



PROVINCE
OF
GUIMARAS

TOURISM DEVELOPMENT PLAN

2022-2028



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Province of Guimaras



PROVINCE OF GUIMARAS

TOURISM DEVELOPMENT MASTER PLAN

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 ABOUT GUIMARAS



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



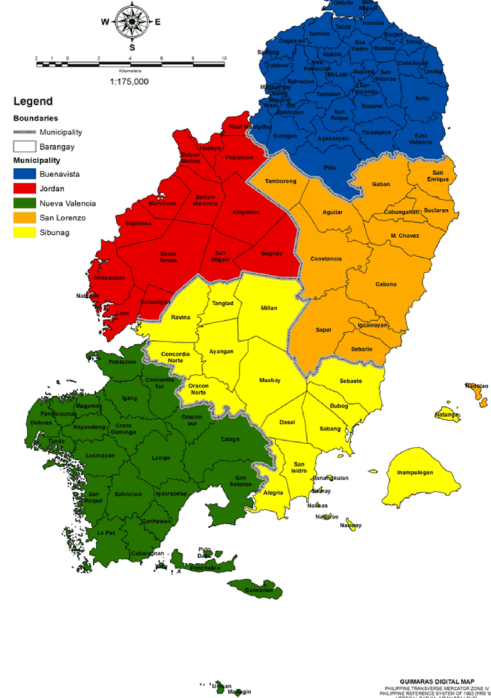
Tourist Arrivals: **106, 841**



Number of Accredited Establishments: **23**



ADMINISTRATIVE MAP
Province of Guimaras



Map 2-2: Administrative Map

The province also derives its main livelihood from agriculture and fisheries. Other sources of income in the province include tourism, lime production, fruit processing and handicraft making (Guimaras State of Coasts Report, 2010).

The inventory of resources in the province confirm the presence of a number of farms and ecological sites which could incorporate leisure and learning activities in a rural setting. This characteristic of the island is the contributory factor in selecting the appropriate tourism planning and marketing approach to be employed for development, including the activities, facilities, infrastructure and other requirements for agri-eco tourism.

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



OBJECTIVES



Improve competitiveness of agri-eco tourism industry

Intensify marketing efforts for existing and potential tourism products

Maximize private sector support for tourism initiatives



Adopt environmental preservation and sustainable development initiatives

Regulate use of coastal and marine resources for tourism

Enhance capacity of tourism stakeholders on quality service standards



Provide adequate and accessible tourism infrastructure

Determine carrying capacity of tourist destinations

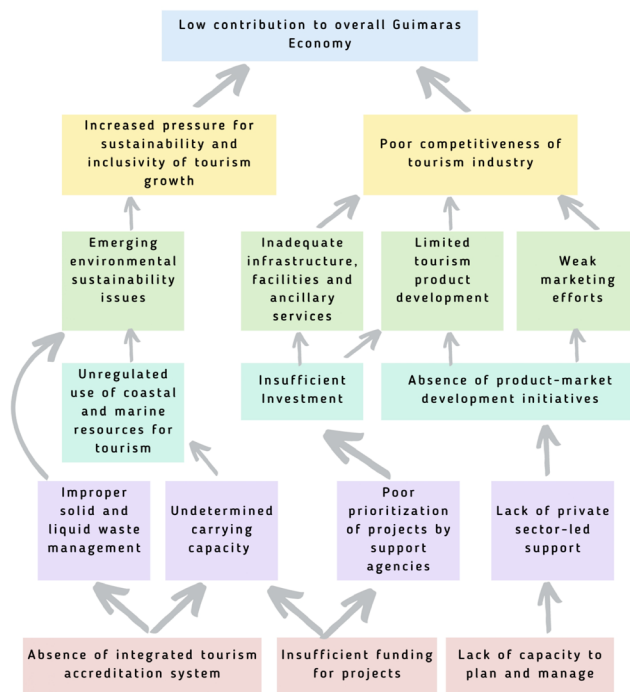
Strengthen policies and programs to enhance environmental preservation and climate adaptation



Provide quality innovative tourism products and services

Promote investments in priority tourism initiatives

KEY TOURISM CHALLENGES



STRATEGIC DIRECTIONS



TOURISM INFRASTRUCTURE DEVELOPMENT

- Improvement of Iloilo, Jordan and Buenavista Ports
- Improvement of Roll-on, Roll-Off (RORO) Services
- Improvement of nature-based terrestrial and marine attractions
- Strengthening of governance and HR capacities



TOURISM PRODUCT DEVELOPMENT

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



TOURISM MARKETING

- Strengthening of partnership and support with the private sector
- Utilization of electronic media for tourism marketing and promotions



FOSTER SUSTAINABLE ENVIRONMENTS

- Preservation of eco-cultural destinations Focused on agri-eco tourism development