

WESTERN VISAYAS TOURISM ACTION PLAN 2010



VISION:

- By 2010, Western Visayas is a premiere tourist destination endowed with diverse and complementary tourism attractions that are sustainable, environment and investor-friendly, equitable, participatory, culturally and economically progressive and globally competitive region.



MISSION:

- To develop and implement the Comprehensive Tourism Master Plan for Western Visayas and formulate a Tourism Code to improve the quality of lives, position the region as the gateway to booming tourism destinations in neighboring regions and in the East Asian countries with globally competitive facilities and services in partnership with NGAs, NGOs, POs, private sectors and stakeholders..



C. STRATEGIC DEVELOPMENT CONTEXT

- Except for Boracay Island being dubbed as the premier tourist destination in the region that attracts considerable tourist arrival, Western Visayas is currently faced with varied issues and problems that negates tourism development in other areas



D. GOALS, OBJECTIVES AND MEASURES

- To increase tourist arrivals in Western Visayas
- To establish and enhance each province's tourism products and package them that they would complement with each other.
- To identify eco-tourism potentials of the region and evaluate their capabilities and readiness



- To identify eco-tourism potentials of the region and evaluate their capabilities and readiness
- To draft a Regional Tourism Master Plan and Tourism Implementation Plan with detailed development guidelines



ACTIONS

Programs

Projects

Activities



Strategy 1
Develop potential tourist
destinations in the region

- Eco-tourism Profiling
- Shortlisting of Priority Tourism Potentials
Souvenir Products Development, Promotion and Marketing
- Accessibility and Support Infrastructures Development
- Strengthening and Institutionalization of marketing and promotion of tourism destinations



Strategy 2

Tourism Implementation Plan Formulation

- Tourism Master Plan and Tourism Implementation Plan
- Updating of CLUP



Strategy 3 – Attract Tourism Investments

- Hydro and geothermal power plant
- Tourism Investment Code



Strategy 4

Environmental and Local Laws Enforcement

- IEC on environmental laws and other laws
- Model Environment-friendly communities



Strategy 5

Strengthen stature of region as premier tourist destination and festivals as cultural attractions

- Cultural heritage advocacy campaign
- Media campaign



F. IMPLEMENTATION STRATEGIES



Eco-Tourism Profiling

Strategies – information gathering using valuable tourism data and municipal tourism officers

Investment – P1M

Source – LGU, environmental groups, NGAs



Souvenirs Product Development

Strategies – survey and identification of
priority products per province

Investment – P600T

Source – LGU, DTI



Support Infrastructures Development for Priority Tourism Sites

Strategies – priority tourism sites
identification and assessment

Investment – P60M

Source – NGAs, PDAF, associations
abroad



Tourism Destinations Marketing & Promotion

Strategies – prioritization of sites identified

Investment – P600T

Source – LGU, DOT, private sector



Tourism Master Plan Preparation

Strategies – TWG creation, tasking; data gathering; hiring of private consultants

Investment – P1M

Source – LGU, NGOs



Updating of Provincial Land Use Framework Plan

Strategies – TWG creation, tasking; data
gathering; hiring of private consultants

Investment – P600T

Source – LGUs



Hydropower, Geothermal and Coal Power Plants

Strategies – networking and alliance with
foreign investors

Investment – (P150 M or as the project may
require)

Source – GOP, private sector



Souvenir Products Devt.

Strategies – Drafting of a Product Industry
Dev't Plan

Investment – P600T or as the project may
require

Source – LGU, DTI



Support Infrastructure for Priority Tourism Sites

Strategy – Active sourcing of funds for
support infrastructures

Investment – P60 M

Source – Gov't agencies, PDAF, Ass'n
abroad



Tourism Code Formulation

Strategy – TWG creation and tasking, data gathering

Investment – P60 T

Source – LGU



Environmental-friendly communities

Strategy – identification, assessment and
prioritization

Investment – P1M per province

Source – LGU, private sector



Cultural heritage preservation advocacy

Strategy – media campaign

Investment – P50T

Source – LGU, private sector



HALA BIRA...
VIVA! WESTERN VISAYAS

