Community Development through Tourism: The PHILIPPINE Experience

9th UNWTO Asia/Pacific Executive Training Program on Community Development and Tourism Recovery
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Contribution of Tourism to Community Development in the Philippines

- Economic Diversification
- Improved Infrastructure
- Increased Spending
- Social Benefits
- Environmental Benefits
Benefits of Tourism to Communities

- Livelihood / Income earning opportunities
- Development of rural tourism enterprises
- Fosters awareness of the value of the community’s natural assets, heritage, culture, local cuisine and lifestyle.

This serves as an engine for:
- employment, investment, rural growth and development and cultural affirmation
- Achieve a balance in tourism development between urban and rural areas
- Provide opportunity for local communities to achieve a better quality of life.
Stakeholders

- Local and National Government – tourism governance, human capital capacity building, marketing and promotion
- Peoples Organization / Local Communities – tourism service providers
- Private Sector – product-market linkage
Assets

Donsol, Bicol
Whaleshark Interaction

Pamilakan, Bohol
Whale and Dolphin Watching
Planning and Strategy

- Regional Level: Community based Tourism Standard in ASEAN
  - good practices to ensure quality through guidelines and manuals of CBT

- National Level:
  - National Tourism Development Plan
  - National Ecotourism Strategy & Action Plan
Case Studies / Examples

Ulot Watershed Ecotourism Loop (Paranas, Samar)

- Torpedo Boat Ride
- Tenani Boat Operators for River Protection & Environment Development Organization (TORPEDO)
Ecotourism Champions

Biodiversity Protectors
Issues

- Seasonality
- Sustainability
- Access
- Improved facilities
Lessons Learned / Recommendations

- Importance of values
- Development of entrepreneurial skills
- Retooling and enhancement of product offering
- Linkage across tourism value chain
THANK YOU AND MABUHAY

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