the environment and host communities;
 - Financial feedback that motivate host community to conserve the environment and traditional cultures; and
 - Quality of the tourism product and compliance with the concept of ecotourism.DENR should issue certificates for nature ecotourism, while NCIP should issue certificate for ethnic ecotourism.

4.13. Tourism SME Support Program

1. Location:

Not specified

2. Implementation agency:

Department of Tourism

Philippine Tourism Authority

3. Objectives:

- Dissemination of tourism know-how and tourism-related information to local people to promote local participation in tourism
- Provision of financial supports for tourism SMEs
- Encouragement of establishing local tourism organizations and tourism cooperatives

4. Expected effects:

- Economic development and job creation
- Provision of alternative livelihood as an economic incentive to conserve nature and indigenous culture
- Creation of well integrated tourism areas where tourism-related establishments cooperate with each other to generate synergy effects

5. Project costs:

6. Implementation schedule:

Immediate

7. Project description:

This program provides tourism know-how and financial supports to encourage community-based tourism development. Supporting measures include tourism capacitation and training, provision of tourism-related information, financial supports such as soft loans and provision of security or collateral, consultancy service, and tourism promotion.

Tourist areas in the Philippines often lack in integration among tourism-related establishments. Establishment of local tourism organizations and tourism cooperatives would be a measure to encourage the integration. Hence, provision of supporting measures for SMEs should be through tourism organizations and tourism cooperatives to encourage establishment of these organizations.

This program is closely linked to the development strategy to introduce ecotourism and to promote local participation.

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