



# TOURISM DEVELOPMENT PLAN

2022-2028



# LGU PROFILE

Guimaras is a well-known mango-producing province in the Philippines. Guimaras mango is registered with the Intellectual Property Office of the Philippines (IPOPHL) with a Geographical Indication (GI).

Besides its world-class mangoes, Guimaras also has immaculate sandy beaches and coves, and agri-eco-tourism, which are among the province's major tourism attractions. Tourists flock from all over the country, along with occasional foreigners, to experience what Guimaras has to offer. The island is also a haven for bikers because of its hilly slopes, which make cycling more fun for tourists as they get to enjoy the view of the province's tourist destinations while they are on their own adventures.

## FAST FACTS



Land Area: **60, 547 hectares**



Coastline Length: **470.29 kms**



Municipalities: **5**

**Buenavista** - Center for Higher Education

**Jordan** - Primary Growth Center

**Nueva Valencia** - Tourism Capital

**San Lorenzo** - Leading Agri-Fishery and Agri-Eco Tourism Destination

**Sibunag** - Major Agri-Fishery Producer



Major Economic Drivers:

**Tourism, Agriculture and Fisheries**



Tourist Arrivals: **106, 841**



Number of Accredited Establishments: **23**

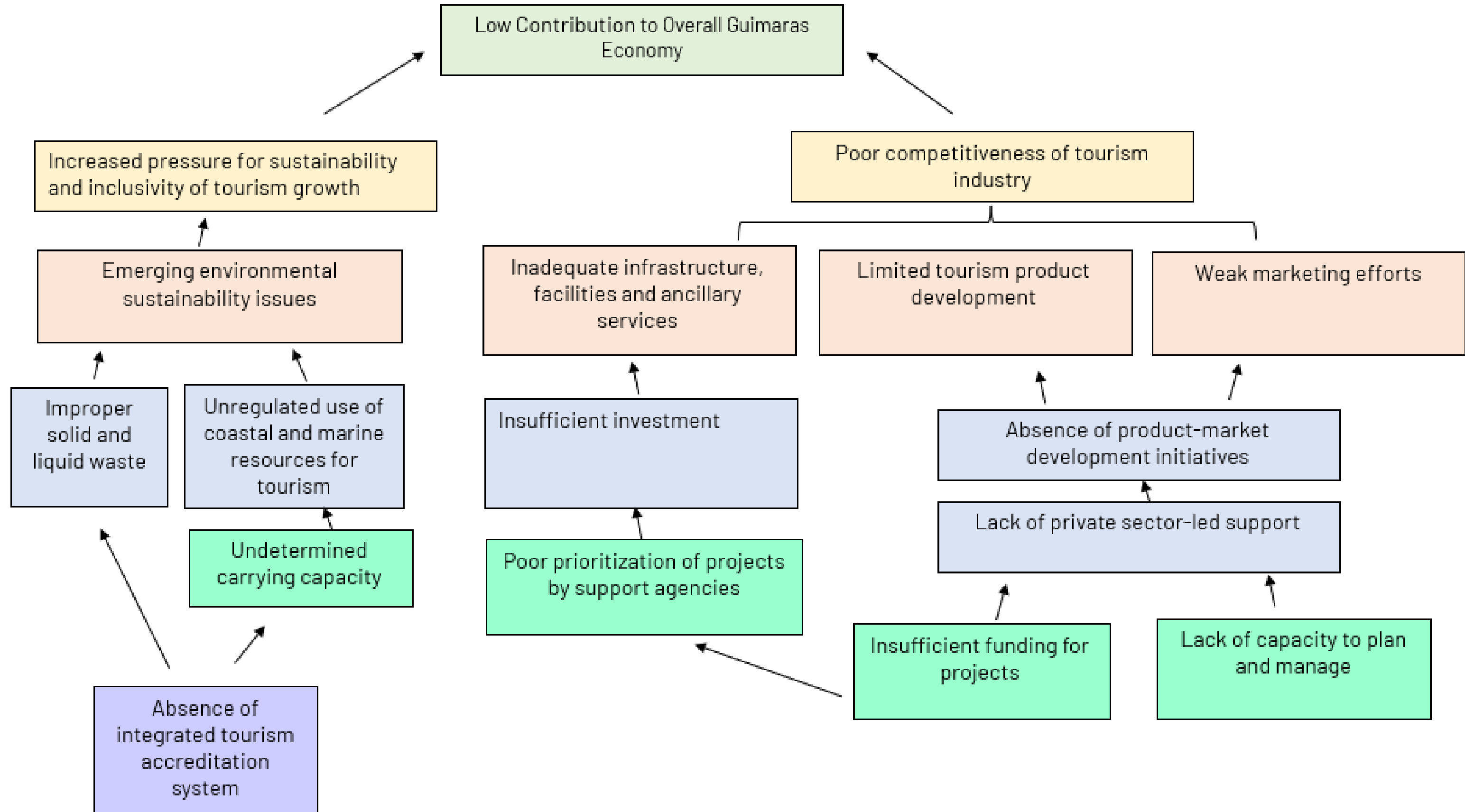
## **VISION**

Guimaras as the agri-eco tourism capital of the region with empowered, self-reliant, resilient and healthy families enjoying a progressive economy and safe environment anchored on the principles of sustainable development.

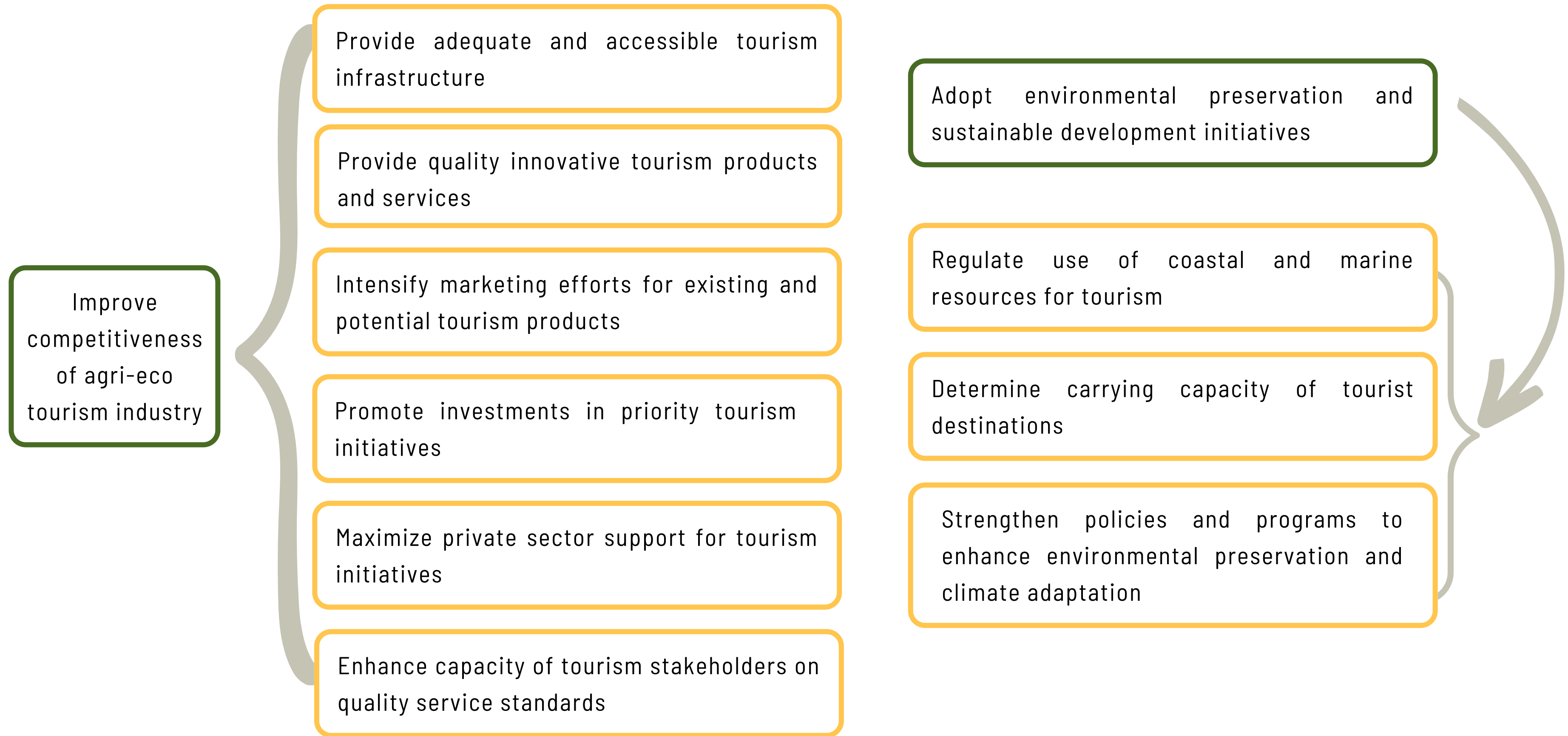
## **GOAL**

Increase tourism contribution to the overall Guimaras economy

# KEY TOURISM CHALLENGES



# OBJECTIVES



# OBJECTIVES AND TARGETS

Results Summary	Targets
Goal: Increase tourism contribution to the overall Guimaras economy	Tourism contribution to the provincial gross domestic product
General Objectives	
Improve competitiveness of agri-eco tourism industry	Increased tourist arrivals by 10 % annually Increased length of stay from 1.16 to 2.5 Increased occupancy rate by 0.20 annually Increased tourism receipts by 10% annually Responsible practice in tourism operations Well-developed tourism products and services Improved market access, connectivity and destination infrastructure Environmentally compliant tourism enterprises, services and activities Empowered tourism stakeholders and implementers

# OBJECTIVES AND TARGETS

General Objectives	Targets
Adopt environmental preservation and sustainable development initiatives	100% Tourism enterprises compliant to Tourism, Agricultural, and Environmental related policies/laws  Integrated coastal management strategies supported  Implemented carrying capacity measures for destinations and ecotourism sites
Specific Objectives  Provide adequate and accessible tourism infrastructure	100% offroad leading to tourist destinations constructed 100% of terminals/passengers (fully lighted vicinity, with green restroom and information center approved for construction) Development and improvement of transport docking facilities (ports and wharves) Establishment of viewing decks with complete amenities and facilities Establishment of Tourism Information Centers with green restrooms Construction and development of sports facilities Development of a water supply and sanitation systems

# OBJECTIVES AND TARGETS

Specific Objectives	Targets
Provide quality innovative tourism products and services	Development of the following high-end and long-staying products: <ul style="list-style-type: none"><li>• Health and Wellness</li><li>• Diving and Water Sports</li><li>• Adventure and Land-based Sports (to include initiatives such as for the Guimaras: Bike Paradise Philippines)</li><li>• Pilgrimage and Faith Tourism</li><li>• Agri-eco tourism products and services</li><li>• Community-based Rural Tourism</li></ul>
Intensify marketing efforts for existing and potential tourism products	Formulation of Marketing and Promotional Plan Launching of new tourism branding Establishment of partnerships with tour operators and media Participation in the Provincial, Regional, National, and International Tourism and Travel expo/fairs/exhibits hosted/participated yearly) Enhancement and updating of tourism website



# OBJECTIVES AND TARGETS

Specific Objectives	Targets
Promote investments in priority tourism initiatives	Investment requirements to enhance tourism products and improve destination marketing  Annual Tourism Investment Forum
Maximize private sector support for tourism initiatives	Established partnerships with concerned departments and sectors for support to tourism infrastructure and services for: <ul style="list-style-type: none"><li>• roads, bridges and communication facilities)</li><li>• seaport facilities, passenger terminals, Guest Assistance Centers,</li><li>• parks and other tourism related infrastructure (viewing decks, restrooms, pasalubong centers, and health and wellness facilities)</li><li>• water supply and sanitation systems;</li><li>• communication access</li></ul>

# OBJECTIVES AND TARGETS

Specific Objectives	Targets
Promote investments in priority tourism initiatives	Investment requirements to enhance tourism products and improve destination marketing  Annual Tourism Investment Forum
Enhance capacity of tourism stakeholders on quality service standards	Fully functional Tourism Offices with key technical personnel on-board with 6 tourism offices fully operational with key technical personnel on-board  100% of tourism service providers/sectors capacitated 100% polices/laws in the Tourism ordinance enacted and regulated 100% tourism enterprises are DOT accredited
Regulate use of coastal and marine resources for tourism	Support implementation of Integrated Coastal Management strategies, programs and projects

# OBJECTIVES AND TARGETS

Specific Objectives	Targets
Determine carrying capacity of tourist destinations	Ecotourism sites identified with carrying capacity and sustainably managed by 2022
Strengthen policies and programs to enhance environmental preservation and climate adaptation	Enforcement of relevant tourism, agricultural and environmental related policies Programs and projects embracing quality standards Monitoring of tourism statistics

# STRATEGIC DIRECTIONS

The agri-fishery and agri-eco tourism strategy is given priority for development; making these tourism assets more competitive, tourism products that are marketable to high-end market, and will later lead longer stay for the tourists.

The formulation of the initially proposed two tourism circuits considers the location of tourism attractions vital transportation and utility infrastructure, existing and potential tourism sites, the tourism service center/s and their linkages. Based on these considerations, two tourism circuits(TCs) have been identified for the island province.

There are two suggested tourism circuits identified hat these are largely based on land and water forms/ characteristics, geography and linkages, land use and settlement patterns, available infrastructure, type/ quality/ quantity of tourism perceived tourism development potentials.

# STRATEGIC DIRECTIONS

## TOURISM INFRASTRUCTURE DEVELOPMENT

A key thrust of the provincial government is to combine agriculture and tourism to give added value and benefits to the people in the countryside. Agri-tourism as a major or prevailing use or development goal necessitates a strong agriculture and fisheries.

In line with this, the strategy is to enhance the potentials of agri-tourism by identifying tourism product concepts that shall capitalize on existing/planned agricultural products and activities.

Tourism-oriented/ related attractions/ activities need to be identified and packaged so that these may be included and allowed to play a key role in the planned tourism circuits.

01

Improvement of Iloilo, Jordan and Buenavista Ports

02

Improvement of Roll-on, Roll-Off (RORO) Services

03

Improvement of nature-based terrestrial and marine attractions

04

Strengthening of governance and HR capacities

# STRATEGIC DIRECTIONS

## TOURISM PRODUCT DEVELOPMENT

A key thrust of the provincial government is to combine agriculture and tourism to give additional benefits to the people in the countryside. Agri-tourism as a major or prevailing use or development goal necessitates a strong agricultural base (both land and water-based agriculture).

01

Enhancement of agri-eco tourism potentials by identifying tourism development areas

# STRATEGIC DIRECTIONS

## TOURISM MARKETING

There is a definite need to bolster the limited marketing capability of Tourism stakeholders by somehow targeting the reduction of dependence on the provincial and municipal government for the marketing budgets.

Suffice it to say however that Guimaras is a recognized destination for its Manggahan Festival, good beaches and adventure in an ecologically and culturally diverse setting, making it the ideal destination in the Philippines. This may need to be considered as the possible primary platform for future marketing campaigns.

01

Strengthening of partnership and support with the private sector

02

Utilization of electronic media for tourism marketing and promotions

# STRATEGIC DIRECTIONS

## FOSTER SUSTAINABLE ENVIRONMENTS

Considering the nature-based and man-built tourism elements present, the potential of Guimaras to further evolve into a major destination that can rival or even surpass Boracay is clearly there.

The fragile environmental condition of much of Guimaras requires a more coordinated tourism development program in place to control over-development. While the physical plans can readily address some aspects of tourism development, it is doubly important to partner these with administrative and policy tools

01

Preservation of eco-cultural destinations

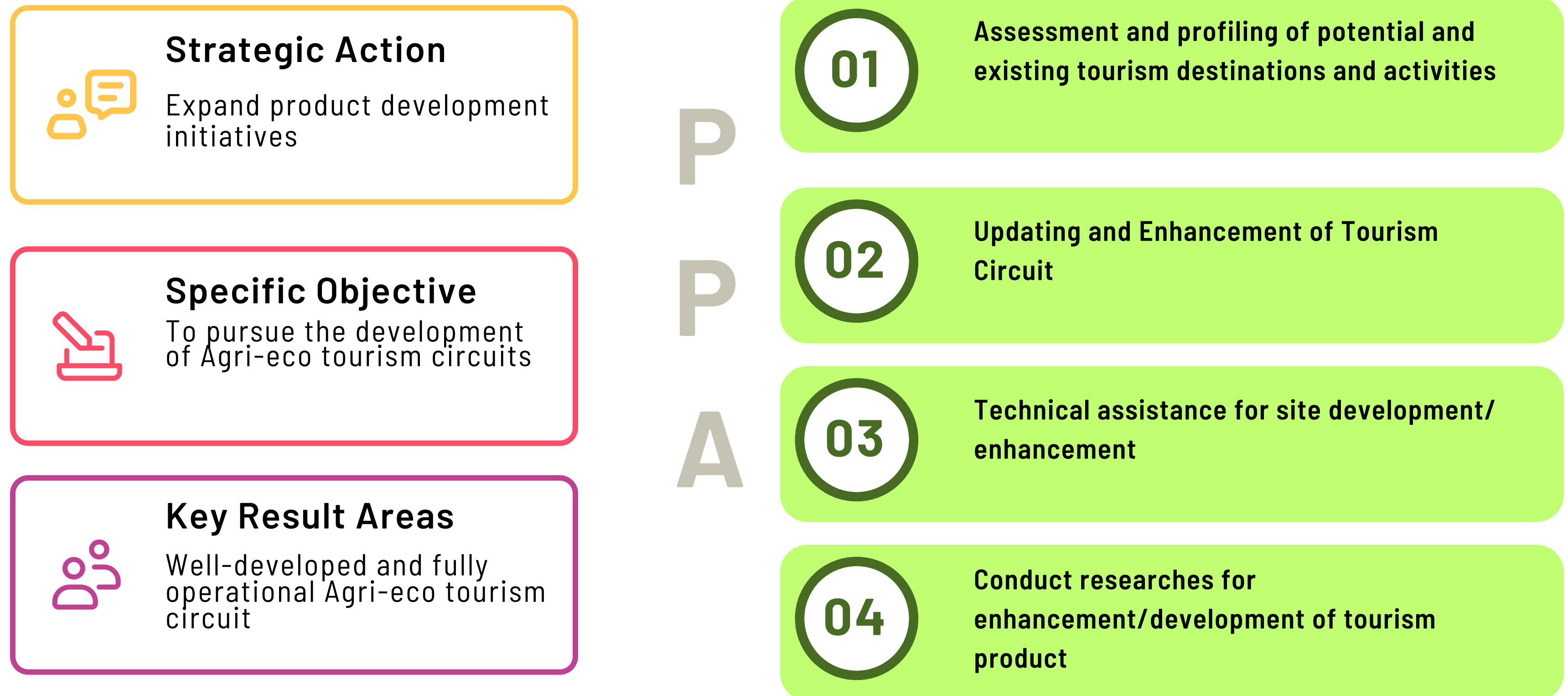
02

Focused on agri-eco tourism development



# STRATEGIES AND PPAS

## STRATEGIC OBJECTIVE 1: TO DEVELOP AND MARKET COMPETITIVE TOURISM PRODUCTS AND SERVICES



# STRATEGIES AND PPAS

CONTINUATION...

## Strategic Action



Expand product development initiatives

## Specific Objective



To promote cultural offerings in tourism sites

## Key Result Areas

Well-developed and fully operational Agri-eco tourism circuit

Local Cultural Development Plan crafted, adopted and implemented

Heritage and archaeological sites protected and restored

Establishment of School of Living Traditions

Establishment of School for Performing

P



Conduct of Cultural Mapping

P



Formulation of Local Cultural Development Plan

A




Establishment of Knowledge Development Centers and Schools for Living Traditions to include School for Performing Arts

# STRATEGIES AND PPAS

CONTINUATION...

 **Strategic Action**  
Expand product development initiatives

 **Specific Objective**  
To continue the development of community-based rural tourism (CBRT)

**Key Result Areas**  
Sustainable Management of CBRT Destination

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01

**Review the strategies and tools on the Community-Based Tourism Levels of Maturity**

02

**Conduct of training-workshops on Community-Based Rural Tourism**


03

**Provision of materials for the development of the CBRT products**

# STRATEGIES AND PPAS

CONTINUATION...

 **Strategic Action**  
Design and market competitive tourism products

 **Specific Objective**  
To develop competitive promotional strategies

**Key Result Areas**  
Marketing and Promotional Plan crafted, adopted and implemented  
Guimaras promotional activities conducted through Tourism and Travel expo/fairs/exhibits

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01

Updating of database consisting of information of the tourism products

02

Formulation of Marketing and Promotional Plan for tourism products to include special events calendar

03

Formulation and launching of new tourism branding


04

Evaluation and Rationalization of tourism related collaterals and materials as to effectiveness

# STRATEGIES AND PPAS

CONTINUATION...

 **Strategic Action**  
Design and market competitive tourism products

 **Specific Objective**  
To promote local tourism products

**Key Result Areas**

Tourism and culturally-oriented communities

Cultural offerings and local tourism products highlighted and effectively promoted in tourism package

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01

Undertake tourism awareness campaign to promote a “culture of tourism” in the community level

02

Establish partnership with tour operators for the inclusion of the tourism products to tour packages through familiarization and hosting of business missions

03

Establish partnership with MEDIA and access mileages for tourism promotion through familiarization tours and ad placements

04

Implement marketing and promotional programs through hosting/participation to Provincial, Regional, National and International Tourism and Travel expo/fairs/exhibits

# STRATEGIES AND PPAS

## CONTINUATION...

### Strategic Action



Design and market competitive tourism products

### Specific Objective



To create, develop, operationalize and promote tourism calendar of activities

### Key Result Areas

Published Guimaras Calendar of Events

Sports Tourism Program Developed to include initiatives for the Guimaras: Bike Paradise Philippines Project

Effectively participated Provincial, Regional, National and International activities/events/festivals

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01

Develop a Tourism Calendar of events consisting of existing events that merit recognition and new events that complements PR efforts and increase visitor traffic. These can be thematic events such as agricultural fair, culinary shows, sports, musical and cultural events, etc.

02

Conduct of Events Management Workshop

03

Support to tourism-related Provincial, Regional, National and International activities/events/festivals

# STRATEGIES AND PPAS

## CONTINUATION...

### Strategic Action



Design and market competitive tourism products

### Specific Objective



To create, develop, operationalize and promote tourism calendar of activities

### Key Result Areas

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02

Conduct of Events Management Workshop

03

Support to tourism-related Provincial, Regional, National and International activities/events/festivals

# STRATEGIES AND PPAS

## CONTINUATION...

### Strategic Action



Design and market competitive tourism products

### Specific Objective



To attract tourism investments

### Key Result Areas

Additional investments on Cultural Heritage Projects, Farm and Eco Tourism, MICE facilities accommodation establishments, resorts and parks, restaurants, novelty shops, amusement facilities, transportation, information and communication technology, and other support facilities

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Identification of tourism investment areas and updating of investment portfolio



Conduct of Tourism Investment Forum



# STRATEGIES AND PPAS

## STRATEGIC OBJECTIVE 2: TO IMPROVE MARKET ACCESS, CONNECTIVITY AND DESTINATION INFRASTRUCTURE



### Strategic Action

Partnership and networking with concerned departments/industry and other sectors for support to tourism infrastructure and services



### Specific Objective

To attract tourism investments

### Key Result Areas

Roads leading to Tourist destinations constructed

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01

Assessment, prioritization and mapping of roads leading to tourist destinations

02

Support to DOT-DPWH Tourism Road Infrastructure Priority Project (TRIPP)

03

Facilitation for linkaging to funding agencies of the construction of road networks

# STRATEGIES AND PPAS

## CONTINUATION...

### Strategic Action

Partnership and networking with concerned departments/industry and other sectors for support to tourism infrastructure and services

### Specific Objective

To improve/develop seaport facilities, passenger terminals, Guest Assistance Centers, Parks and other tourism related infrastructure (viewing decks, restrooms, pasalubong centers, and health and wellness facilities)

### Key Result Areas

Fully constructed Seaport facilities, passenger terminals, Guest Assistance Centers, Parks and other tourism related infrastructuresuch as viewing decks, restrooms, pasalubong centers, and health and wellness facilities

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01

Assessment, prioritization and mapping of other tourism infrastructure support facilities

P

02


Facilitation for linkages to funding agencies of other infrastructure support facilities

A

# STRATEGIES AND PPAS

## CONTINUATION...

 **Strategic Action**  
Partnership and networking with concerned departments/industry and other sectors for support to tourism infrastructure and services


 **Specific Objective**  
To improve water supply and sanitation systems

**Key Result Areas**  
Safe and sufficient water supply to tourism establishments

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A

 **01** **Develop water supply and sanitation system**

# STRATEGIES AND PPAS

## CONTINUATION...

 **Strategic Action**  
Partnership and networking with concerned departments/industry and other sectors for support to tourism infrastructure and services

 **Specific Objective**  
To enhance communication access

**Key Result Areas**  
Fully operational tourism website

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01

Enhancement of tourism website

# STRATEGIES AND PPAS

## STRATEGIC OBJECTIVE 3: IMPROVE TOURISM INSTITUTIONAL GOVERNANCE AND HR CAPACITIES

### Strategic Action



Strengthen policy support and implementation

### Specific Objective



To support the enforcement of relevant tourism, agricultural and environmental related policies

### Key Result Areas

Adopted and implemented Tourism Ordinances

Controlled and responsible management of ecotourism sites

Environmentally compliant Tourism establishments

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Passage of Comprehensive Tourism ordinance

P



Support the implementation of ICM strategy

A



Municipal LGUs to strictly implement environmental policies/laws

# STRATEGIES AND PPAS

## CONTINUATION...

### Strategic Action



Strengthen policy support and implementation

### Specific Objective



To promote Initiatives in Embracing Quality Standards

### Key Result Areas

Primary tourism enterprises are all accredited to DOT

Adopted and implemented Tourism Development Plans in the Provincial and Municipal levels

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01

Campaign for accreditation of tourism enterprises

02

Conduct of assessment of tourism enterprises with the Municipal Composite Team

03

Finalization and adoption of the Provincial Tourism Development Plan

04


Formulation of the Municipal Tourism Development Plan for Buenavista, San Lorenzo, Jordan, and Sibunag


05

Updating of the Municipal Tourism Development Plan of Nueva Valencia

# STRATEGIES AND PPAS

## CONTINUATION...

 **Strategic Action**  
Strengthen Capacities of Tourism Stakeholders and implementers

 **Specific Objective**  
To improve the institutional capacity of the tourism and allied offices

**Key Result Areas**  
Fully operational Tourism Offices with complete plantilla

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A

**01** Review of the Organizational Structure of the Provincial Tourism Office

**02** Filling-up of key plantilla position

**03** Creation of Municipal Tourism Offices (Buena Vista, San Lorenzo, Jordan, and Sibunag)

# STRATEGIES AND PPAS

## CONTINUATION...

### Strategic Action



Strengthen Capacities of Tourism Stakeholders and implementers

### Specific Objective



To increase number of capacitated tourism service providers

### Key Result Areas

Capacity Development Plan crafted adopted and implemented

Empowered tourism stakeholders and implementers

Well-packaged local products that can be exported

International standard of tourism services

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01

Assessment of trainings needed

02

Creation of capacity development plan

03

Conduct of capacity development activities to tourism service providers, government employees and host communities

04

Conduct of training programs for crafts and technical skills

05

Coordinate the incorporation of local culture (way of life), arts and crafts, history, positive Filipino values in the curriculum of the local schools in all levels

06

Support to Tourism Related Industry Groups (TRIGs) which includes Guides, Resort and Accommodation Establishment Associations, Transport Group, Restaurant Association, Farm Association, Tourism Council and Tour Operators Group





# CONTACT US



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