

Planning and Training Workshop  
for **Ecosystem Account**  
for the **Laguna Lake Basin**

**ECOTOURISM IN THE PHILIPPINES**

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## ***WHAT IS ECOTOURISM?***

❖ Activities that involve travelling to relatively undisturbed natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any exciting cultural aspects found in these areas.

- World Tourism Organization



❖ Low impact, environmentally sound and community-participatory tourism activity in a given natural environment that is concerned with the conservation of the bio-physical and cultural diversity, promotes environmental understanding and education and yield socio-economic benefits to the concerned communities.

- DENR-DOT (Joint Memo Circular 98-02)

EXECUTIVE ORDER NO. 111

17 June 1999

Signed by

Pres. Joseph Ejercito Estrada

*Establishing the Guidelines  
for the Development of  
Ecotourism in the Philippines*

# Partners

- Department of Environment and Natural Resources (DENR)
- Department of Interior and Local Government (DILG)
- Department of Trade and Industry (DTI)
- National Economic and Development Authority (NEDA)
- Department of Education (DepEd)
- Non-Government Organizations
- Private Sector

Pursuant to E.O. 111, the National Ecotourism Strategy (NES) was formulated to provide an integrated management plan for the development of ecotourism in the Philippines

The NES rests on the following *principles of ecotourism*:

- ❖ *Sustainable management of natural and cultural resources*
- ❖ *Environmental education and conservation awareness*
- ❖ *Empowerment of local communities*
- ❖ *Development of products that will satisfy visitor needs*
- ❖ *Position the Philippines as a globally competitive ecotourism destination*

A program to integrate and coordinate ecotourism development is also provided for in the NES:

- *Key Ecotourism Sites*
- *Product Development*
- *Marketing and Promotions*
- *Education and Advocacy*
- *Support Programs*
- *National Ecotourism Fund*
- *Monitoring and Evaluation*

# CRITERIA FOR EVALUATION OF KEY ECOTOURISM SITES

## A. FIRST LEVEL OF EVALUATION

### 1. NATURAL AND/OR CULTURAL FEATURE

- Uniqueness of landscape, seascape, culture
- Richness and significance of biodiversity and/or cultural resources
- Current condition of the natural and/or cultural environment





## 2. ECOTOURISM PRODUCT

- Existing, emerging and potential



### 3. SOCIAL/ POLITICAL SUPPORT

- Community involvement/participation
- Government support/cooperation
- Private sector support/partnership



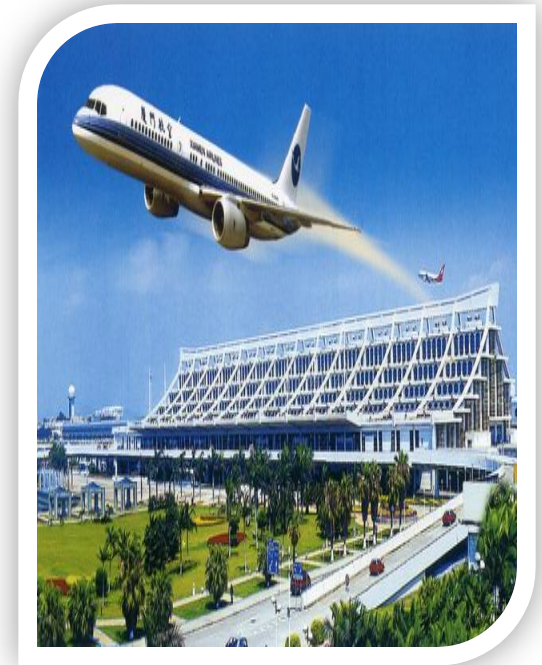
- NGO support
- Commitment of stakeholders to any master plans
- Established linkages among stakeholders/sectors

# CRITERIA FOR EVALUATION OF KEY ECOTOURISM SITES

## B. SECOND LEVEL OF EVALUATION

### 1. ACCESSIBILITY

- Proximity to a major international/domestic gateway and to a tourist service centre
- Transportation connectivity



## 2. MARKET DEMAND

- Appeal to international/  
domestic market
- Presence of international visitors  
as well as local visitors  
from within and  
outside the region



### 3. VISITOR SERVICES

- Availability and quality of accommodations/facilities
- Availability and quality of support services/amenities
- Availability and quality of support infrastructure



## 4. LOCAL BENEFITS

- Livelihood opportunities for community
- Jobs available for community
- Availability and quality of human resources



## 5. PEACE AND ORDER

- Security
- Personal/Tourist Safety





The NES has identified 32 key ecotourism sites in the Philippines categorized as banner, emerging and potential sites

### **KEY ECOTOURISM SITES – CALABARZON**

- Taal Volcano Island (Batangas)
- Mt. Makiling (Laguna)
- Pamitinan Cave/Wawa Dam (Rizal)

# TAAL VOLCANO ISLAND BATANGAS



# TAAL VOLCANO ISLAND BATANGAS



- ❑ Taal Volcano was proclaimed as a Protected Area under the category of Protected Landscape through Presidential Proclamation No. 906 dated October 6, 1996, approximately with an area of 62, 292 hectares.
- The Taal Volcano Island has a wide range of natural and scenic spots, potential for scientific research and ecotourism endeavor.



# TAAL VOLCANO ISLAND BATANGAS

- ❑ The Taal Volcano Island has a wide range of natural and scenic spots, potential for scientific research and ecotourism endeavor.  
It is one of the lowest active volcanoes in the world.
- ❑ Taal Volcano is about 2-hour ride from Manila and about 20 minutes ride by motorized banca.

# MT. MAKILING LAGUNA





# MT. MAKILING LAGUNA

- ❑ Makiling Forest Reserve is one of the most well-known forests in the Philippines since 1910. It was declared as a forest reserve to function as a training laboratory because of its educational & scientific values. It has rich and varied plant and animal life.



# **MT. MAKILING (MUD SPRING) LAGUNA**

- It is popular to tourists and excursionists because of its rich legends and beautiful sceneries. It also serves as a watershed supplying water to agricultural lands and communities surrounding it, including the University of the Philippines Los Banos(UPLB) Complex, numerous resorts and geothermal power plant.
- Locate din UP Los Banos Campus – College of Forestry Area, Laguna, Mt. Makiling is 2hrs. Away from Manila.

# PAMITINAN CAVE/WAWA DAM RODRIGUEZ, RIZAL







## PAMITINAN CAVE/WAWA DAM RODRIGUEZ, RIZAL

- ❑ Pamitinan Protected Landscape is a proclaimed protected area through Presidential Proclamation No. 901 dated 10 October 1996. It is located in the eastern part of Rodriguez, Rizal, with an area of 600 hectares.
- ❑ The area is accessible to any kind of land vehicle and is 10 kilometres away from the town proper of Rodriguez, Rizal.



## PAMITINAN CAVE/WAWA DAM RODRIGUEZ, RIZAL

- It is a treasure of different geological rock formations of varying sizes and shapes such as the cliffs, the ravines boulders. Different species of flora and fauna can also be found.



## PAMITINAN CAVE/WAWA DAM RODRIGUEZ, RIZAL

- Pamitinan Cave is where Andres Bonifacio and eight katipuneros made their covenant for freedom (the first cry of independence) during the Holy Week of 1895, a year before the outbreak of the Philippine Revolution.

# CALABARZON 2012 VISITOR ARRIVALS

Cavite	<b>Laguna</b>	Batangas	Rizal	Quezon	CALABARZON
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## Overnight Visitors

63,490	<b>632,866</b>	402,815	43,884	150,227	1,293,282
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## Same-day Visitors

1,823,516	<b>4,168,640</b>	381,123	1,126,191	30,227	7,529,697
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Source: Provincial Tourism Offices

# Taal Volcano Island – Talisay, Batangas

## 2012 Visitor Arrivals

Overnight Visitors - 57,937

Same-Day Visitors - 95,565

# I.ISSUES AND CONCERNS

1. Inability to identify more eco-tourism sites based on the criteria for evaluation of key ecotourism sites in the National Ecotourism Strategy;
2. Limited number of destinations offering a variety of things to see and do, to support a larger volume of tourists;
3. Weak public sector tourism governance and human resources development policies and practices;

4. Overlapping institutional functions between the national government and LGUs resulting in uncoordinated, fragmented and inefficient outcomes;
5. Low budget for marketing and promotions

## II. OPPORTUNITIES

➤ The Aquino administration aims to optimize the potentials of tourism in the country, to create more opportunities for employment, to improve the standard of living while working to promote sustainable and responsible tourism practices



➤ Republic Act. No. 9593 otherwise known as  
Tourism Act of 2009

(p. 47) *General Provision Section 1*  
*Declaration of Policy*

c. Promote a tourism industry that is ecologically sustainable, responsible, participative, culturally-sensitive, economically viable and ethnically and socially equitable for local communities.

➤ 9 core product portfolios in the National Tourism Development Plan 2011-2016

**1. Nature-based & cultural tourism products**

2. Sun & beach tourism

3. Meetings, Incentives, Conventions and Exhibitions/ Events (MICE)

4. Leisure & entertainment & shopping complexes

5. Diving & marine sports

6. Cruise tourism

7. Health & Wellness

8. Retirement

9. Education tourism

➤ Convergence Program with DENR,  
DPWH, DSWD, DA and *DOTC*

# SUSTAINABLE TOURISM INDICATORS

TYPE	DESCRIPTIONS	DATA SOURCES
Economic	Tourism Revenue	DOT, NSCB
	Tourism Gross Value Added	DOT, NSCB
	% share to GDP	DOT, NSCB
	Tourism Employment	DOT, NSCB
Social	Local Benefit	DOLE
	Poverty Incidence	NSCB
	Health Condition	DOH
Cultural	Pride of place/cultural value	NM. NCCA
	UNESCO Heritage Sites	NCCA, NHCP
Environment	Visitor Management Plan	DENR, EMB
	Innovation/ business process	DOT, DTI

# SUSTAINABLE TOURISM INDICATORS

ACCREDITATION	INDICATORS	DATA SOURCES
Ecotourism	Community Participation	Report
	Environment Sustainability	DENR, EMB
	Cultural Sensitivity	Report
	Education and Ethics	Program
	Local Benefits	Report
	Visitor Satisfaction	Collaterals
	Responsible Marketing	Program
	Conservation	Mgt Plan
	Accommodation	Environmental Protection
Business Practices		Mgt Plan
Social Consideration		Mgt Plan

It's more fun in the  
Philippines