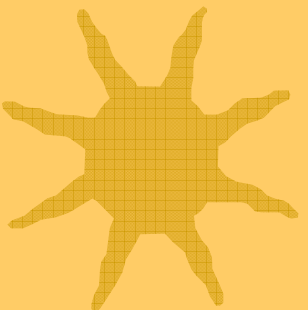
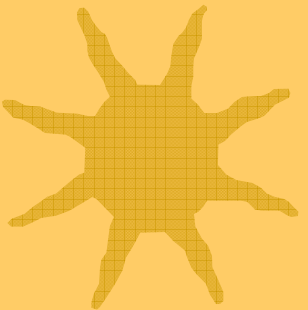
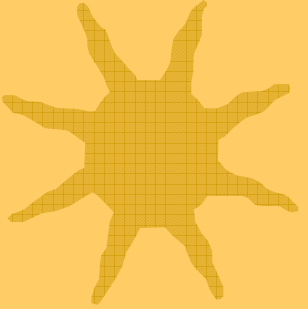


Viva! West Visayas

The West Visayas Tourism Program 2010





Vision

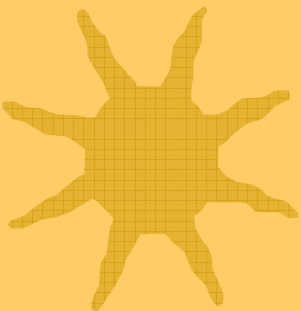
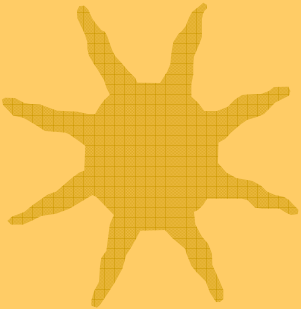
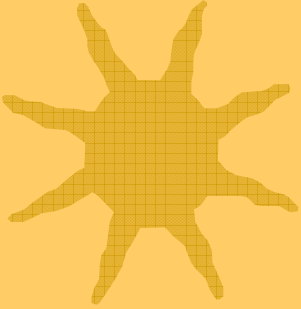
WESTERN VISAYAS
as a **prime** tourist **destination**
in the **heart** of the Philippines





Mission

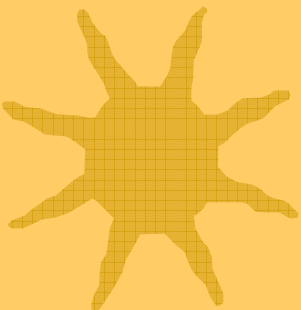
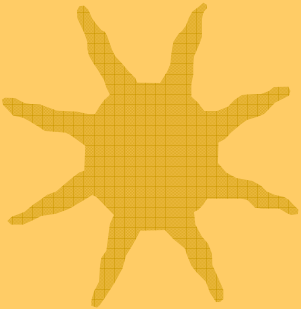
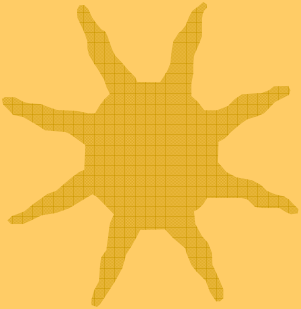
To guarantee tourist satisfaction
by pampering our visitors
with quality tourism facilities,
services and conveniences
and offering them an unforgettable
experience of our natural wonders
and cultural heritage.

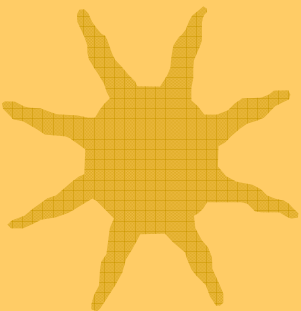
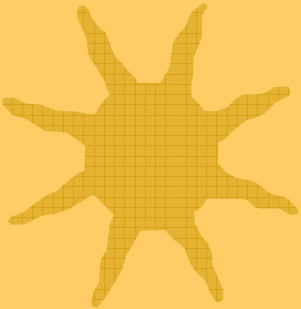
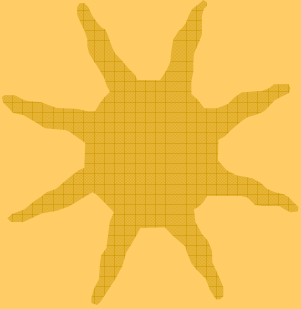




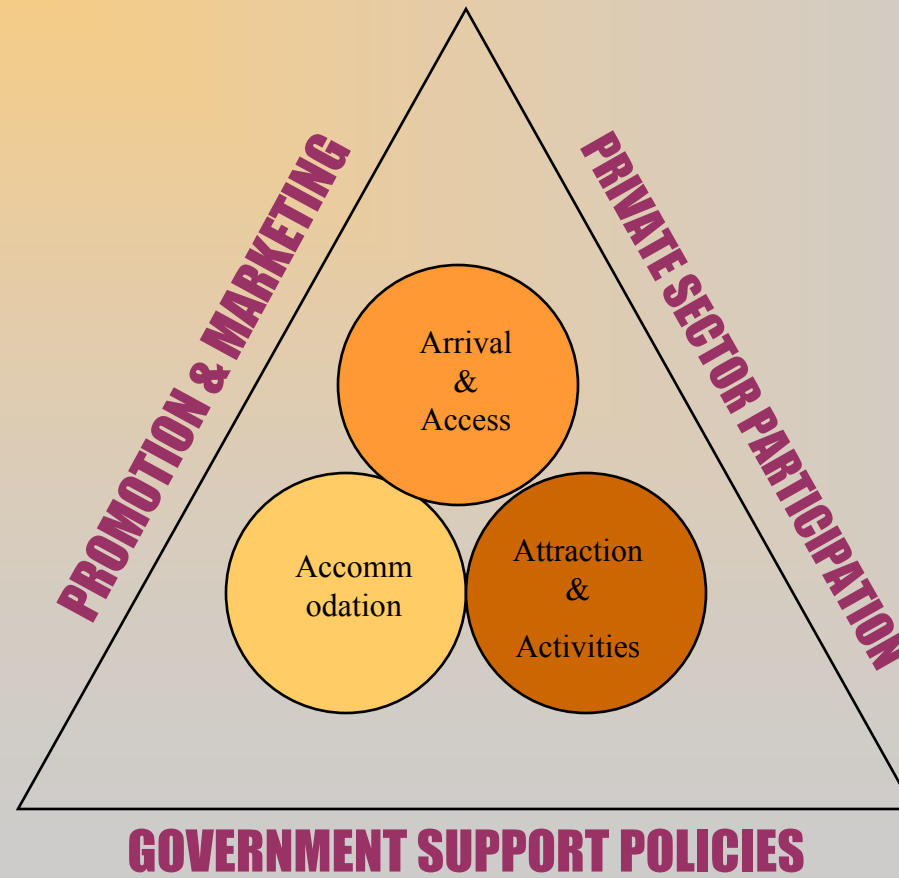
Goals, Objectives and Measures

- ★ Target tourist attendance: 3M
- ★ Receipts from tourist expenditures: 50M
- ★ Tourist site development
- ★ Improved Tourist Facilities and Services
 - 75% of tourist services establishments are DOT accredited
- ★ Coordinated tourism development program implementation



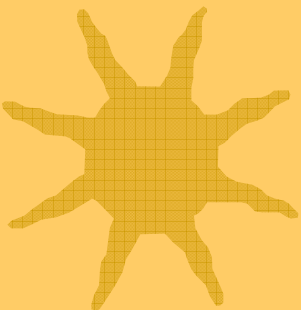
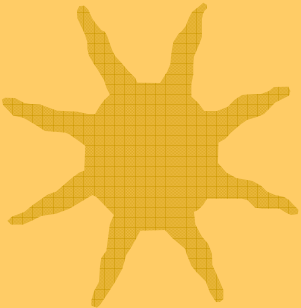
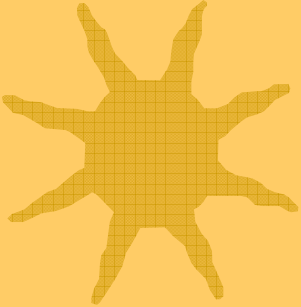


Strategic Development Framework





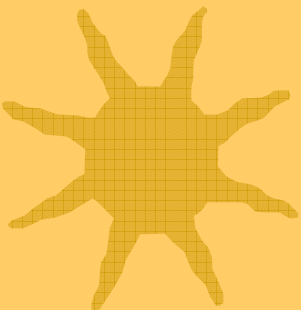
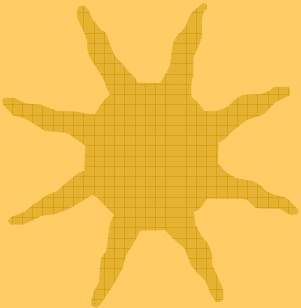
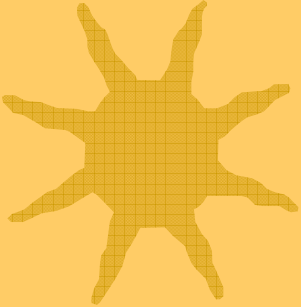
Action Plan



| PROGRAM | PROJECT | AGENCY |
|---|---|---------------|
| COMPETITIVE EDGE TOURISM DEVELOPMENT | Agri-tourism in Guimaras Agri-aquaculture in Capiz Beach and Crafts in Aklan Adventure & Wellness in Antique Urban and Night Life in Iloilo Culture and Heritage in Negros Souvenir products development | RTB |



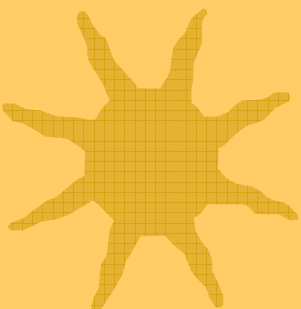
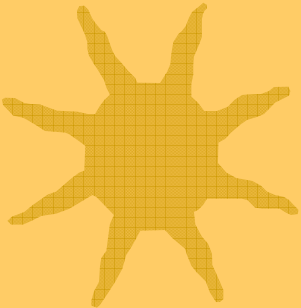
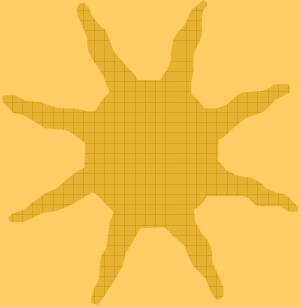
Action Plan



| PROGRAM | PROJECT | AGENCY |
|--|--|------------------|
| TOURISM MARKETING AND PROMOTION | Tour packages development (Six to Six Tours, Ocho-Ocho) | DOT, LGU |
| | Tourism events & festivals | LGU, DOT, RTB |
| | Participation in Tourism Fairs | LGU, DOT, RTB |
| | Marketing Collaterals | DOT, LGU |



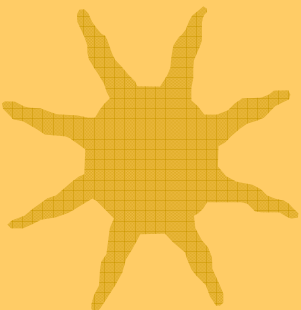
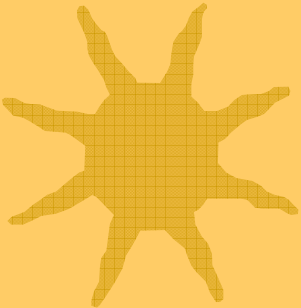
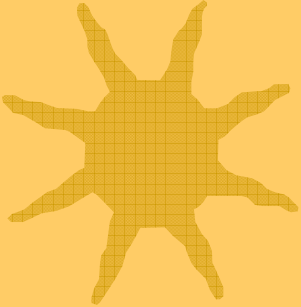
Action Plan



| PROGRAM | PROJECT | AGENCY |
|---|--|--------------------|
| INFRA & SUPRA STRUCTURES DEVELOPMENT AND POLICY/LEGISL ATION SUPPORT | Lobbying and advocacy for government support | RTB, NAT'L GO, LGU |
| | Incentives to Investors | LGU |
| | Groundworking & Infrastructures development | LGU, DPWH |
| | Regional Tourism Code | RDC |



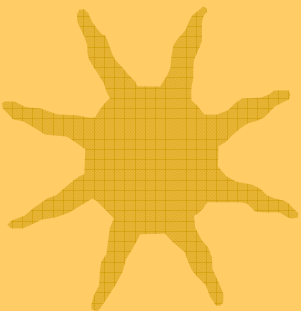
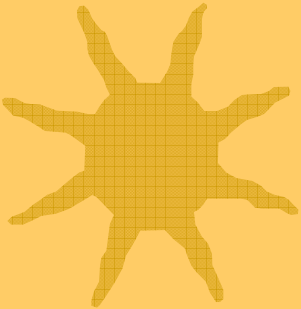
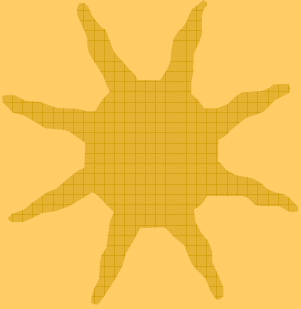
Action Plan



| PROGRAM | PROJECT | AGENCY |
|---|---|---------------------------|
| PRIVATE SECTOR AND COMMUNITY PARTICIPATION DEVELOPMENT | Capability building for tourism frontliners (tour guides, front desk, taxi drivers) | DOT, Partner institutions |
| | Investment Forum and Resource Mobilization | DTI, DOT |
| | Community education | DOT, LGU |



Action Plan



| PROGRAM | PROJECT | AGENCY |
|---|------------------------------------|---------------|
| NETWORKING AND LINKAGING | Creation of Regional Tourism Board | RDC |
| | Regional Planning | DOT |