



NUEVA VALENCIA

"The Tourism capital of Guimaras"

Tourism Development Plan

Municipality of Nueva Valencia

2017-2022

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Introduction

Introduction

Rationale and Context of the Plan

The province of Guimaras had identified tourism as one of the major economic drivers together with agriculture and fisheries and aims to become the agri-tourism capital of the region. Agri-tourism was identified as the main strategy as embodied in the Provincial Development and Physical Framework Plan (PDPFP) and features a tourism circuit that directs the flow of tourism activities in the island.

One of the salient features of the PDPFP is the designation of functional roles for each of the five municipalities based on the competitive advantages they possess as well as the inherent attributes that can be maximized to support the overall provincial development direction.

To chart the direction for tourism development, the provincial government also prepared the Provincial Tourism Master Plan in 2000 with a ten-year planning period that ended in 2010. The plan was later integrated into the Provincial Development and Physical Framework Plan (PDPFP) which is the main plan of the province. The integration mainly involved the tourism circuit that became one of the spatial plans under the production land use. It was also supported by the transportation and linkages component of the PDPFP to ensure accessibility to tourism sites.

Under the PDPFP, the municipality of Nueva Valencia was designated as the tourism capital of the province and being positioned as the primary tourism destination. Being designated as the tourism capital, the municipality needs to chart its tourism development direction in line with the provincial development thrust, anchored on the PDPFP and in conjunction with the municipality's Comprehensive Land Use Plan (CLUP). This planning process was the initiative to craft the first tourism development plan.

Purpose of the Nueva Valencia Tourism Development Plan

The Nueva Valencia Tourism Development Plan (NVTDP) was crafted with the primary purpose of increasing revenues out of tourism while preserving the natural, religious and cultural assets of the municipality. It is intended to provide the direction in maximizing the municipality's assets, addressing development constraints, issues and problems and identifying appropriate interventions that need to be implemented to achieve tourism development and contribute to the overall socio-economic development of the municipality and the province.

Planning Period and Coverage

The NVTDP has a planning period of five years (2017-2022). It is the first tourism development plan to be crafted for the tourism sub-sector and is intended to be the primary document to chart the tourism development of the municipality.

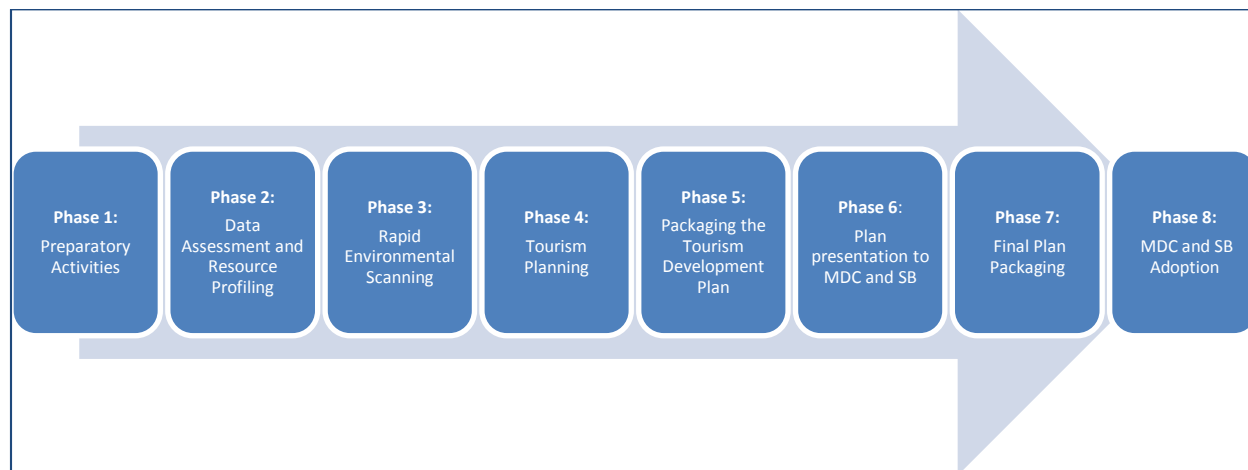
In terms of geographic coverage, the plan covers all tourism assets within the municipality which were identified through an inventory of tourism sites and attractions. The analysis and priority actions identified covers the tourism sub-sector under the economic sector and provide the basis for programs, projects and activities that need to be undertaken to achieve the goals and objectives. It also lays down the foundation for subsequent planning activities for the updating of the plan.

Planning Approach and Process

The plan preparation adopted a participatory process wherein the major stakeholders in the municipality were engaged in a series of planning-workshops and brainstorming activities. The participants came from the government, civil society organizations (CSOs), Non-Government Organizations (NGOs) and the academe. The list of participants can be found in Annex I of the report.

The process involved eight (8) phases designed as a progression of activities wherein outputs in previous phases feed into the next phase (Figure 1). The workshops, planning sessions and field activities were undertaken over a three-month period and subsequent follow-through activities for refinement of outputs, plan narrative, packaging and the presentation to the Municipal Development Council and the Sangguniang Bayan were undertaken later after a final draft was prepared.

Figure 1: Process Flow of NVTDP Preparation



Brief description of Plan Phases:

- The preparatory activities in **Phase 1** involved the creation of the Municipal Tourism Planning Team which was created through an Executive Order by the Municipal Mayor. The team is composed of an Executive Committee and a Technical Working Group (TWG) and was tasked to spearhead the plan preparation process with the assistance of resource persons tapped to provide technical assistance as well as mentoring and coaching support. The TWG is primarily tasked to take charge of organizing workshops, conduct of studies and in ensuring that the department heads of the member departments actively participate in the different activities.
- During **Phase 2**, the activities focused on data assessment wherein all available data were evaluated to determine data gaps that need to be addressed to ensure that the required information are provided to inform the plan preparation. It was also during this phase that a resource profile was prepared through a combination of workshops and field activities to validate secondary data and generate primary data.
- A rapid environmental scan was undertaken in **Phase 3** utilizing data previously gathered and analyzed. A training workshop was undertaken wherein participants were provided inputs and guided to undertake situational analysis using various tools and techniques. The activity enabled the participants to identify issues and concerns as well as development constraints hindering growth of tourism in the municipality.
- The outputs in the previous phases provided the foundations for the conduct of tourism planning sessions in **Phase 4**. This crucial phase involved a five-day activity and was organized into two planning-workshops; the first was for a three-day strategic planning activity and the second for the identification of programs, projects and activities.
- In **Phase 5**, a session was organized wherein the members of the Tourism Planning Team were provided inputs on Monitoring and Evaluation utilizing the Logical Framework Approach. It was also during the activity that the important aspect of plan packaging was discussed and agreed upon.
- **Phase 6** is primarily for plan presentation to the Municipal Development Council and the Sangguniang Bayan for feedback and recommendations.
- **Phase 7** involved final plan packaging after integration of the recommendations generated during plan presentation to the executive and legislative branches of the local government.

- **Phase 8** is the endorsement of the final plan to the Sangguniang Bayan for adoption and the passage of a resolution adopting the NVTDP.

References used in Plan Preparation

The Tourism Guidebook for Local Government Units rolled out by the Department of Tourism in 2016 was used as the primary reference and guide in preparing the NVTDP. To ensure responsiveness and applicability to the local context, minor adjustments and modifications were made to the tools and approaches. The planning process was also informed by the province's PDPFP and Tourism Master Plan. Conscious effort was also taken to ensure alignment with the municipality's current CLUP and other plans.

Trends in Travel and Tourism

Global, National and Local Trends

Trends in Travel and Tourism

The Travel and Tourism Industry

Tourism is one of the world's largest industries. It was ranked 3rd in 2014 next to chemicals and fuels and its direct, indirect and induced impacts constitute 10% of the global Growth Domestic Product (UNWTO 2016). It was estimated that 1 out of 11 jobs globally is related to tourism (WTTC 2016) and tourism represents 7% of the world's exports.

The World's Leading Industries in 2014



Source: UNWTO Annual Report 2015

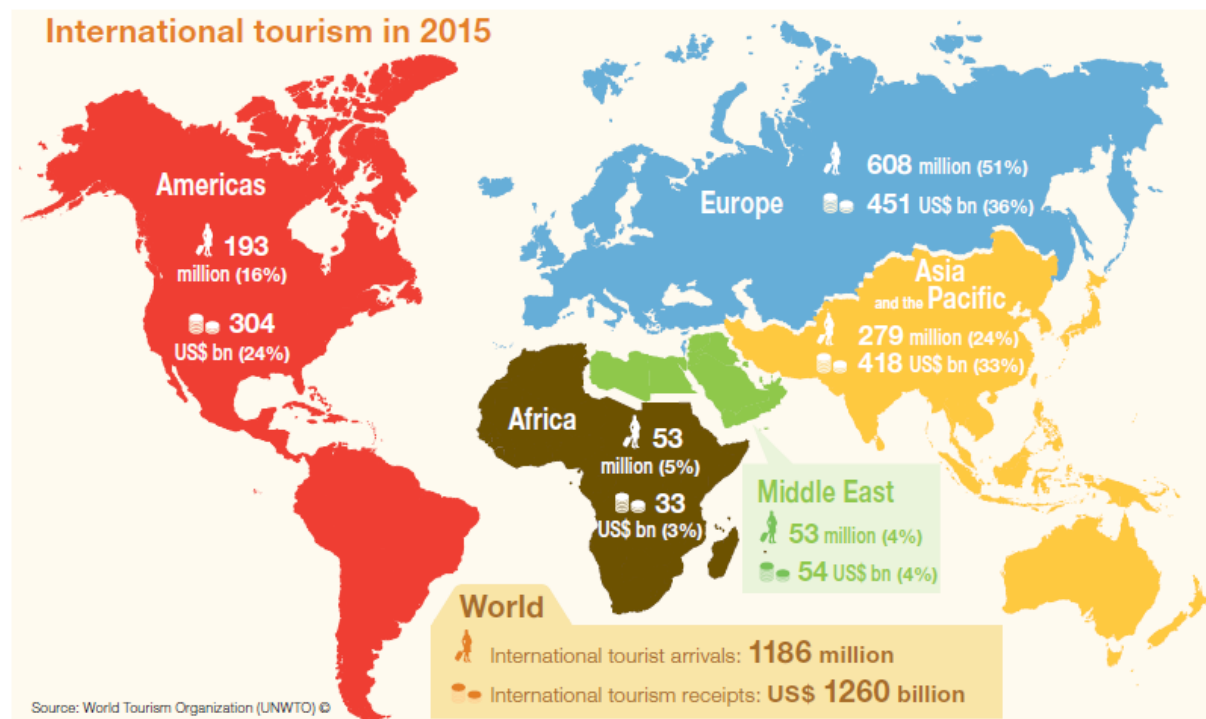
The UNWTO 2016 Tourism Highlights also stated that over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favorites of Europe and North America. It further stated that tourism has boasted virtually uninterrupted growth over time, despite occasional shocks, demonstrating the sector's strength and resilience. International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1,186 million in 2015¹.

¹ United Nations World Tourism Organization (UNWTO) Tourism Highlights 2016.

With these significant contributions to the global economy, tourism development has become a viable economic driver for developing countries particularly in Asia and the Pacific where a 6% growth in international tourist arrivals was recorded in 2015. Asia and the Pacific welcomed 279 million international tourist arrivals in 2015, 15 million more than in 2014, corresponding to a 6% growth (Figure 2).

Figure 2: International Tourism in 2015

The Asia-Pacific region earned US\$ 418 billion in international tourism receipts, an



increase of 4% in real terms. Asia and the Pacific accounts for 24% of the world's arrivals and 33% of receipts. By subregion, South-East Asia (+8% in arrivals) and Oceania (+7%) recorded the strongest growth.² Between 2005 and 2015, Asia and the Pacific outperformed all world regions in terms of growth, with arrivals increasing an average 6% per year, compared to the world average of 4%. In 2015 the region recorded 6% growth in international arrivals, or 15 million more than in 2014, making it the sixth year of consistently robust growth.³

² Ibid

³ UNWTO Asia Tourism Trends 2016

International Tourism in 2016

The 2017 UNWTO report on tourism highlights revealed that international tourist arrivals (overnight visitors) in 2016 grew by 3.9% to reach a total of 1,235 million worldwide, an increase of 46 million over the previous year. It was the seventh consecutive year of above average growth in international tourism following the 2009 global economic crisis. A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s (UNWTO, 2017). The report also highlighted that Asia and the Pacific led growth in 2016 with a 9% increase in international arrivals, followed by Africa (+8%) and the Americas (+3%). The world's most visited region, Europe (+2%) showed mixed results, while available data for the Middle East (-4%) points to a decline in arrivals.

In terms of long-term outlook, there is a positive forecast for emerging destinations with arrivals expected to increase at twice the rate of those in advanced economies (+2.2% a year). The market share of emerging economies increased from 30% in 1980 to 45% in 2016, and is expected to reach 57% by 2030, equivalent to over 1 billion international tourist arrivals.

It is worth noting that the share in international tourist arrivals of the Asia-Pacific Region increased by 1% from the previous year and it now accounts for 25%. These trends and long-term outlook present an opportunity for emerging destinations in Asia and the Pacific which includes the Philippines to increase their market share.

Figure 3: International Tourism in 2016



The Philippine Tourism Industry

Industry Performance and Trends

The Philippine Tourism Industry

Philippine Tourism Industry Performance

International tourist arrivals posted a compounded annual growth rate (CAGR) of 8.77 percent from 2010 to 2015, higher than the 7.76 percent CAGR achieved in nine years from 2001 to 2010. International tourist receipts also showed a dramatic increase from P112.55 in 2010 to P227.62B in 2015⁴ (DOT, 2016).

For the year 2015, tourism remained profitable and accounted for an estimated US\$5.0 billion or Php227.62 billion worth of international visitor receipts. This is 5.92% percent greater than the 2014 total earnings of Php214.88 billion, with the month of December 2015 yielding the peak of all tourism activities at PhP23.47 billion and the month of September 2015 registering the highest growth of 24.24%.

Figure 4: International Tourism Receipts



Source: DOT, 2016

For 2016, the targeted 6 million tourist arrivals was not achieved as only 5.9 million arrivals was recorded missing the target by 100,000. It was attributed to several typhoons that visited the country last year which resulted to the cancellation of 200 international and domestic flights and several tours in the month of December alone

⁴ Source: <http://www.tourism.gov.ph/Pages/20160303Uninterruptedrobustgrowthintourismsince2010.aspx>

(PTAA, 2017). Despite this, the DOT targeted 6.5 million arrivals in 2017 or 10 percent higher than 2016.

Visitor Arrivals for 2017

For the month of May 2017, visitor arrivals reached a total of 532,757, an increase of 19.60% compared to the May 2016 visitor count of 445,449. The Department of Tourism highlighted the fact that for the years 2012 to 2015, the month of May only generated more than 300,000 visitors while it produced more than 400,000 visitors last year. It was noted that for the first time, visitor arrivals in May surpassed the 500,000 mark providing a bright outlook for Philippine tourism (DOT, 2017). This was attributed to the aggressive marketing efforts and international events which included the ASEAN@50 meetings held in the country.

Table 1: International Arrivals (May 2013-2017)

International Arrivals May 2013-2017	
2017	532,757
2016	445,449
2015	413,937
2014	364,598
2013	362,062

Source: DOT, 2017 as compiled from A/D Cards & Shipping Manifests

Contribution to the Philippine Economy

The contribution of tourism to the Philippine economy was computed at 8.6 percent in 2016 (PSA, 2017). This was measured by computing the share of tourism direct gross value added (TDGVA) to total gross domestic product (GDP). The TDGVA amounted to PhP1,243.5 billion in 2016, higher by 13.7 percent compared to previous year's PhP1,093.4 billion (Figure 5).

Figure 5: Share of Tourism to the GDP



Source: Philippine Statistics Authority (PSA), 2017

According to the PSA the TDGVA estimate is based on the latest results of the Philippine Tourism Satellite Accounts (PTSA) which also provides information on tourism expenditure and employment. The PTSA also revealed the following key results:

- Inbound tourism expenditure, which refers to the expenditure of non-resident visitors (foreign visitors and Filipinos permanently residing abroad) within the Philippines, grew by 2.3 percent in 2016, amounting to PhP313.6 billion from PhP306.6 billion in 2015.
- Domestic tourism expenditure, which includes expenditure of resident visitors within the country either as domestic trip or part of an international trip, grew by 19.1 percent, from PhP1,770.7 billion in 2015 to PhP2,108.2 billion in 2016.
- Employment in tourism characteristic industries was estimated at 5.2 million in 2016, higher by 5.1 percent compared to 5.0 million in the previous year. Share of employment in tourism industries to total employment in the country was recorded at 12.8 percent in 2016.

Major Source of Employment

These results clearly indicate that tourism is a major driver of the Philippine economy and a major source of employment. For every new hotel or resort room, substantial employment is created at the forward and backward linkages and along the value chain.

Guimaras Tourism Industry

Industry Performance and Trends

Guimaras Tourism Industry

Guimaras Tourism Industry Performance

Data from the Provincial Tourism Office shows that for the last 10 years (2007-2016), the tourist arrivals in Guimaras grew from 156,423 in 2007 to 510,665 in 2016 for a 226% increase. The 10-year period also registered a steady annual increase with the biggest increases recorded for the last two years. There were 55,037 more tourists in 2015 than in 2014 and 108,480 more in 2016 than in 2015.

Figure 6: Tourist Arrivals (2007-2016)



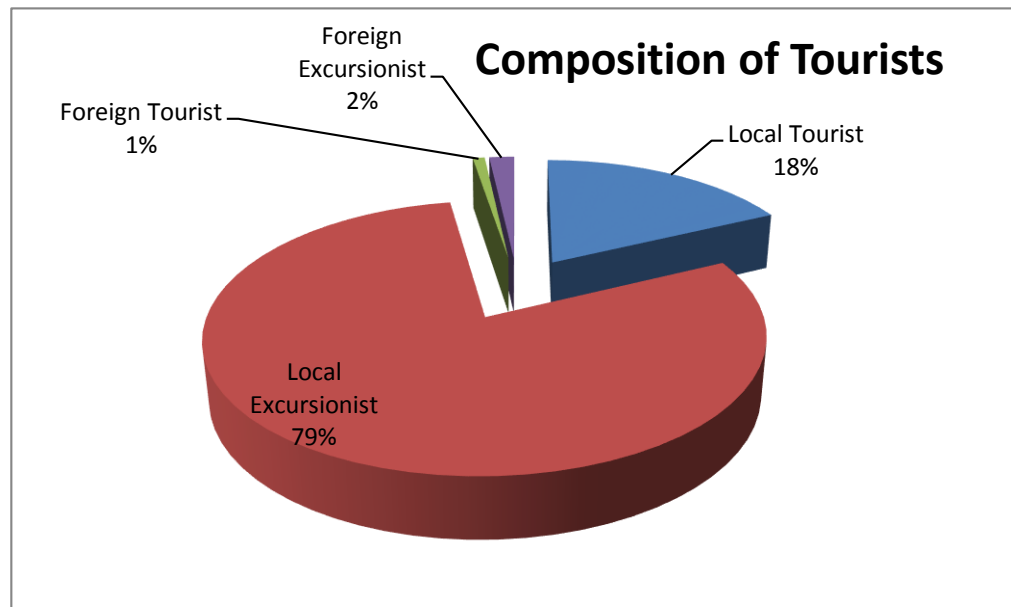
Source: Provincial Tourism Office (2017)

Composition of Tourists

While the tourist arrivals registered a dramatic increase of 226% for the last ten years, these were dominated by domestic tourists who account for 97% with foreign tourists only accounting for a low 3%. In addition, the domestic tourists are mostly excursionists which constitute approximately 79% of the domestic arrivals recorded in 2016. Foreign excursionists accounted for only 2% and foreign tourists at a very low 1%. This indicates that tourism in the province consists primarily of day tours where guests visit the province and leave on the same day.

By comparison, other areas in the country have a higher percentage of foreign tourists. In the province of Bohol, foreign tourists accounted for 26% of the arrivals in 2016 while in the province of Albay, 32% of the arrivals in 2012 were foreign tourists. The province of Negros Oriental's foreign tourist arrivals while lower than Bohol and Albay at 17% (2015) is still comparatively much higher than Guimaras.

Figure 7: Composition of Tourists



Source: Provincial Tourism Office (2017)

Length of Stay

The 2016 data on average length of stay also showed consistency with the excursionist composition of tourist with a very low length of stay at 1.16. Average occupancy rate was likewise expectedly low at 0.20.

Domestic Tourists

It is evident that the challenge for the province is to attract more tourists who will stay at least overnight in order to increase receipts. Potential markets for local tourists come from urban areas in the major cities of the country specifically Manila, Cebu and Davao who can be attracted to experience the island environment of Guimaras. Corresponding increase in length of stay would also translate to more revenues and benefits along the tourism value chain. An increase of 50% in local tourists can have significant improvements in revenue generation.

Foreign Tourists

The minimal number of foreign tourists visiting the province is an indicator that the potential foreign market is not yet tapped. This is an area that needs to be analyzed to identify the factors that limit the province from attracting foreign tourists who spends more and can possibly stay longer.

One of the major factors affecting Guimaras tourism is the proximity of the province to Iloilo City. The short travel time to the island is both an advantage and a disadvantage since it only takes a 20-minute boat ride to cross over. A tour operator can easily include a day tour to Guimaras for guests visiting Iloilo City and still have adequate time to return and catch their flights. On the other hand this results to limited stay in Guimaras and expectedly low tourist receipts.

The Municipality of Nueva Valencia

The Tourism Capital of Guimaras

*Kari kag hapit anay
Sa lugar matahum, malinong, matawhay
Pumuluyo gaisa, nagahirupay
Matam-is ang pagtamdananay
Katawhan nga ginahugpong
Sang isa ka kultura kag tradisyon
Ginapanubli sang pamatan-on
Nangin mapag-on nga pundasyon*

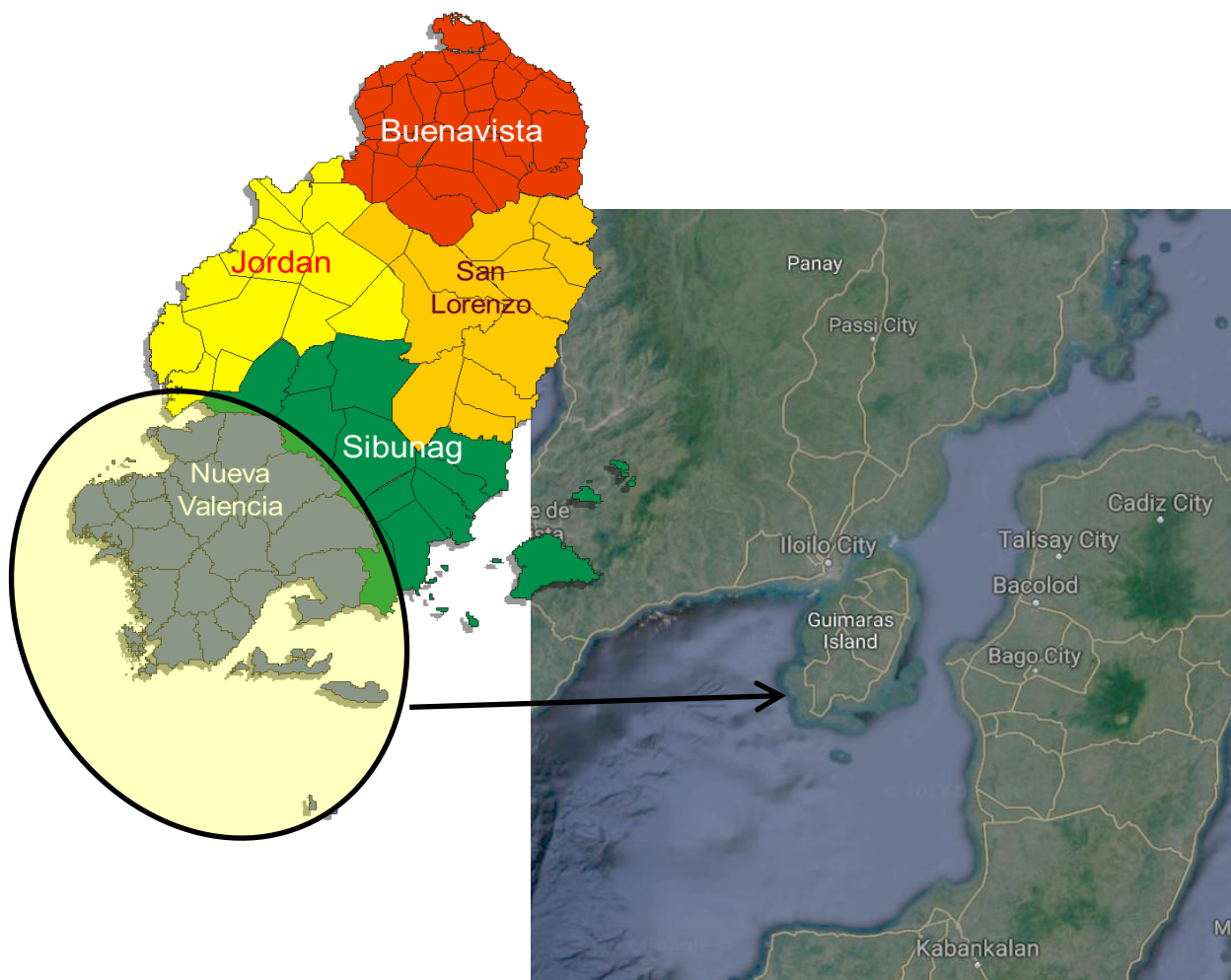
*Excerpts from the lyrics of
The Nueva Valencia Hymn, Manggad nga Tunay*

The Municipality of Nueva Valencia

Location and Geography

The Municipality of Nueva Valencia is located at the southern part of Guimaras Island. Its northern boundary is about twenty (20) kilometers from the wharf of Jordan. It is bounded on the north by the municipality of Jordan; on the east by the Guimaras Strait; on the south by the Panay Gulf; and on the west by the Iloilo Strait. The municipality's north-western and western coastlines are facing the island of Panay while the southernmost tip is towards the direction of Panay Gulf. Its eastern and south-eastern coastal waters are facing the Island of Negros. It is located within the coordinates of 122.5° longitude and 10.5° latitude.

Map 1: Location Map



History

Nueva Valencia was once a part of the municipality of Jordan and became a separate and independent municipality in 1941. During the Spanish Regime, Christianization of the people of Nueva Valencia started almost simultaneously with all the other places in the Philippines. The place was originally called Valencia and was headed by the Alkalde Mayor. The casa real or the seat of municipal government was situated in the Pueblcito at Santa Ana, which is now called the Poblacion and the seat of the Nueva Valencia Municipal Government at present. When the casa real was burned due to an unknown cause, the name Valencia was changed to Nueva Valencia.

Demographics

The municipality has total population of 39,810 based on the 2015 Census of Population and Housing (PSA 2015). Poblacion is the most populated barangay with a population of 3,493 while Canhawan is the least populated at 793. Other barangays with relatively high population are; Calaya (3,172), Lanipe (2,969) and Salvacion (2,584).

Nueva Valencia is a 3rd class municipality of the Province of Guimaras with a total land area of 13,712 hectares. The town's topography varies from one barangay to the other. The hilly portion is at the north-eastern part, facing Panay Island. The coastal areas are flat or lowland. Land elevation ranges from 0–300 meters above sea level. Mount Acdan serves as its highest peak. The climate of Nueva Valencia is practically the same with that of the whole island of Guimaras; dry during November to April and wet the rest of the year.

Local Economy

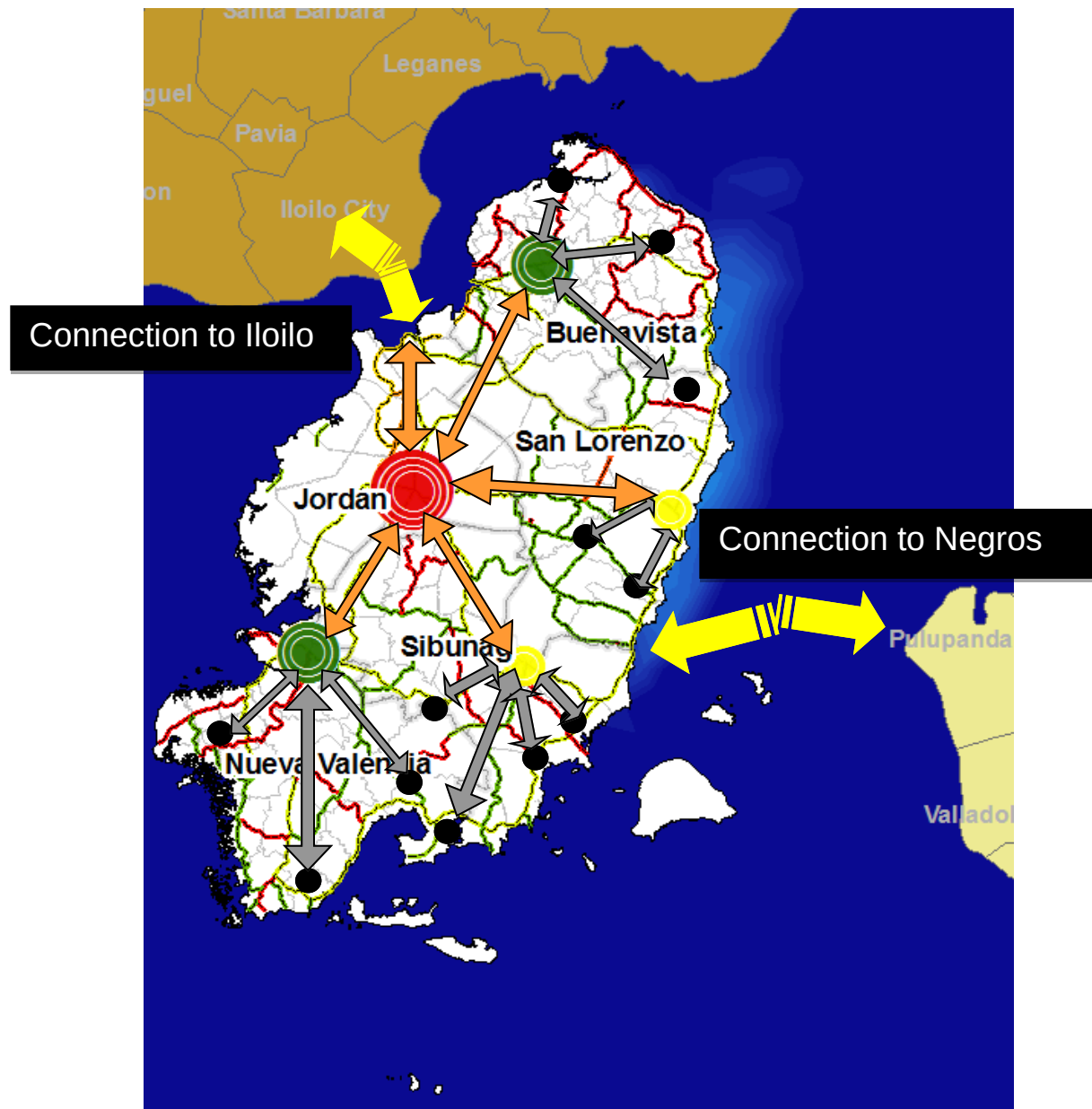
The local economy of Nueva Valencia is based on its natural and manpower resources. Since it is predominantly an agricultural – based municipality, the employment level is primarily anchored on the Agri – Fishery Industry at 67.80%, followed by trade and services, 24.96% as secondary sector and the third, the manufacturing, construction and facilities at 7.24%.

Accessibility

From Manila, the municipality can be reached via a 55-minute to 1 hour flight via Philippine Airlines (PAL Express), Cebu Pacific or Air Asia to Iloilo International Airport (Cabatuan) followed by a 30 to 45-minute land travel to Ortiz Wharf or Parola Wharf in Iloilo City. Crossing the Iloilo Strait to Guimaras involves a 15-minute boat ride to Jordan or Buenavista wharf. Land travel to Nueva Valencia takes approximately 30 minutes to 1 hour via Public Utility Jeepney or vans for hire.

For travelers going through the Silay Airport in Negros, travel to Guimaras can be via a one hour boat ride from Pulupandan to Cabano in San Lorenzo or an hour and a half boat ride to Cabalagnan in Nueva Valencia. Roll-On-Roll-Off (RORO) operations were also started between Guimaras and Negros using the Sebaste Port in Sibunag which enabled the transport of vehicles.

Map 2: External Linkages of Guimaras Island



What is our significance in the Provincial context?

Our contribution to the Guimaras tourism industry

The Current Nueva Valencia Visitor Economy



The Top Destination in the Province

- Accounts for approximately 80% of the province's tourist arrivals
- Highest number of attractions/sites
- Highest number of tourist accommodations



Top Eco-Tourism Attractions

- Home of the Most Outstanding MPA in the country- Taklong Island National Marine Reserve (TINMR)
- Six Marine Protected Areas
- Ridge to Reef - coastal, marine and upland ecosystems



1st Choice Day Trip Destination

- Prime beach areas in Guimaras Island
- Island-hopping tours to offshore attractions
- Sun, sea and sand destinations



Primary generator of tourism receipts

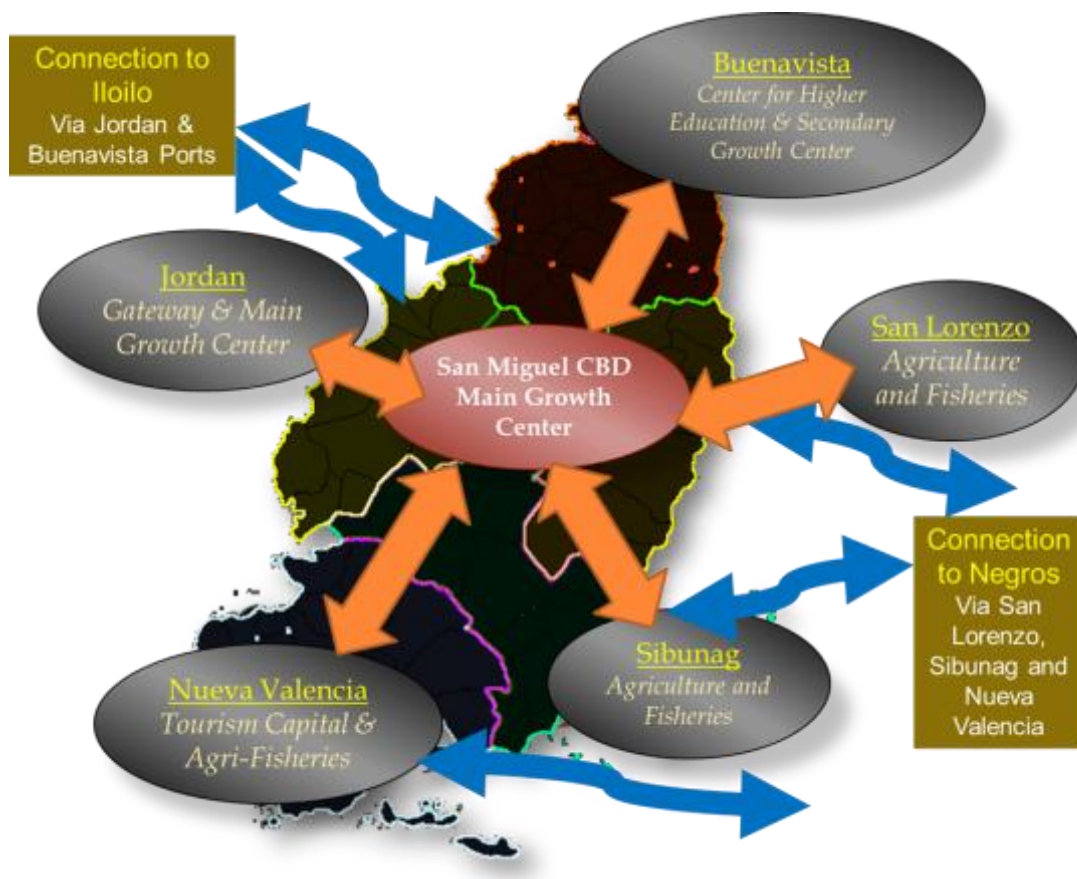
- Over Php200 Million in 2016 for domestic and foreign tourists
- An estimated Php135 Million for domestic and foreign excursionists (same day visitors) in 2016

The Municipality of Nueva Valencia in the Provincial Context

Under the PDPFP, the municipality of Nueva Valencia was designated as the tourism capital of the province and being positioned as the primary tourism destination. This designation was arrived at as a result of assessments undertaken by the PDPFP Planning Team which considered the inherent assets, potentials and competitive advantages of each municipality in the province. It was formalized and legitimized through an agreement among municipal and provincial officials and included as one of the major policies in the PDPFP planning document. When the PDPFP was approved and endorsed by the Provincial Development Council and consequently adopted by the Sangguniang Panlalawigan, the designated functional roles were legitimized.

As the tourism capital, Nueva Valencia will be developed as the primary tourism destination to be supported by attractions in other municipalities in line with the agri-tourism development strategy. The municipality of Jordan was designated as the primary gateway and growth center, Buenavista as the secondary gateway and growth center while Sibunag and San Lorenzo were designated as the food baskets being the primary producers of agriculture and fishery products.

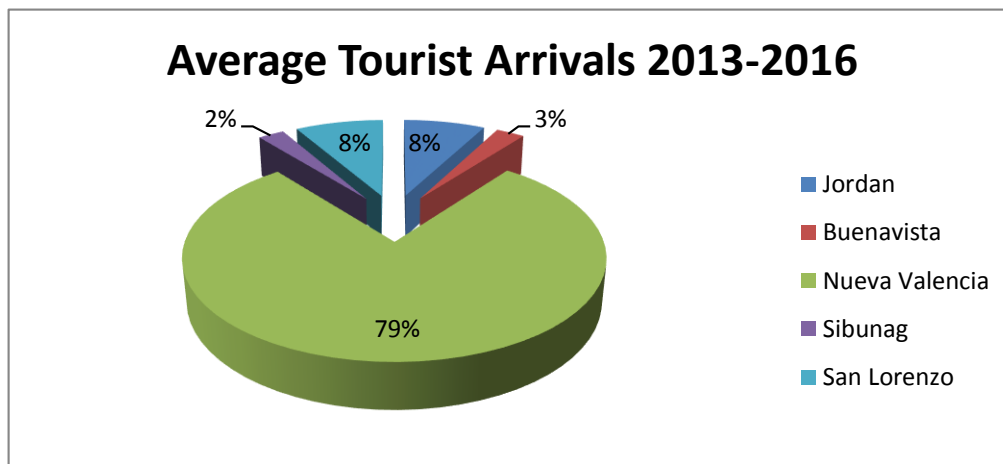
Figure 8: Functional Roles of Municipalities and Links to Growth Centers



The Primary Tourism Destination in the Province

Analysis of tourist arrival data from the Provincial Tourism Office for a 3-year average (2013-2016) revealed that Nueva Valencia accounts for 79% of the total tourist arrivals. This shows that the municipality is the primary destination in the province and further supports the functional role of the municipality as the tourism capital.

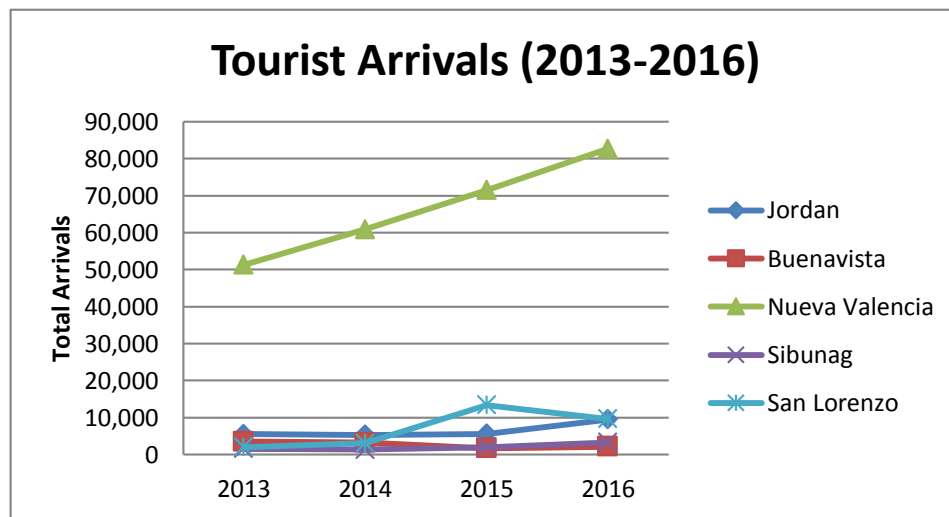
Figure 9: Average Tourist Arrivals (2013-2016)



Being the primary destination in the province, Nueva Valencia's role can be further enhanced with appropriate interventions to maximize the potentials from tourism activities that will eventually benefit the other municipalities and the province as a whole. Tourism activities along the value chain will benefit municipalities such as Jordan and Buenavista due to increased demand for transport and other services while Sibunag and San Lorenzo from increased demand for agri-fishery products.

Unlike the other 4 municipalities in the province wherein tourist arrivals did not register remarkable changes, tourist arrivals in Nueva Valencia steadily increased for the last 3 years registering an increase of 11,160 in 2016 from the previous year's arrivals.

Figure 10: Tourist Arrivals (2013-2016)



What do we have?

Tourism Assets

Existing Attractions, Products and Services

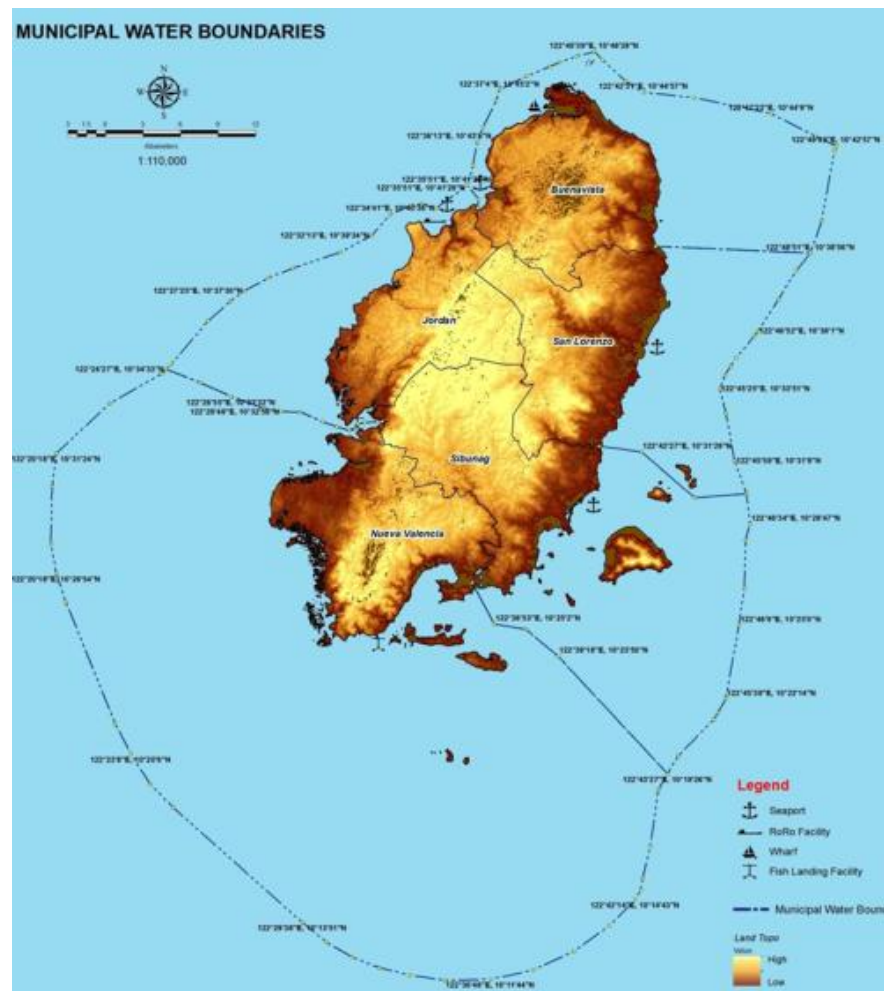
Tourism Assets

Extensive Municipal Waters

The municipality has extensive coastal and marine resources within its jurisdiction. The coverage of its municipal waters estimated at 99,384 hectares⁵ is seven times larger than its municipal land area (12,889 hectares). It is also endowed with a rich fishing ground containing vast potentials for fisheries and marine-based tourism activities.

Nueva Valencia also possesses the longest coastline in the province at approximately 102 kilometers⁶.

Map 3: Municipal Waters of Nueva Valencia



⁵ GIS maps generated by Guimaras ICT unit from NAMRIA data

⁶ Data from Forest Land Use Plan of Nueva Valencia, (2015)

Marine Protected Areas (MPAs)

There are currently five Marine Protected Areas in Nueva Valencia. The Taklong Island National Marine Reserve (TINMR) is classified under the Network of Integrated Protected Areas (NIPAs). Declared a national marine reserve by virtue of Presidential Proclamation No. 525 signed on February 8, 1990. The TINMR straddles the barangays of Lapaz and San Roque and is composed of 46 islands and islets with a total area of 1,143 hectares of terrestrial and marine resources.

Locally declared MPAs

In addition, there are areas declared as MPAs by the Sangguniang Bayan owing to their importance in maintaining ecological balance. These are areas reserved by law or other effective means and are governed by specific rules or guidelines to manage activities and protect the entire, or part of, the enclosed coastal and marine environment.

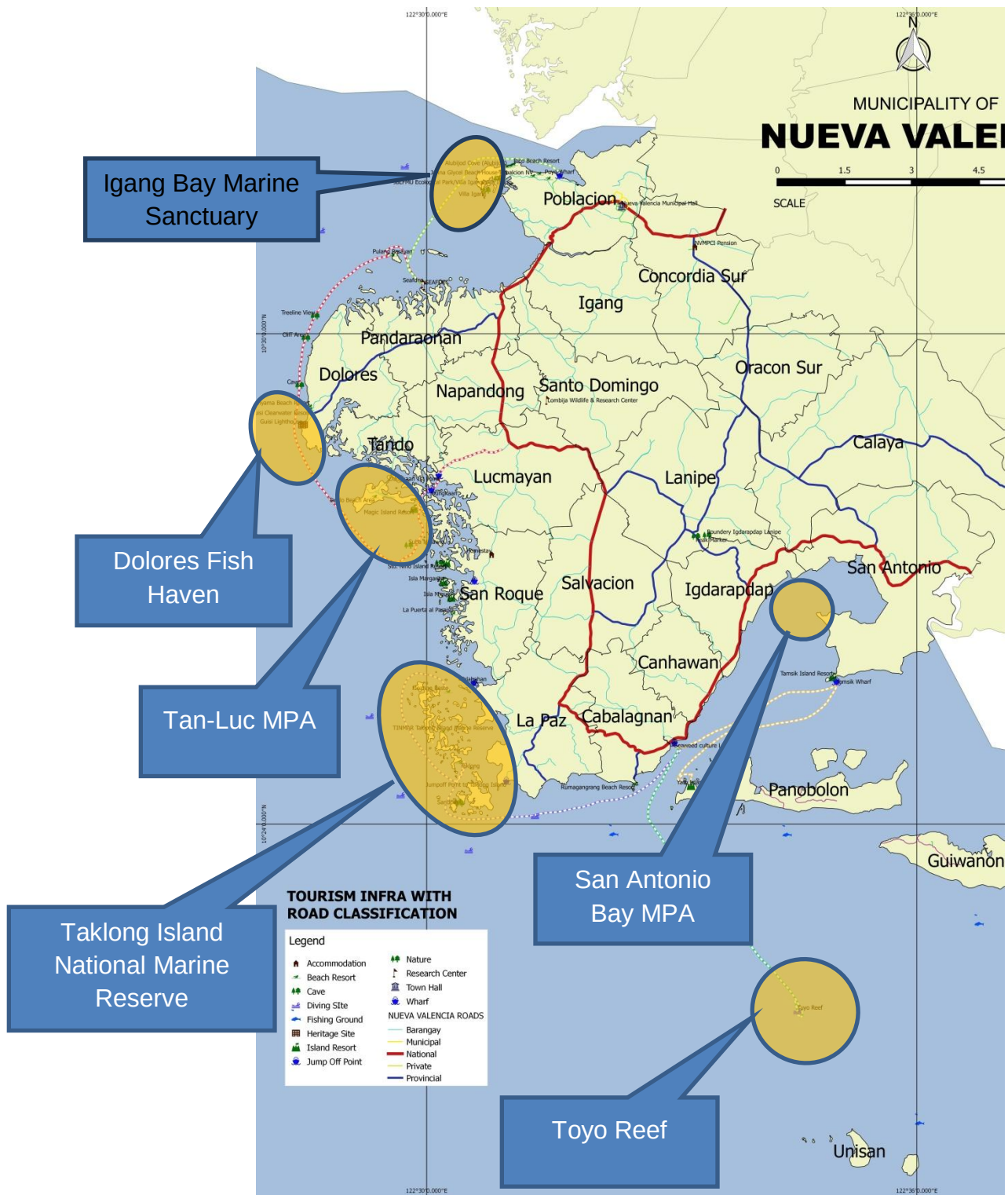
The following are the 4 existing MPAs during the tourism plan preparation:

- Igang Bay Marine Sanctuary
- Dolores Fish Haven
- Tan-Luc Marine Protected Area
- Toyo Reef Marine Sanctuary

A study was also undertaken starting in 2012 at San Antonio Bay which became the basis for a proposal to establish the San Antonio Bay MPA. The assessment and consultation processes were completed in 2017 and the proposal was favorably acted upon by the municipal legislative body. During the tourism plan preparation, the proposed MPA was already being deliberated by the Sangguniang Bayan for its official declaration as a new locally-declared marine protected area bringing to six the total number of MPAs in the municipality.

Incidentally, the prime tourism areas for sun, sea and sand activities in the municipality are also in the vicinity of some of the MPAs and the protected areas are likewise tourism attractions (see Map 3). This highlights the need to strike the critical balance between economic development and environmental protection. Consequently, strict enforcement of laws regulating tourism and other economic activities in the MPAs should be ensured. Prohibited activities especially at the core zones should not be allowed. There is also a need for massive advocacies to educate both residents and tourists on the need to adhere to existing laws.

Map 4: Marine Protected Areas



Agricultural Areas

The municipality is predominantly agricultural with 93% of the land devoted to agriculture primarily for growing of crops such as rice, coconut, corn, cashew, mango, sweet potato, legumes and vegetables.

Based on the National Color-Coded Guide Map of the Department of Agriculture, approximately 50% of the municipal land area totaling to 6,394.77 hectares are suitable for vegetable production with the largest areas located in Barangay Calaya (1,592.65 hectares), Barangay Lanipe (893.73 hectares) and Barangay San Antonio (872.02 hectares). Large areas are also suitable for production of legumes with a total of 2,544.37 hectares suitable for this crop, the largest of which are located in Barangay Calaya (857.27 hectares) and Barangay Lanipe (438.55 hectares).

Map 5: Areas Suitable for Vegetable Production



Source: Department of Agriculture, National Color-Coded Agricultural Guide Map

Map 6: Areas Suitable for Legumes



Source: Department of Agriculture, National Color-Coded Agricultural Guide Map

Considering that 50% of the municipal land area is suitable for vegetable production, one potential that can be further explored is the development of agricultural areas for the production of high value crops capitalizing on the increasing preference for organic products. Once fully maximized, this can generate livelihood opportunities along the agriculture and tourism value chains and ensure the supply of fresh and high quality products to the resorts and dining facilities in the municipality and the province. These areas can also be developed as agri-tourism destinations providing experiences anchored on farming and fishing activities.

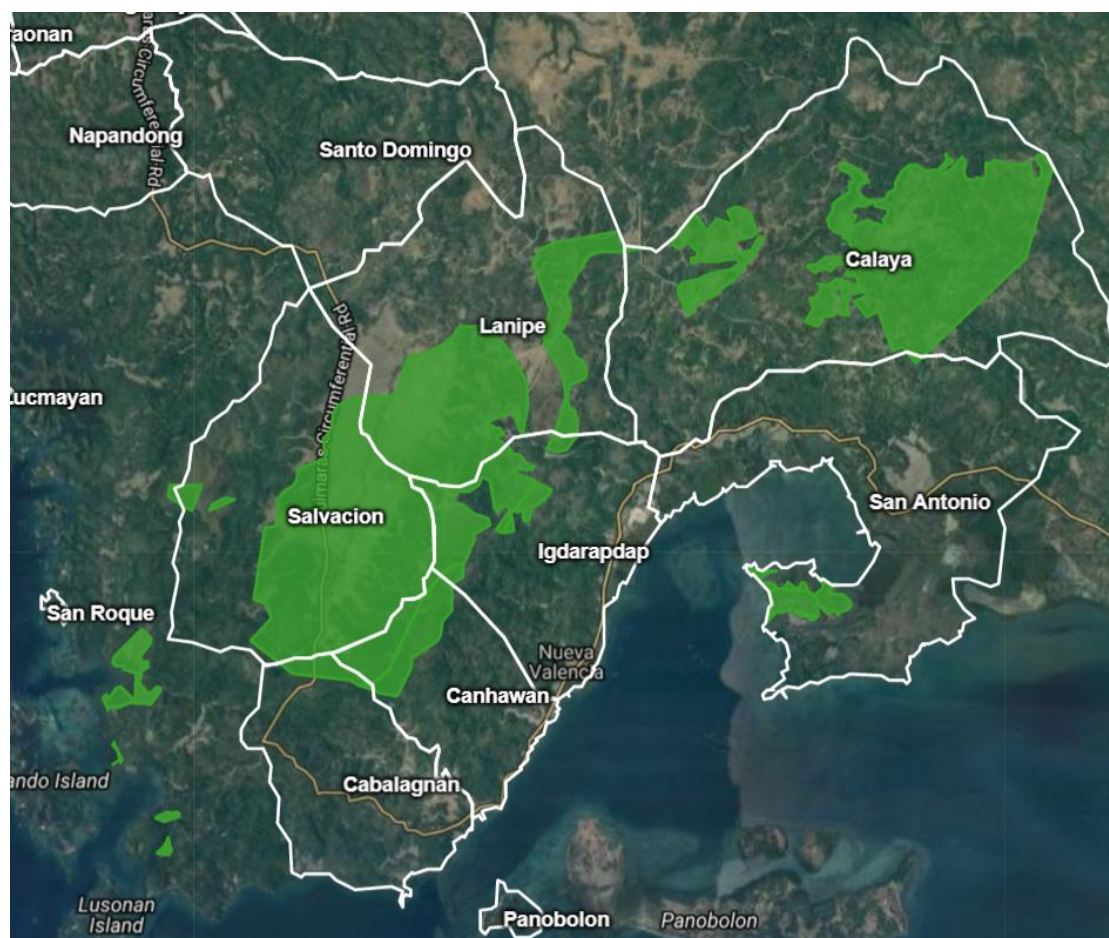
Barangays Most Suitable for Agriculture

Based on the Department of Agriculture's National Color-Coded Agricultural Guide Map, the barangays that are suitable for multiple crops are Calaya, Lanipe and Salvacion.

The largest area suitable for cacao is in Barangay Calaya with an estimated area of 443 hectares. There are also 444 hectares found to be suitable for coffee. Salvacion is another barangay with areas suitable for cacao with an estimated area of 196 hectares suitable for this crop and an even larger area of 425 hectares is suitable for coffee. Some areas in Barangay Lapaz were likewise found suitable for cacao though on a lower level at 14 hectares.

Barangay Lanipe has 315 hectares suitable for coffee production. Areas in barangays Calaya, Salvacion and Lanipe were also found suitable for corn and papaya production.

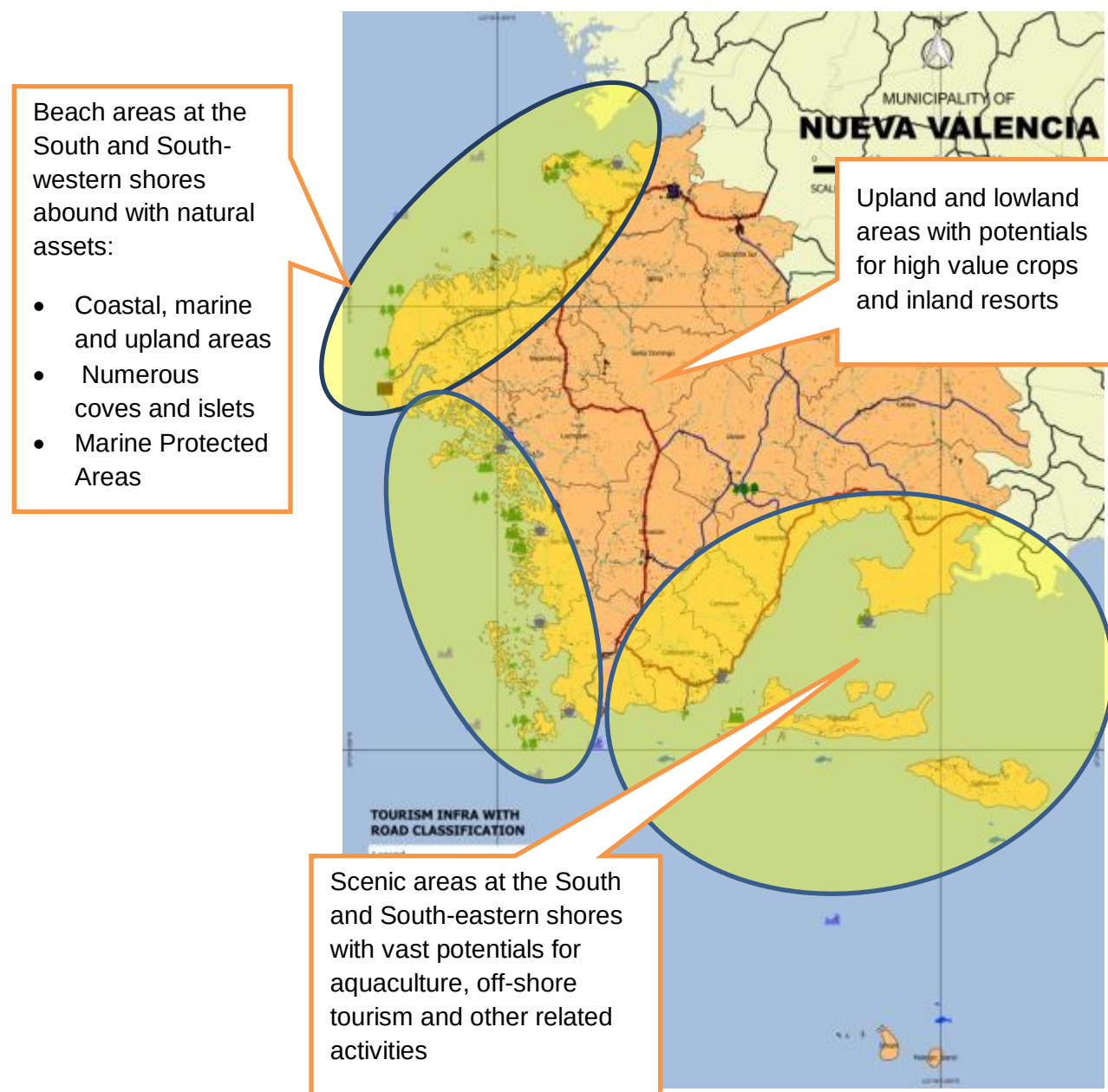
Map 7: Areas Suitable for Coffee Production



Existing Tourism Attractions, Products and Activities

The Municipality of Nueva Valencia is blessed with natural and historical assets that can be developed into world-class tourism attractions. This includes white sand beach areas, coves, islets and upland areas with panoramic views of the seascape. It also abounds with coastal and marine resources with potentials for fisheries and aquaculture development. Owing to the presence of natural assets at the terrestrial, marine and coastal environments, the municipality is a complete package possessing a variety of sites and attractions.

Map 8: The Tourism Assets of Nueva Valencia



Inventory of Existing Tourism Attractions, Products and Activities

Category	Attraction	Location	Activities
Nature Tourism Forests, rivers and lakes (inland waters), coastal and marine areas, mountains, caves and other geologic formations, and wildlife (wild flora and fauna)	• San Roque Rock Formations • Tudyong Cave • Bulubatuba Cave • Bato Mata • South East Asian Fisheries & Development Center (SEAFDEC) • Taklong Island National Marine Reserve (TINMR) • JBLFMU Eco-Park • Suba Malawig	• San Roque, Nueva Valencia Guimaras • Sitio San Marcos, Brgy. Lucmayan, Nueva Valencia, Guimaras • Sitio Iraya Tando, Brgy. Tando, Nueva Valencia, Guimaras • Brgy. San Antonio, Nueva Valencia, Guimaras • Pandaraonan & Magamay Nueva Valencia, Guimaras • Brgy. La Paz, Nueva Valencia, Guimaras • Brgy. San Roque, Nueva Valencia, Guimaras • San Roque, Nueva Valencia. Guimaras	• Sightseeing, Picture taking • Sightseeing, Picture taking • Sightseeing, picture taking, swimming • Sightseeing, Picture taking • Sightseeing, Picture taking, Research & Training • Sightseeing, Picture taking, Island Hopping, Research & Training, Snorkeling • Sightseeing, Picture taking, Snorkeling, Diving, Research & Training • Sightseeing, Picture taking, River cruising
Cultural Tourism (Forts, cathedrals and churches, gardens, street and town sites, historical roads and paths, historic remains, museums,	• Guisi Lighthouse • Igang Plaza • Puyo Wharf	• Sitio Guisi, Dolores, Nueva Valencia, Guimaras • Igang, Nueva Valencia, Guimaras • Sitio Puyo, Poblacion, Nueva	Sightseeing, Picture taking

art museums, zoo and botanical gardens, aquariums, other structures and buildings, events and festivals, folk music and dance, local culture)	• St. Vincent Ferrer Parish Church • Agustinian Monastery of St. Monica • Eli Sustituido Farm • Sadsaran Festival • Karosahan Festival • Sibiran Festival	Valencia, Guimaras • Poblacion, Nueva Valencia, Guimaras • Calaya, Nueva Valencia, Guimaras • Concordia Sur, Nueva Valencia, Guimaras • Poblacion, Nueva Valencia, Guimaras • Napandong, Nueva Valencia, Guimaras • Sitio Guisi, Dolores, Nueva Valencia, Guimaras	
Sun and Beach Tourism Beach, water activities, island hopping	• Raymen Beach Resort • Alobijod Cove Resort • Rico Beach Resort • Californiancoral Beach Resort • Villa Igang Beach Resort • Villa Corazon • Jannah-Glycel Beach House • Andana Resort Guimaras • Guisi Clearwater Resort • Kenyama Beach Resort	• Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras • Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras • Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras • Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras • Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras • Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras • Sitio Talisay, Poblacion, Nueva Valencia, Guimaras • Sitio Puyo, Poblacion, Nueva Valencia, Guimaras • Sitio Guisi, Dolores, Nueva Valencia, Guimaras • Sitio Guisi, Dolores, Nueva	Swimming, boating, kayaking, island-hopping, snorkeling

	• La Pachira Resort • Cabugan Adventure Resort • Nature's Eye Beach Resort • Magic Island Resort • Sto. Niño Island Resort • La Puerta al Paraizo • Czech Beach House • Nicolance Beach Resort • Sunsea Resort • TINMR • Suba Malawig	Valencia, Guimaras • Sitio Guisi, Dolores, Nueva Valencia, Guimaras • Tando, Nueva Valencia, Guimaras • Tando, Nueva Valencia, Guimaras • Tando, Nueva Valencia, Guimaras • San Roque, Nueva Valencia, Guimaras • San Roque, Nueva Valencia, Guimaras • Igdarapdap, Nueva Valencia, Guimaras • Igdarapdap, Nueva Valencia, Guimaras • Canhawan, Nueva Valencia, Guimaras • Lapaz, Nueva Valencia, Guimaras • San Roque, Nueva Valencia, Guimaras	
Meetings, Incentives, Conventions and Exhibitions (MICE) and Events Tourism (Trainings, study tours, conferences, for a, meetings)	• Nueva Valencia Multi-Purpose Cooperative • John B. Lacson Foundation Maritime University (JBLFMU) Training Center • Alobijod Cove Resort • Raymen Beach Resort Corp.	• Concordia, Nueva Valencia, Guimaras • Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras • Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras • Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras	Meetings, Seminars, Conferences

	• Andana Resort Guimaras	• Sitio Puyo, Poblacion, Nueva Valencia, Guimaras	
Diving and Marine Sports Tourism (Scuba diving, boating)	• Igang Bay Marine Sanctuary • TINMR • Dolores Fish Haven • Tuyo Reef	• Brgy. Poblacion & Igang, Nueva Valencia, Guimaras • Lapaz, Nueva Valencia, Guimaras • Dolores, Nueva Valencia, Guimaras • Sitio Unisan, Guiwanon, Nueva Valencia, Guimaras	Cliff / Scuba Diving, snorkeling
Education Tourism	• Igang Bay Marine Sanctuary • South East Asian Fisheries & Development Center (SEAFDEC) • University of the Philippines Visayas Marine Biological Center	• Brgy, Igang, Nueva Valencia, Guimaras • Brgy. Pandaraonan & Magamay, Nueva Valencia, Guimaras • Lapaz, Nueva Valencia, Nueva Valencia, Guimaras	Research, site seeing

Map 9: Nueva Valencia Tourism Map



Site Assessment and Ranking

Assessment of Tourism Attractions

Assessment and Ranking of Tourism Sites

Consistent with the approach recommended in the Tourism Guidebook, field work was undertaken by the Municipal Tourism Planning Team to assess tourism sites or attractions. A total of 16 sites were assessed in a 5-day period that included sites at the mainland as well as off-shore sites.

The following are the criteria used in the assessment:

Criteria 1. Uniqueness and Natural Beauty

Characteristics	Least					Most
Unique Attraction-one of a kind (natural/man-made/cultural)	1	2	3	4	5	
Beauty-how it appeals to all senses?(nice to see, hear, feel, smell, taste)	1	2	3	4	5	
Natural/Undisturbed	1	2	3	4	5	
Recognized Tourist Attraction by DOT	1	2	3	4	5	

Criteria 2. Historical/Cultural Value

Characteristics	Least					Most
Built Heritage (50 years or above)	1	2	3	4	5	
Festivals	1	2	3	4	5	
Culinary Experience	1	2	3	4	5	
Museum	1	2	3	4	5	

Criteria 3. Accessibility

Characteristics	Least					Most
Accessible all year (please specify vehicle type: all types of vehicles)	1	2	3	4	5	
Regular/Commercial transport service available	1	2	3	4	5	
Distance from service center	1	2	3	4	5	
Distance from town center	1	2	3	4	5	
	1	2	3	4	5	

Criteria 4. Availability of Basic Utilities

Characteristics	Least					Most
Clean water supply	1	2	3	4	5	
Sufficient power supply	1	2	3	4	5	
Communication (i.e. Internet, Telephone)	1	2	3	4	5	
Drainage/sewerage system	1	2	3	4	5	
Solid waste management system	1	2	3	4	5	

Criteria 5. Availability of Onsite Facilities

Characteristics	Least					Most
Clean and safe restrooms for women and men	1	2	3	4	5	
Good accommodation facilities	1	2	3	4	5	
Clean and quality food service	1	2	3	4	5	
Other activity facilities (picnic huts, pool, sports facilities, etc.)	1	2	3	4	5	
Directional and Information Signages	1	2	3	4	5	

Criteria 6. Ownership of Property

Characteristics	Least					Most
Local Government owned	1	2	3	4	5	
Privately owned/managed/leased	1	2	3	4	5	
Under CARP or CARPable	1	2	3	4	5	
With tenants/residents	1	2	3	4	5	
Ancestral domain/land claimants	1	2	3	4	5	

Criteria 7. Quality of Property

Characteristics	Least					Most
Landfill/dumpsite 1 and 5	1	2	3	4	5	
Mining site	1	2	3	4	5	
Informal settlements	1	2	3	4	5	
Beautiful vista/view	1	2	3	4	5	
Presence of support services	1	2	3	4	5	
Surrounding refer to areas which are within 5 kilometers radius from the site						

Source: Adapted from site/attraction Evaluation Sheet

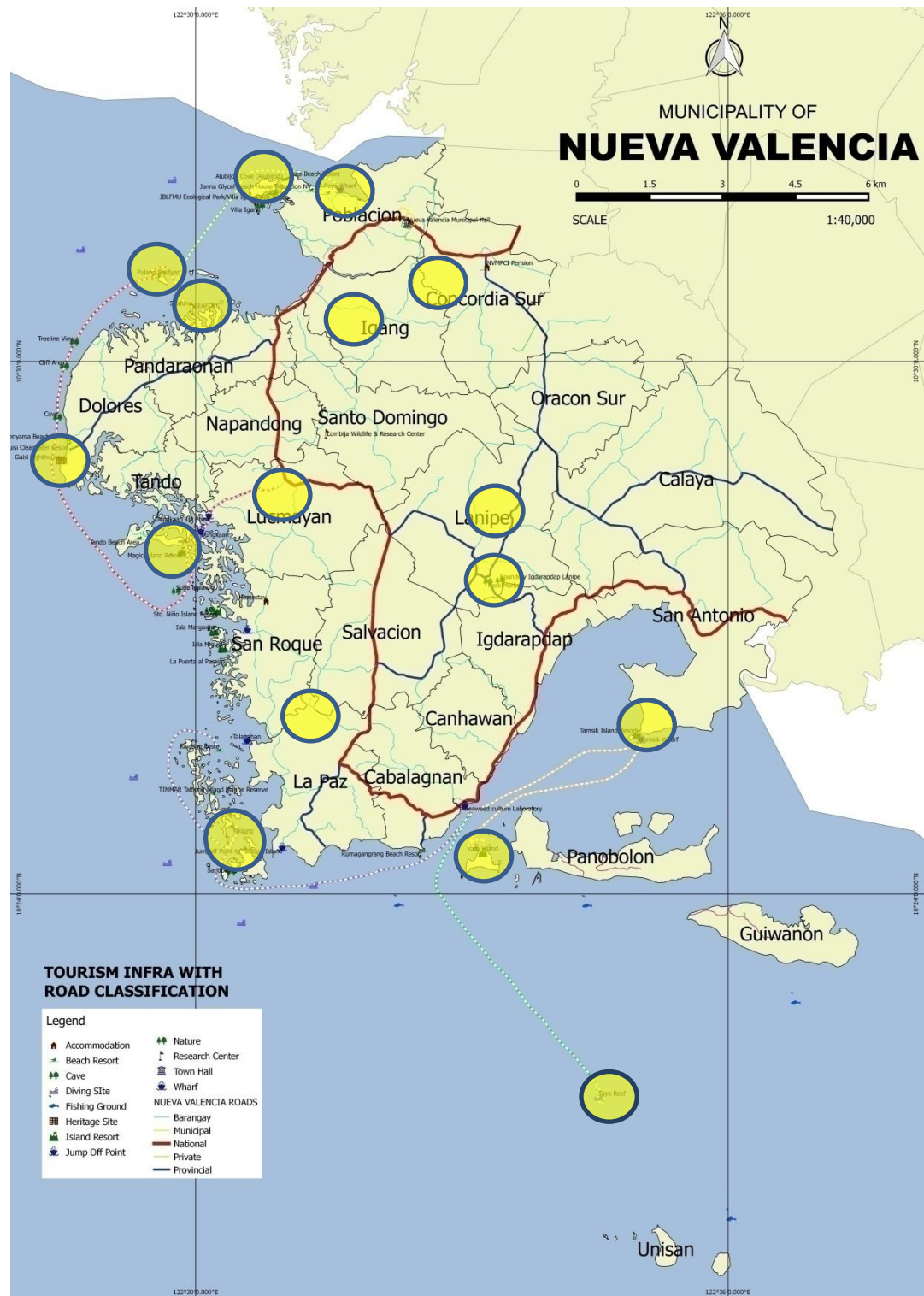
Result of the Assessment

After applying the ratings in the 7 sets of criteria, the team came up with the following results:

Table 2: Ranking of Tourism Sites

Name of Site/Attractions	Rank
Guisi Lighthouse & Guisi Beach Area	1
Tando-Lucmayan (TanLuk) Marine Reserve	2
Taklong Island National Marine Reserve (TINMR)	3
Alubijod Beach Area	4
South East Asian Fisheries Development Center	5
Igang Bay Marine Sanctuary	6
El Sustituido Farm	7
Puyo Area	8
Boundary View Area	9
Yato Island	10
Tamsik Island	11
Tudyong Cave (San Marcos Cave)	12
Halad MPC Farm Area	13
HH4G Organic Farm	14
Tuyo Reef	15
Tinguiban Islet	16

Map 10: Location of Sites Evaluated



Our Existing Attractions

Brief Profile of Sites and Destinations

Historical-Cultural Attractions

Guisi Lighthouse

Guisi Lighthouse is located at Sitio Guisi, Brgy. Dolores, Nueva Valencia. It was built by the Spanish Government in 1896 as part of the master plan for the lighting of the Maritime Coasts of the Philippine Archipelago and aimed at lighting the Philippine seas and channels to guide ships. The Guisi Lighthouse was established as a navigational aid to fishermen and sailors crossing the Panay Gulf. The original lighthouse is no longer operational and a new solar-powered structure was built by the Philippine Coast Guard beside the old structure. It can be reached approximately 30 minutes via hired vehicle from Poblacion, Nueva Valencia.



Puyo Wharf

Puyo Wharf is one of the entry points in Nueva Valencia. It is located at Sitio Puyo, Brgy. Poblacion, Nueva Valencia. It is 5 minutes away from the Municipal Hall via private vehicle.



Cultural-Religious Attractions

St. Vincent Ferrer Parish Church

The Parish of St. Vincent Ferrer is located at Poblacion, Nueva Valencia, Guimaras. It was created on April 4, 1939, two years before Nueva Valencia became an independent municipality. Prior to its creation, parishioners of the place had to walk not less than twenty one kilometers to Jordan where the church was located in order to attend mass and church services. From a structure that was made of bamboo and other light materials for its walls and galvanized iron for its roof, the church has been renovated and expanded to accommodate the growing number of faithful⁷. It can be reached approximately 30-40 minutes via hired vehicle from Jordan Wharf.



⁷ The Historical and Cultural Account of the Municipality of Nueva Valencia 1941-2015

Agustinian Monastery of St. Monica

A non-stock, non-profit religious order managed by the Agustinian Contemplative Nuns who dedicate themselves in silence and solitude in a special way to prayer, mortification, work and study. The Church and the Convent of Nuns was constructed in July 2009.



The Augustinian Monastery of Sta. Monica is located in Brgy. Calaya, Nueva Valencia and is the newest facility that was established in the Philippines by the Monastero Agostoniane based in Italy. The five-hectare property has a monastery and two guest houses while the remaining areas are being utilized as a farm. The monastery is open to those who are willing to come and see their life⁸. It can be reached approximately 30-45 minutes from Jordan Wharf via hired vehicle.



⁸ <https://thedailyguardian.net/local-news/guimaras-a-solace-for-the-prayerful/>

Natural-Ecotourism Attractions

Coastal & Marine Areas

Alubihod-Poblacion Beach Area

Alubihod beach area is located at Sitio Alubihod, Brgy. Poblacion, Nueva Valencia. It can be reached 1hour -1hour and 20 minutes via hired vehicle or public utility vehicle from Jordan Wharf. There are four (4) resorts located at the area: (1) Raymen Beach Resort, (2) Alobijod Cove Resort, (3) Rico Beach Resort and (4) California Coral Beach Resort.



Alubihod beach area is the most popular beach in the whole island. Reddish smooth pebbles mixed in with fine, creamy white sand gives the beach a rust-colored, even pinkish hue. Perimeter floaters served to keep swimmers, particularly children, from venturing too far out. Alubihod beach area is also the most popular jump-off point for island-hopping in Guimaras. Most of the islets are located 15-30 minutes from Alubihod by boat and some are already visible from the beach itself⁹.



⁹ <http://shoestringtravelers.com/?q=node/97>

JBLFMU Ecological Park and Marine Sanctuary

Located at Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras, JBLFMU Ecological Park is owned by the John B. Lacson Foundation Maritime University and features a mangrove forest and beach area.



JBLFMU Eco Park has a marine sanctuary (Coral reefs, mangroves, and seagrass beds) co-managed by the LGU of Nueva Valencia. There are also other attractions like mari-culture, butterfly habitat, rowing pond, caves forest ecology, swimming pool, and white sand beach, a training center for students plus the two beautiful resorts-Villa Igang and Villa Corazon. It can be reached 1hour - 1hour and 20 minutes via hired vehicle or public utility vehicle from Jordan Wharf



Guisi-Dolores Beach Area

Sitio Guisi, Brgy. Dolores, Nueva Valencia

It can be reached via Jordan Wharf 1 hour to 1 hour and 30 minutes via hired vehicle or public utility vehicle.

Guisi is one of the sitios of Brgy. Dolores, Nueva Valencia, Guimaras, a coastal area overlooking Guimbal and Tigbauan, Iloilo. It has a white sand beach and snorkeling areas. Guisi got its name from the Spanish word “Guia” which means guide.



Suba Malawig

San Roque, Nueva
Valencia, Guimaras

San Roque is located at the southernmost tip of the island of Guimaras. From Jordan Wharf it takes almost

an hour and 45 minutes via jeepneys and private vehicles. Suba Malawig is located at Barangay San Roque, Nueva Valencia, Guimaras. It is a river which stretches to approximately 2 kilometers to the boundary of Barangay San Roque and Barangay La Paz. It features the 11 hectare mangrove reserve, a variety of sand beaches, caves and nesting birds.

The “Suba Malawig Eco Tour” is a Community Based Rural Tourism (CBRT) Program managed by the community in partnership with the Provincial Government of Guimaras and Municipality of Nueva Valencia. CBRT is a community development approach that strengthens the ability of rural communities to manage tourism resources while ensuring local community's participation.



Taklong Island National Marine Reserve (TINMR)

Brgy. La Paz & Brgy. San Roque, Nueva Valencia



Declared as a national marine reserve by virtue of Presidential Proclamation No. 525 (Series of 1990), the TINMR is biologically diverse area.

Photo credit: Denxio.com

Winner of the “Para el MAR” 2017 award as the most outstanding MPA in the Philippines.

The marine reserve is composed of two main islets and 37 smaller islets. All together, these islands are also known as South Point Islands. The presence of limestone rock formations, numerous coves with white sand beaches and sandbars makes this area as a major tourist attraction in the province. The University of the Philippines in the Visayas (UPV) maintains the protected marine area. They have a building in the island with large dorm type rooms with clean bathrooms. Those waiting to spend the night in the island have to secure a permit from the Administration Office of UPV Miagao campus¹⁰. It can be reached approximately 1 hour via hired vehicle from Poblacion to Alman Wharf and 10 minutes by boat from Alman Wharf to Taklong Island.



¹⁰ <http://www.exploreiloilo.com/do/info/taklong-island-marine-reserve-in-guimaras/>

UPV-Marine Biological Station

La Paz, Nueva Valencia

It is a Bio-station run by the University of the Philippines in the Visayas (UPV). It is often visited by students on Biology and Fishery and researchers. It has a dormitory that can accommodate 20 to 30 persons.

In 1963, a group of professors from the Division of Biological Sciences of then UP College Iloilo (UPCI) went to Guimaras to collect samples for a project. Prof. Venancio Aligaen and Prof. Neon Rosell decided to sail farther south where they came upon an island and were struck by its beauty and ideal marine communities. The UP professors immediately thought of establishing a biological station at the site. They consulted with the local community and negotiated for the purchase and donation to UCPI of a piece of land selected by Prof. Aligaen. After the acquisition of a lot on the island, faculty members and students of the Division of Biological Sciences used the site as a sampling area for various research and study purposes, mostly for course work in Field Biology. In 1977, the first “station” was constructed. It was a simple shed made of lumber and GI sheets, built through combined UP and government funding, for a research project of Aligaen and Formacion¹¹. It can be reached approximately 2 hours via hired vehicle from Jordan Wharf to Alman Wharf, Lapaz, and 10 minutes by boat from Alman Wharf to Taklong Island.



¹¹ <https://www.facebook.com/Welcome-To-Guimaras-288201691206180/>

Sand Bar

San Roque, Nueva Valencia, Guimaras

One of the highlights of our Suba Malawig Eco Tour is being able to frolic while standing on an offshore drowned sandbar. Many tourist refer to it as “the beach in the middle of the sea.” It’s basically white sand with some corals and the nearest landmass is around 100 meters away. The floating cottage in Nueva Valencia, Guimaras was donated by Gina Lopez to the residents of



Brgy. San Roque. The entrance fee is only P50. The cottage can only hold up to 50 people. The floating cottage is always filled with tourists so guests are requested to stay a minimum of couple of hours to give way to other tourists. The management does not allow tourists to stay overnight. It is only open from 6AM to 6PM. It can be reached approximately 1 hour and 45 minutes from Jordan Wharf via PUJ and private vehicles and 30 minutes via flat boat from Comian Wharf.



TanLuk (Tando-Lucmayan) Marine Reserve

Tando & Lucmayan, Nueva Valencia, Guimaras

Marine Protected Areas (MPAs) are certain areas of the sea that are put under protected status due to its significance in maintaining environmental sustainability. Activities in these areas are regulated. An MPS is a sanctuary where fish, corals and other organisms are undisturbed in their habitats so that they can freely thrive and reproduce. Among these areas in Nueva Valencia are Barangays Tando and Lucmayan which were identified as marine protected areas owing to their characteristics and potentials. It is approximately a 1 hour and 45 minute trip from Jordan Wharf to Barangay Tando.



South East Asian Fisheries and Development Center (SEAFDEC)

Pandaraonan, Nueva Valencia, Guimaras

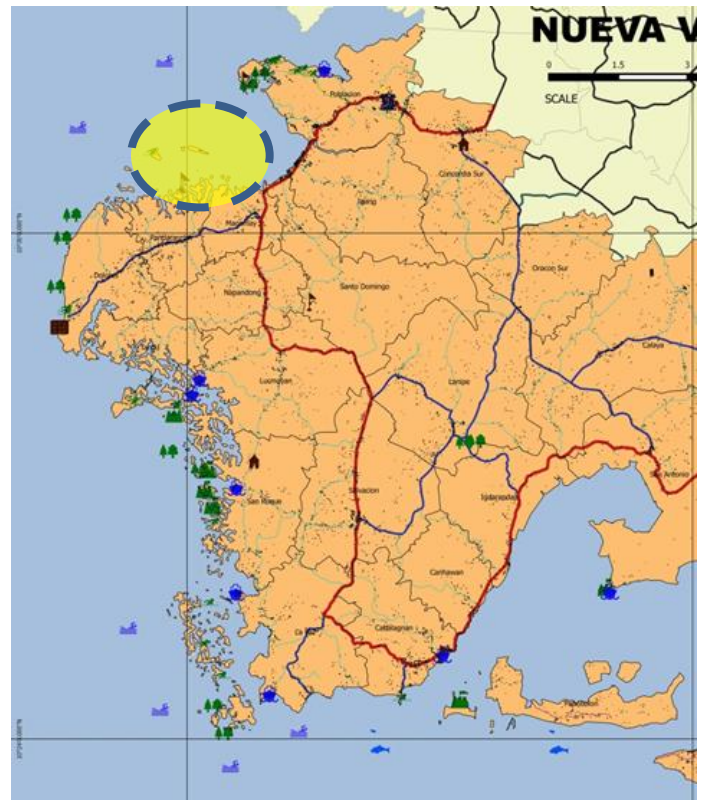
The SEAFDEC is an autonomous inter-governmental body established in 1967 and comprises 11 Member Countries: Brunei Darussalam, Cambodia, Indonesia, Japan, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam.

The Igang Marine Station (IMS) of SEAFDEC Aquaculture Department (SEAFDEC/AQD) is

located on the southwest portion of Guimaras Island in the Philippines. IMS is composed of four islets and clusters of floating fish cages interconnected by floating foot bridges. The station maintains hundreds of broodstock



of various commercially important species that provide eggs for research and production runs. The jump-off point is at Sitio Landasan, Brgy. Magamay, Nueva Valencia, Guimaras, a 45-minute ride from Jordan wharf. It is one of the best stops for island hoppers. The facility has dormitories for trainings and seminars and a fish spa. The station was established in 1974 primarily for studies on the breeding of tiger shrimp in pens. The major breakthroughs of SEAFDEC were the completion of the life cycle of tiger shrimp in captivity in 1975 and of milkfish in 1983. New hatchery technologies has also been developed for fry production of high-value species to cater the needs of fish farmers. It is also a host to mariculture park demonstration and training facility that serves as a model in promotion of a sustainable mariculture technology for marginal fishers. The mariculture park also caters entrepreneurs who are interested to invest in aquaculture¹².



¹² <http://www.seafdec.org.ph/our-organization/stations-facilities/igang-marine-station/>

Igang Bay Marine Sanctuary (IBMS)

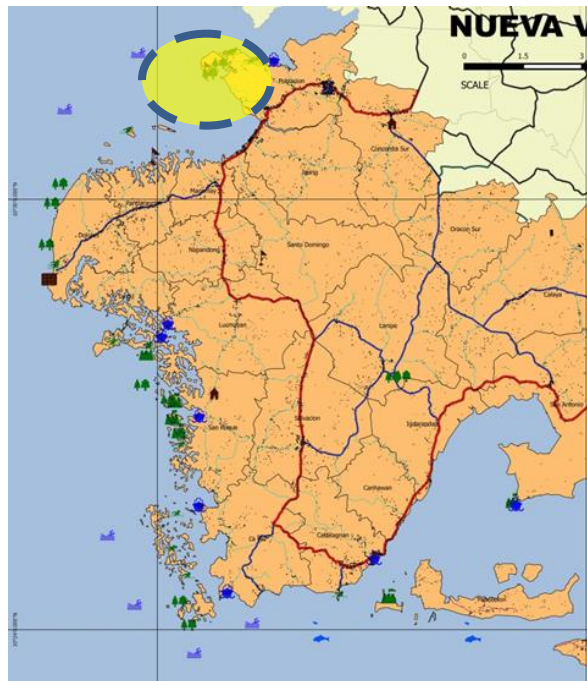
Poblacion & Igang, Nueva Valencia, Guimaras

The IBMS is located at Igang Bay, 10° 31' 857.634" North and 122° 30' 52.551" East of Brgy. Poblacion, Nueva Valencia, Guimaras. It is an hour and 20 minutes ride via PUJ and private vehicles from Jordan Wharf.



The Marine Sanctuary is established in front of the private beach resort owned by JBLFMU, the Villa Igang and Puerto del Mar Beach Resort. It has a total area of 38.136 hectares, with a core zone of 7.363 hectares, multiple use zones of 20 hectares and a buffer zone of 7.976 hectares extending 50 meters seaward from the core zone and 2.797 hectares extending 20 meters landward totaling 10.773 hectares.

The establishment of the IBMS was initiated by the John B. Lacson Foundation Maritime University (JBLFMU) as part of its Corporate Social Responsibility (CSR). It has been co-managed by the JBLFMU and the Local Government Unit (LGU) of Nueva Valencia. The management is also being supported by other government agencies such as the Department of Environment and Natural Resources (DENR), the Bureau of Fisheries and Aquatic Resources (BFAR), and other stakeholders.



IBMS artificial reef project was built to promote marine life in areas with featureless, sandy bottoms or damaged areas. An artificial reef stimulates biological productivity by providing a hard surface area for algae growth and invertebrates to aggregate. Over time, these artificial structures mimic natural reef systems and encourage marine life into the area. The IBMS artificial was created using 155 specialized bricks stacked in a conical shape along the buffer zone in order to protect existing coral reefs. This project is in collaboration with the Philippine Coast Guard Auxilliary (PCGA) and JBLFMU, which aims to enhance fisheries management. In collaboration with GENRO, JBLFMU is developing a coral gardening project. This is an active rehabilitation strategy which features the farming of live coral fragments in underwater nurseries, which are then transplanted onto degraded or artificial reefs upon reaching adequate size¹³.

¹³ Flora & Fauna of the IBMS 2010

Tinguiban Islet – Pulang Pasayan

Pandaraonan, Nueva Valencia

Features a unique attraction due to the presence of red shrimps (Pulang Pasayan) that has an appearance of a cooked shrimp. It can be reached an hour and 20 minutes ride from Jordan Wharf to Alubijod Beach via PUJ or private vehicles and approximately 45 minutes via pumpboat from Alubijod beach area to the site.



Pulang Pasayan or Red Shrimps are believed to be rare aquatic species that can only be found in Guimaras. The shrimps only come out during the high tide and so visit to the site should be timed to coincide with the high tide so as to see these rare creatures. According to the caretaker of the property during low tides, the shrimps retreat to their hiding places in the rocks. The shrimps are not caught for food since they are considered as wonders of the islet. Tinguiban Islet is believed to be the breeding ground and home to these “pulang pasayan.”



Yato Island

Yato Island, Cabalagnan, Nueva Valencia, Guimaras

Yato Island is an island off the coast south of Guimaras mainland. The island can be reached through an approximately 2-hour land travel from Jordan wharf to Cabalagnan and a short 10-minute boat ride from Cabalagnan Wharf or Rumagangrang Beach to Yato Island. The island features the raw beauty of white sand beach, mangroves, stunning rock formations, beautiful sunrise and sunset. The island also teems with marine life, and the locals are accommodating and friendly. The island is ideal for hiking, camping, swimming, bird watching, and photo shoots.



Toyo Reef

Sitio Unisan, Guiwanon, Nueva Valencia, Guimaras

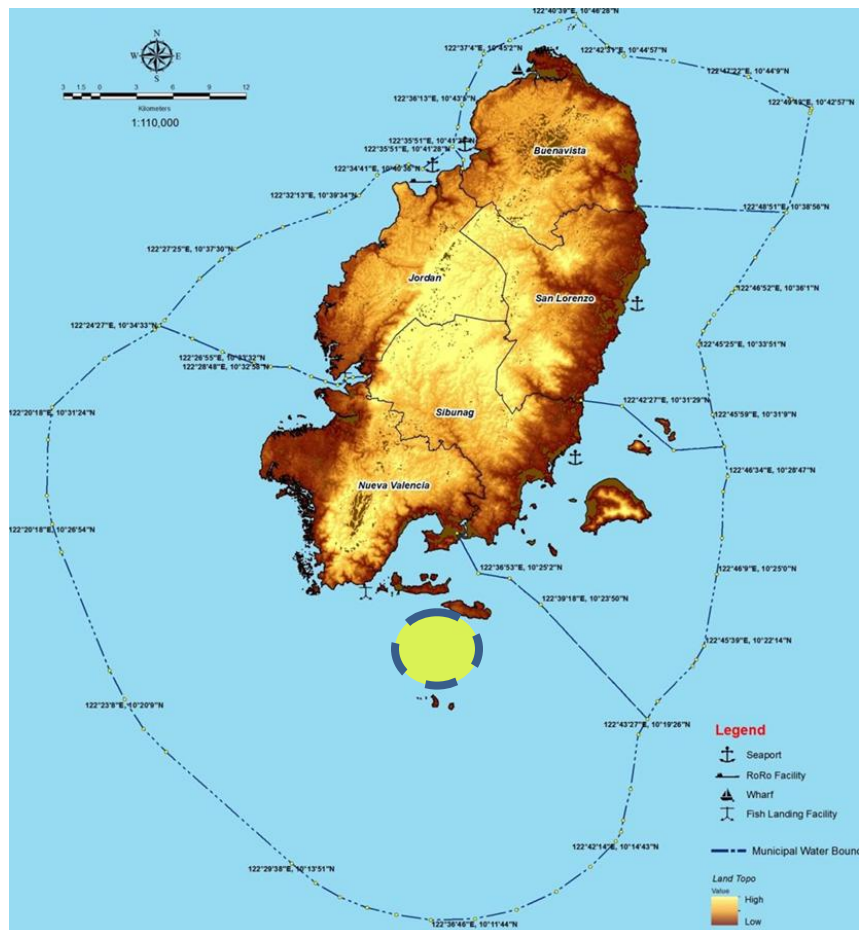
Toyo Reef is a marine protected area, a sand bar during low tide located between the islands of Guiwanon and Unisan. It can be reached via a 40-minute boat ride from Cabalagnan wharf and approximately 1 hour & 20 minutes from Comian wharf.



Municipal Ordinance No. 03 Series of 1994, “Toyo Reef” was declared a fish sanctuary and provided for regulation of activities for its protection, exploitation and utilization. The ordinance established the coverage of the sanctuary which encompasses the body of marine waters surrounding the “Toyo Reef” with a radius of 2 kilometers from its shoal.

Its protected status limits the activities that can be undertaken including tourism but it has the potential of being one of the attractions that can be included in tourism circuits involving activities that are compliant to the municipal ordinance.

Toyo Reef exemplifies the richness of the coastal and marine environments of Nueva Valencia. Together with the other Marine Protected Areas in the municipality, Toyo Reef can be an attraction that will appeal to environmentally-conscious tourist and conservationists, which incidentally is becoming a trend among the various market segments owing to the increased awareness on environmental sustainability that created a new breed of tourists.



Tamsik Island

San Antonio, Nueva Valencia, Guimaras

Tamsik has a nice stretch of beach area that is isolated from the mainland creating an ambiance of a "private beach." It is an ideal place for beach and water activities like swimming, boating, kayaking, sailing or jetski since the waters are relatively calm year owing to the cover provided by



Guiwanon and Panobolon Islands that shelters it from wind and waves coming from the south.

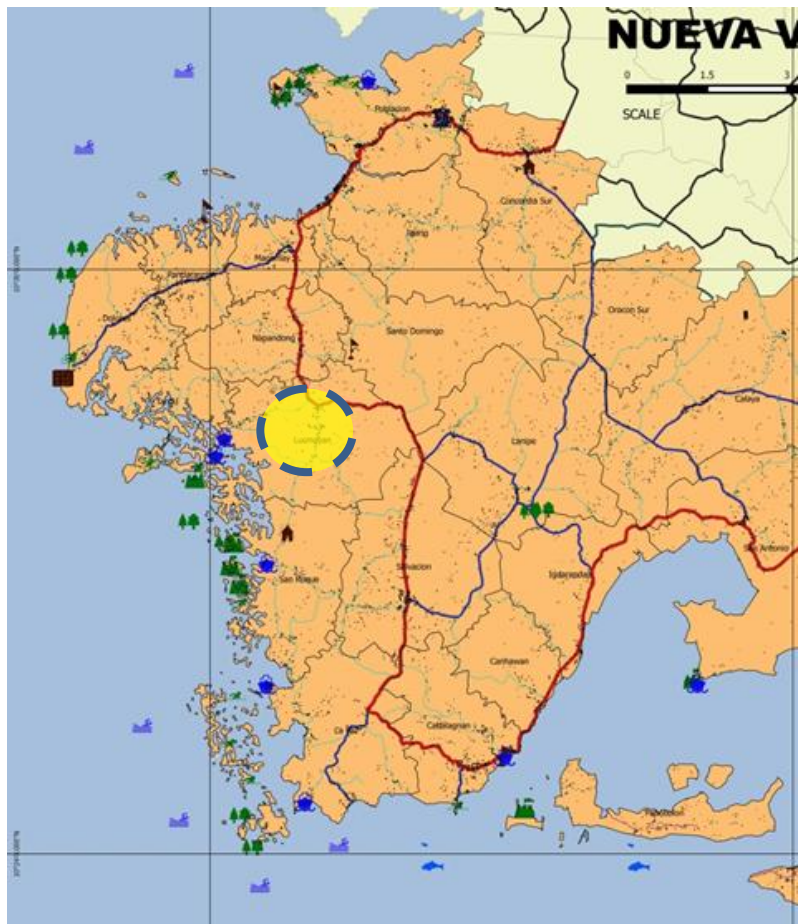
The area is popularly known as Tamsik Island but technically it is not an island but a landmass that protrudes into the San Antonio Bay. The probable reason it is being referred to as an island is due to the fact that the most convenient mode of transport is by boat from San Antonio or Cabalagnan. Road access to the area is not well established and it is connected to the mainland only by a trail and is not accessible by a 4-wheel vehicle. It can be reached approximately 45 minutes via private vehicle to Cabalagnan Wharf and another 20-30 minutes via boat to Tamsik Island.



Caves

Tudyong Cave (Kweba ni Tudyong)

Tudyong Cave also known as **San Marcos Cave** is located at Sitio San Marcos, Brgy. Lucmayan Nueva Valencia, Guimaras.



Who are our guests at present?

Existing Tourism Markets

Existing Tourism Markets

Domestic Markets

At present, the main bulk of tourists visiting Nueva Valencia is composed of local tourists from nearby Iloilo City and the other areas in Panay Island. This segment of the market is primarily attracted to the island due to its proximity and relatively low cost requirements for engaging in activities like beach going, island-hopping, picnicking, hiking and biking. In addition, the nearby island of Negros is another source of local tourists owing to the presence of the RORO port at Sibunag that provides a direct link to Guimaras. There are also daily trips of pumpboats from San Lorenzo and Nueva Valencia to Negros Island. At present, Nueva Valencia is the weekend destination of residents from Iloilo City and nearby municipalities primarily for activities related to the beach. These visitors mostly belong to the local excursionist category since they usually partake in day tours.

Local tourists coming from other areas in the country such as Manila, Cebu and Davao usually visit Guimaras as part of events that are held in Iloilo City. These primarily belong to the Meetings, Incentives, Conventions and Exhibitions (MICE) group wherein Guimaras is the primary “side trip” destination for participants of these activities. Owing to lack of facilities that can accommodate large seminars or conferences, Nueva Valencia and Guimaras as a whole cannot yet attract markets under the MICE category and instead benefits from events held in Iloilo City and Bacolod where facilities are available.

Holy Week and Manggahan Festival

Major events are instances where tourists from other areas visit the province primarily as the main destination as in the case of the Manggahan Festival during May of each year and the Holy Week wherein tourists partake in religious activities such as the pilgrimage to Balaan Bukid and the “Ang Pagtaltal sa Jordan”. It is worth noting that even though some major events such as these are held in other municipalities, tourists eventually visit the resorts and other attractions in Nueva Valencia after partaking of religious and cultural activities or festivities. This is supported by the tourist arrival data for the five municipalities showing that Nueva Valencia accounts for approximately 80% of tourist arrivals in the province.

These major events result to a spike in arrivals for a limited period and consequently contribute to increased tourism receipts. However, it is also during these events that the constraints in transport are manifested especially at the port areas at both Iloilo City and Guimaras sides. The existing capacity of the boat operators cannot handle the large

volume of visitors crossing to Guimaras and the port areas lack facilities to ensure effective queuing, embarking and disembarking.

Figure 11: Passengers Queuing at Brgy. Ortiz



Source: Brgy Ortiz Facebook Page (2013)

Foreign Tourists

Data from the Guimaras Provincial Tourism Office shows that foreign tourists and excursionists account only for a small percentage of total arrivals. An average of only 3.5% of the total arrival was recorded for the 2013-2016 period. Data also showed that foreign tourists usually visit Guimaras during the summer months (January to June). It is also noted that foreign tourists visiting the province belong to the backpacker group or those budget-conscious travelers who seek the lowest priced accommodations. Consequently, receipts generated from this market segment are low. It is evident that Guimaras is not yet attracting foreign tourists especially the high end market that stays longer and spends more.

Consistent with the data at the national level for top visitors, Korea was likewise the top source of foreign visitors in Guimaras accounting for approximately 23% of the tourists that visited the province in 2016. This was followed by the United States of America (USA) at 14% while the other 8 countries within the top 10 are; Germany (11 %), France (5.7%), Canada (5%), United Kingdom (4.30), Australia (3.9%), Japan (3.3%), Austria (2.8%) and China (2.7%).

What can we provide at present?

Existing facilities and services

Existing Facilities and Services

Accommodation Facilities

DOT Accredited

RAYMEN BEACH RESORT CORP.

Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras



Raymen Beach Resort caters not only visiting tourist, but offer its ground and facilities to locals as well, live-in conferences, workshops, seminars, wedding or any group celebrations.

For inquiries and reservations please contact or email:

Tel. Nos. (033) 396-0248, 582-1456, 582-1457

Mobile Nos. 0918-520-7271, 0927-560-5107, 0916-961-3403

Email Address: raymenbeachresort@yahoo.com

Website: www.raymenresort.com

Contact Person: Ma Fe & Jesil

Raymen Beach Resort (Rooms)

ROOMS	RATES
Fan Rooms (East Building)	
Rose (2 rooms good for 6 persons each room) P2,000.00 / room	4,000.00
Daisy (3 rooms good for 4 persons each room) P900.00 / room	2,700.00
Sunflower (2 rooms good for 4 persons each room) P900.00 / room	1,800.00
Orchid (2 rooms good for 4 persons each room) P700.00 / room	1,400.00
Yellowbell (2 rooms)P700.00 / room	1,400.00
Sampaguita (1 room good for 2 persons)	700.00
Air-Conditioned Rooms (East Building)	
Good for 8 persons with refrigerator	2,800.00
Good for 4 persons with TV, Hot & Cold Shower	2,200.00
Good for 4 persons	1,600.00
Good for 2 persons with Hot & Cold Shower & Cable TV	1,450.00
Good for 2 persons with Cable TV (Beach Front)	1,450.00
Good for 4 persons with Hot & Cold Shower with Cable TV (Rm. 216)	2,000.00
West Building	
Good for 3 persons with Hot & Cold Shower, Cable TV & Intercom	2,700.00
Good for 4 persons with Hot & Cold Shower, Cable TV & Intercom	2,700.00
Family Room facing Beach Front with Hot & Cold Shower, Cable TV & intercom	4,500.00
Family Room facing Mountain with Hot & Cold Shower, Cable TV & intercom	4,200.00
Pavilion	
Birds of Paradise Pavilion - Fan (Beach Front) good for 50 persons; Additional P500.00 for overnight	2,700.00
Mahogany Pavilion (2 nd Floor), Air-con good for 80-100 persons;	5,000.00
Mahogany Pavilion (2 nd Floor), Fan good for 80-100 persons	3,800.00
Pine Tree Pavilion (2 nd Floor-Beach Front) good for 40 persons Additional P200.00 for overnight	2,500.00
Sundeck Pavilion (2 nd Floor – Beach Front) good for 40 persons Additional P200.00 for overnight	2,500.00
Picnic Huts	
Picnic Huts (1-21)	400-500
Hut 15	750
Hornet	650
Heat	600
• Additional P50.00 per table (picnic huts) for overnight • P300.00 / extra person for air-con rooms for East Building and P450.00 for West Building • P50.00 / extra person for fan room • P200.00 for extra foam • Corkage charge for food – P30.00 per head • P120.00 Electric Charge • P20.00 Shower / head • Entrance Fee: Adult-P25.00; Children – P10.00 • Check-in Time – 2:00PM; Check-out Time – 12:00NN • Reservation starts at 8:00 AM and ends at 6:00 PM • Free WIFI connection	

MAGIC ISLAND RESORT

Tando, Nueva Valencia, Guimaras



Magic Island Resort's jump-off point is located at Dungcaan Wharf, Sitio Dungcaan, Lucmayan, Nueva Valencia, Guimaras. It has two islands, the main island and the Swan Island. For inquiries or reservations, call or email: 0910-624-3770; magicislandresort@gmail.com

PACKAGES	RATES
All-In Package good for 2 – 7 persons	1,500.00/head
All-In Package good for 8 or more persons for Fan Room	1,300.00/head
All-In Package good for 8 or more persons for Air-con Room	1,500.00/head
Package Inclusions: • Overnight Accommodation • 3 Meals (Breakfast, Lunch, Dinner) • 2 Snacks (Arrival & Departure Snacks) • Cottages Entrance & Flatboat transfer from the mainland to the island	
Day Tour Package: (2 Snacks & 1 Lunch)	500.00/head
ROOMS / COTTAGES	RATES
Vietnam House without food	350.00
Vietnam House with food	1,200.00
Cottages for Day Tour	1,000.00
FACILITIES / AMENITIES	RATES
Boat for Island Hopping per hour	1,000.00
• Per Succeeding Hour	100.00
Swimming Pool (Per person, per day)	75.00
Entrance & Flatboat Fee (per head)	50.00

Other Accomodation Establishments

CABUGAN ADVENTURE RESORT

Tando, Nueva Valencia, Guimaras



Cabugan Adventure Resort is owned by Ascof Corporation. Its jump-off point is located at Dungcaan Wharf, Sitio Dungcaan, Lucmayan, Nueva Valencia, Guimaras. For inquiries or reservations, call or text: 0920-265-2079; website: cabugan.resort.guimaras

ROOM	RATES
Air-Con Rooms good for 2 persons with Breakfast	2,200.00
Fan Rooms good for 8 persons with Breakfast	3,400.00
• For Excess pax	350.00/head
Fan Rooms good for 2 persons with Breakfast	1,200.00
FACILITIES / AMENITIES	RATES
Boat for Island Hopping per hour	500.00
• For succeeding hour	200.00
Kayak – Single	75.00
Kayak – Double	100.00
Entrance Fee: Adult	30.00
Corkage	50.00

JANNAH-GLYCEL BEACH HOUSE

Sitio Talisay, Poblacion, Nueva Valencia, Guimaras



Contact Nos.: Tel # (033) 528 1003; Cell #: 0929 281 6498; Email: joyceponcy@hotmail.com

Check-in time: 1:00PM and Check-out time: 12:00NN

ROOM	RATES
Air-Conditioned Rooms with TV, Hot & Cold Shower, WIFI	
• Double Room good for 2 person	1,450.00
• Family Room good for 4 persons	2,200.00
• Budget Family Room good for 4 persona	1,800.00
Air-Conditioned Rooms with TV, Hot & Cold Shower, WIFI, Refrigerator (LUXE)	
• Double Room good for 2 person	1,800.00
• Family Room good for 4 persons	2,500.00
• Extra Person	250.00

VILLA IGANG BEACH RESORT
Poblacion, Nueva Valencia, Guimaras



ROOM	RATES
Air-conditiond Room good for 10 persons	5,000.00
Air-conditiond Room with hot & cold shower, TV & DVD Player (per pax)	3,000.00
Fan Room good for 2 persons	1,000.00
Fan Room good for 5 persons	1,600.00
Fan Room good for 6 persons	1,800.00
Fan Room good for 10 persons	3,000.00
Fan Room good for 20 persons	7,000.00
Extra person in a room (per pax)	200.00
- Maximum of 2 extra persons only for each room - Check-in time is 1:00PM and check-out time is 12:00NN - Entrance fee - Swimming Pool Fee (per pax) - Corkage (per head) - For picnickers, free tables if you order food at the canteen	50.00 50.00 35.00
VILLA CORAZON ROOM	RATES
Captain's Suite good for 10 persons	10,000.00
OTHER FACILITIES	RATES
Huts	500.00
Picnic Tables with Umbrella	300.00
Campsite Huts	500.00
Campsite Huts (Overnight)	800.00
Table with Benches	300.00
Shed / Umbrella	300.00
Function Room for Seminars (per day by reservation)	3,500.00
Tricycle Service (per pax)	10.00
Campsite (per pax / per day)	150.00
Boat for Island Hopping good for 6 persons (1 st hour)	550.00
Per succeeding hour	150.00

GUISI CLEARWATER RESORT

Sitio Guisi, Dolores, Nueva Valencia, Guimaras

Contact No: 0999 887 0038

Email: guisi_beach@yahoo.com



ROOM	RATES
Aircon Room good for 6 persons	2,200.00
Aircon Room good for 4 persons	1,600.00
Fan Room good for 6 persons	1,700.00
Fan Room good for 4 persons	1,200.00
Fan Room good for 2 persons	700.00
Extra Person (Aircon Room)	400.00
Extra person (Fan Room)	200.00
Additional Foam	50.00
Entrance Fee:	
• Adult	20.00
• Kid	10.00
Other Charges (Lap Top, Rice Cooker)	150.00
Check-In Time:2:00PM Check-out Time: 12:00NN	

LA PUERTA AL PARAIZO BEACH RESORT

San Roque, Nueva Valencia, Guimaras



La Puerta al Paraizo combines the best of both worlds. A seaside resort and a mountain retreat. Overlooking the sea and islands, with a jungle backdrop, visitors have it all.

ROOMS	RATES
Standard Room – 1 Queen Bed good for 1 – 2 persons	2,800.00
Standard Room – 2 Single Beds good for 2 persons	2,800.00
Superior Double – 2 Queen Beds good for 2 – 4 persons	2,800.00
Deluxe Double Room – 1 Queen Bed good for 1 – 2 persons	3,600.00
Deluxe Double Room – 2 Queen Beds good for 2 – 4 persons	3,900.00
Hilltop Room – 1 Queen Bed good for 1 – 2 persons	3,600.00
Family Room – 3 Queen Beds good for 3 – 6 persons	4,500.00
Quad Room – 1 Double + 3 Single Beds good for 4 – 5 persons	3,900.00
All rooms have hot/cold shower	
ACTIVITIES / FACILITIES	RATES
Island Hopping P200.00 for succeeding hours	500.00
Paddle Boats / hour	100.00
Kayak / hour	200.00
Snorkel / hour	50.00

ALOBJOD COVE RESORT

Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras



ROOMS	RATES
Air-conditioned Room with Balcony - Good for 8 persons	3,500.00
Air-conditioned Room with Balcony - Good for 2 persons	1,500.00
Air-conditioned Room with Balcony - Good for 4 persons	2,500.00
Air-conditioned Room with Balcony - Good for 6 persons (Beach Front)	3,500.00
Fan Room – Good for 6 persons	1,500.00
Excess person – Aircon Room	250.00
Excess person – Fan Room	100.00
DAYTIME FACILITIES & OTHER AMENITIES	RATES
Picnic Hut – Front	700.00
Picnic Hut – Center	800.00
Picnic Hut – Back	600.00
Jet Ski / hour	3,500.00
Banana Boat / head	

RICO BEACH RESORT

Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras

Contact No: 0918 421 0943



ROOM	RATES
Aircon Room good for 4 – 6 persons	2,500.00
Family Room good for 8 – 10 persons	3,000.00
Fan Room good for 2 persons	1,200.00

KENYAMA BEACH RESORT

Sitio Guisi, Dolores, Nueva Valencia, Gui

Contact No.: 0939 917 5495

Email Add.: kenyamaresort@yahoo.com



ROOM	RATES
Presidential Room (Air-conditioned room, Twin bed good for 2 persons with LCD TV, mini refrigerator, hot & cold shower w/ bathtub and free breakfast)	3,000.00
Deluxe Room (Air-conditioned room, twin bed good for 2 persons with TV, mini-refrigerator, hot & cold shower and free breakfast)	2,000.00
Family Room good for 6 persons	4,500.00
Air-conditioned room good for 4 persons w/ fan and bathroom	2,000.00
Group Room good for 4 persons w/ fan and bathroom	1,500.00
Group Room good for 9 persons w/ fan and bathroom	3,000.00
Group Room good for 14 persons w/ fan and bathroom	4,000.00
Group Room good for 2 persons w/ fan and bathroom	1,200.00
Boat for Island Hopping maximum of 6 persons	500.00
• Per succeeding hour	200.00
Entrance Fee:	
• Adult	50.00
• Kid	25.00
Ckeck-In Time:02:00PM & Check-out time: 12:00NN	

STO. NIÑO ISLAND RESORT (PALWIT ISLAND) CORP.

Sitio Comian, San Roque, Nueva Valencia, Guimaras



Sto. Niño is an island resort with one big island and two islets. Its jump-off point is located at Comian Mini-Wharf, San Roque, Nueva Valencia, Guimaras. It is ideal for Island Wedding, Reunion, Team Building and Conference and they also offer tour package. Recreationa activities in the resort are Island Hopping, Snorkeling, Swimming, Paddle Boating, Billiard and Videoke.

For inquiries and reservation please call or text:

Mobile Nos.0915-233-0270 / 0921-738-4470 / 0939-761-5480

Email Address: sto.ninobeachresort@yahoo.com

Website: www.santoninoresort.com

ROOMS	RATES
Hilltop Bungalow Moscow good for 2 persons w/ C.R. & Terrace – Aircon	2,100.00
Hilltop Bungalow Moscow good for 2 persons w/ C.R. & Terrace – Fan	1,300.00
Hillside Bungalow Zurich good for 2 persons w/ C.R. & Terrace – Aircon	2,300.00
Hillside Bungalow Zurich good for 2 persons w/ C.R. & Terrace – Fan	1,500.00
Bungalow Ascona good for 4 persons w/ Terrace – Aircon	2,700.00
Bungalow Ascona good for 4 persons w/ Terrace – Fan	1,800.00
Fan Rooms	
Dahlia Room good for 4 persons w/ CR	1,280.00
Locarno Room good for 3 persons w/ CR	1,100.00
Zinnia Room good for 2 persons w/ Common CR	680.00
Rose Room good for 2 persons w/ Common CR	680.00
Sampaguita Room good for 20 persons w/ CR including entrance fee	290/head
Ilang-Ilang Room good for 20 person w/ CR including entrance fee	290/head
Yellow Bell Cottage good for 3 persons w/ common CR	750.00
Extra person without bed for overnight including entrance fee	150.00

NATURE'S EYE BEACH RESORT

Tando, Nueva Valencia, Guimaras

Contact Nos.: 0907 757 9055 / 0926 279 1189

Email: natureseyebeachresort@gmail.com



PACKAGES	RATES
Honeymoon pakage good for 2 persons • 3 days and 2 nights • 2 breakfast, 2 lunch, 2 dinner • 3 hours Island Hopping • Boat transfer from Guisi to Tando	
Group Package • 2 days, 2 nights • Minimum of 8 persons, maximum of 15 persons • Road transfer from Jordan Wharf to Tando • 3 meals and 1 Snack • 3 Hours Island Hopping • Accommodation	2,000.00 per head
ROOM	RATES
Coco Cottage good for 2 persons	1,500.00
Shell Cottage good for 2 – 4 persons	2,000.00

CALIFORNIA CORAL BEACH RESORT

Sitio Alubihod, Poblacion, Nueva Valencia, Guimaras

Contact No: 0927 522 1888



LA PACHIRA RESORT

Sitio Guisi, Dolores, Nueva Valencia, Guimaras

Contact No: 0927 477 7167

Email: lapachiraresort@gmail.com / jggesulgon@gmail.com



FACILITIES	RATE
Boat for Island Hopping maximum of 12 persons	500.00
• Per succeeding Hour	200.00
Extra Person for Aircon Room	350.00
Extra Person for Fan Room	200.00
Check-In Time: 2:00PM Check-out Time: 12:00NN	

Transportation and Other Tourist Facilities and Services

Transportation Facilities

The following are the existing organizations that provide transport services:

- Jordan-Nueva Valencia Jeepney Operators Association
- San Roque Motor Banca Operators Association (SAROMBOA)
- Alobijod Motor Banca Operators Association (AMBOA)
- Nueva Valencia Tricycle Operators Association

Air-conditioned vans for hire are also available and some resorts provide shuttle services to their guests as well as tour packages including vehicles and tour guides. There are 47 public utility jeepneys, 25 tricycles, 5 vans that are operating in the municipality. For far flung areas, the major means of transportation are motorcycles.

There are 6 gasoline stations in the Municipality; 3 are located in Barangay Poblacion, 1 in Barangay Magamay and 2 in Barangay Cabalagnan.

Guest Assistance Center

In the absence of a guest assistance center, the Municipal Tourism Office at the municipal government compound provides information services and other assistance to guests.

Health Facilities

The Municipal Health Office/RHU is located in the urban core barangay Poblacion which serves as the Main Health Center of the municipality. The Main Health Center is manned by 1 regular physician (Municipal Health Officer) 1 contractual physician, 1 Dentist and 1 dental aid, 1 regular nurse, 1 Medical Technologist paid by DOH, 1 Sanitary Inspector, 1 job order laboratory aid, 1 job order ambulance driver.

There are 2 private medical laboratories in the municipality; 1 in Brgy. Poblacion and 1 in Brgy. Concordia. Services offered are Hematology (Hemoglobin, Hematocrit, RBC Count, WBC, Differential Count, Platelet Count) and laboratory tests for Blood Chemistry, Fecalalysis, Urinalysis, Ultrasound (by appointment) and X-ray.

The Nueva Valencia District Hospital (NVDH) which is being operated by the provincial government is located in Brgy. Lanipe. It is a primary level hospital with a 22-bed capacity.

Banking and Financial Services

There are no banks in the municipality but banking services including ATMs are available at the pawnshops operating in the municipality and at the tourism service center of the province in San Miguel, Jordan which is just 30 minutes away from the town center.

Utilities

Electricity is being supplied by the Guimaras Electric Cooperative (GUIMELCO) from power sourced from the grid of the National Power Corporation transmitted through a submarine cable from Iloilo City.

Water

Domestic and water supply is provided through the Nueva Valencia Water District but coverage is limited to the town center.

Institutional Aspect

Municipal Government Structure

The municipality of Nueva Valencia had created the Municipal Tourism Office as a regular department with a structure headed by a Municipal Tourism Officer and composed of plantilla positions. It is the first municipality in the province to create an office primarily for tourism and probably among a few in the country.

However, the department is not yet fully operational and the previous setup wherein a Designated Municipal Tourism Officer (DMTO) is the personnel primarily tasked to handle tourism services in the municipality is still in effect.

The Municipal Tourism Office and its staffing pattern were created by virtue of Municipal Ordinance No. 02 Series of 2012. The existing structure of the office is composed of personnel shown in Table 2.

Table 3: Municipal Tourism Office Staffing Pattern

Position	Designation	Salary Grade
Municipal Tourism Officer	Head of Office	24
Assistant Municipal Tourism Officer		14
Artist Illustrator		8
Tourism Operations Assistant	Tourism marketing & Promotion Section	7
Tourism Operations Assistant	Community Based Tourism Development & Enhancement Section	7
Tourism Operations Assistant	Tourism support Services Section	7

What hinders us from realizing our potentials?

Development constraints, issues and concerns

Analysis of the Current Situation

The rapid environmental scan undertaken to analyze the prevailing conditions affecting the tourism industry in the municipality revealed key areas that limit tourism growth.

The two-day situational analysis workshop engaged the various stakeholders in the municipality in identifying the major issues and challenges confronting the Nueva Valencia tourism. Supported by data organized previously from the data assessment phase and using situational analysis tools, the activity generated outputs that describe the current state of the tourism industry.

Major Issues and Challenges

Core Problem: Undeveloped Tourism Industry

The core problem identified is the current undeveloped state of the Nueva Valencia tourism. The undeveloped state is characterized by the lack of established systems, services, facilities and other key elements that are essential in creating an environment that promotes vibrancy of the tourism industry. This resulted to low tourist arrivals and receipts which further resulted to low revenues/income from tourism. The potential markets that can significantly increase arrivals and receipts are not yet tapped nor maximized.

The following are the major causes identified:

- **Lack of Trained Service Personnel** - there is a need to improve customer service and the overall quality of service of tourism establishments. Feedback generated from social media and from direct feedback of guests revealed the gap in terms of customer service delivery.

The prevailing practice among resorts is to hire personnel on an “on call” basis during peak season and thus, resort staffs are not assured of employment and seek other jobs outside the province. There is also fast turnover of personnel due to low pay and limited benefits.

Resort operators are not investing on training of personnel due to the costs involved and due to lack of appreciation on the importance of providing high quality service. The common perception is that once the resort facilities are constructed, they can already operate and generate revenues without realizing

that service and not just facilities or the place is also a major consideration for the overall satisfaction of tourists. This also manifests lack of customer-oriented operations and awareness on the stringent requirements of the hospitality industry.

- **Absence of Tour Packages by Guimaras-based operators** – at present, tour operators and travel agencies mostly based in Iloilo City are the ones selling and operating tours to Guimaras. These however are limited in terms of scope and do not offer the best of the province in terms of destinations and experiences primarily due to the fact that these agencies are not fully aware of the potential attractions that can be included in the tours . The need for local tour operators, site guides and ground handlers to develop the tour packages was consistently raised and discussed during the workshops. The lack of tour packages is also one contributory factor to the limited length of stay since tourists have nothing more to do or experience after a day tour.
- **Lack of Tourism Activities and Facilities** – the data on tourist arrivals¹⁴ reveal a glaring fact that Nueva Valencia and Guimaras as a whole at present only attracts mostly day-tours or excursionists. The average length of stay is short at only 1.10 in 2016 and occupancy rate of resorts is only 0.26 for the same year. Majority of arrivals accounted as excursionists or those staying only for the day and going back to Iloilo City in the afternoon. The lack of tourism activities was identified as the primary cause for the limited length of stay. At present, activities are limited to swimming, boating and sightseeing which can be done in a day, the reason why tourists mostly engage in day tours.
 - Increasing the length of stay will have immediate positive effects on tourism receipts considering that based on 2016 data, the average spending of local tourist is approximately Php2,400 compared to only Php417 for local excursionist.
 - Converting local excursionists into tourist who will stay overnight and achieving even a minimal 20% increase in local tourists arrivals would already result to significant increase in tourism receipts.
 - A research undertaken in 2013 by a Civil Engineering student from De La Salle University¹⁵ (Manila) titled “An Investigation on Tourists’ Length of Stay in Guimaras Province, Philippines” resulted to findings “implying that tourists who are financially capable are not inclined to stay in Guimaras Island for a long time.” It further concluded that “this finding suggests that

¹⁴ Guimaras Provincial Tourism Office data on tourist arrivals, 2013

¹⁵ Maria Katrina Ganzon and Alexis Fillone, published online on 09 June 2014

Guimaras Island may to date be unable to provide superior and comfortable accommodations conducive to relaxation, as well as offer a wide selection of tourist activities and attractions for tourists who are willing to spend.” This finding supports the analysis that at present, Guimaras is only attracting same day visitors or excursionists and not yet capable of attracting the higher end tourist market segment who spends more.

- **The Nueva Valencia Tourism Experience needs to be clearly defined** – the overall positioning needs to be established and strengthened through product development and marketing. At the moment, the tourism industry is anchored on the base market of beach goers and picnickers but there are tourism assets that are yet untapped. Considering these assets, there is a need to define the positioning of the municipality as a competitive destination.
- **High Cost of Accommodations** – The costs of accommodations are relatively high and are not commensurate to the amenities and facilities being provided. It was noted that most of the accommodations are not reasonably priced considering that the amenities are not at par with those in Iloilo City and other areas which are of the same price range. This was attributed to high investment costs for construction of facilities because construction materials are still coming from Iloilo City.
- **Safety and Security Concerns** – there is a need to improve the municipality’s capabilities to adequately respond to security and safety concerns. In addition to tourism establishments in the mainland, there are off-shore destinations that pose security and safety concerns owing to their locations. At present, the emergency responders of the municipal government can only operate within the mainland with their ambulance and rescue vehicles. They do not have operational capability yet to respond to emergencies or situations at the off-shore resorts. The PNP likewise does not have adequate personnel or operational capability to cover all off-shore sites. With the emergence of high end resorts, it is expected that there will be high profile guests that consequently pose as high profile targets for kidnapping and other illegal activities.

Boats used for island-hopping and transport of tourists are not yet registered with the MARINA. Expectedly, the boat crews are not licensed or accredited and their operations do not involve the use of passenger manifests. In addition, the boats are not equipped with communication equipment which is essential in case of emergencies or in case of accidents or engine troubles while in operation. Considering that mobile phone signal in the off-shore areas are not reliable, calling for rescue will be difficult. This is a major concern for safety and will be a

constraint in attracting high end visitors or tour packages that require these for purposes of their insurance coverages¹⁶.

- **Governance Concerns** – the workshop outputs highlighted the absence of the Tourism Code as one of the major concerns that hinder the development of the tourism industry in the municipality. In addition, considering the presence of environmentally-sensitive areas, the lack of enforcement of environmental laws was also identified as a major concern. There is also a need from a governance perspective to balance the efforts for economic development and environmental protection and sustainability.

The following contributory factors were also identified:

- **Inadequate water supply** – the resorts and other tourism establishments are not adequately served with potable water supply and relies heavily on groundwater to meet the high demand for tourism. The problem is particularly more pronounced during the summer months when the water table drops resulting to low yields of deep wells. This also raises the concern on salt water intrusions due to overdrawing of groundwater in coastal areas. This concern is already being experienced in some beach resorts wherein the presence of saltwater is already noticeable in water drawn from deep wells.
- **Inadequate transport and other infrastructure** – there is a need to improve roads directly leading to tourism destinations to facilitate easy access and reduced travel time. Some off-shore resorts and destinations also need footpaths or boardwalks to provide the link to jump off points. At present, access to destinations such as these is dependent on the high tide to enable the boats to transport tourists to the off-shore destinations.

The Puyo wharf which is the main docking facility in the municipality is underutilized. There is a need to assess and determine the optimum use of this facility for tourism and other sea transport uses. It is also necessary that appropriate upgrading should be undertaken to improve its facilities. It may be worthwhile to consider the prospect of developing this wharf to serve as a direct link from Iloilo City as an option or alternative from the usual route that passes through Jordan wharf. This can possibly reduce travel time and costs for tour packages.

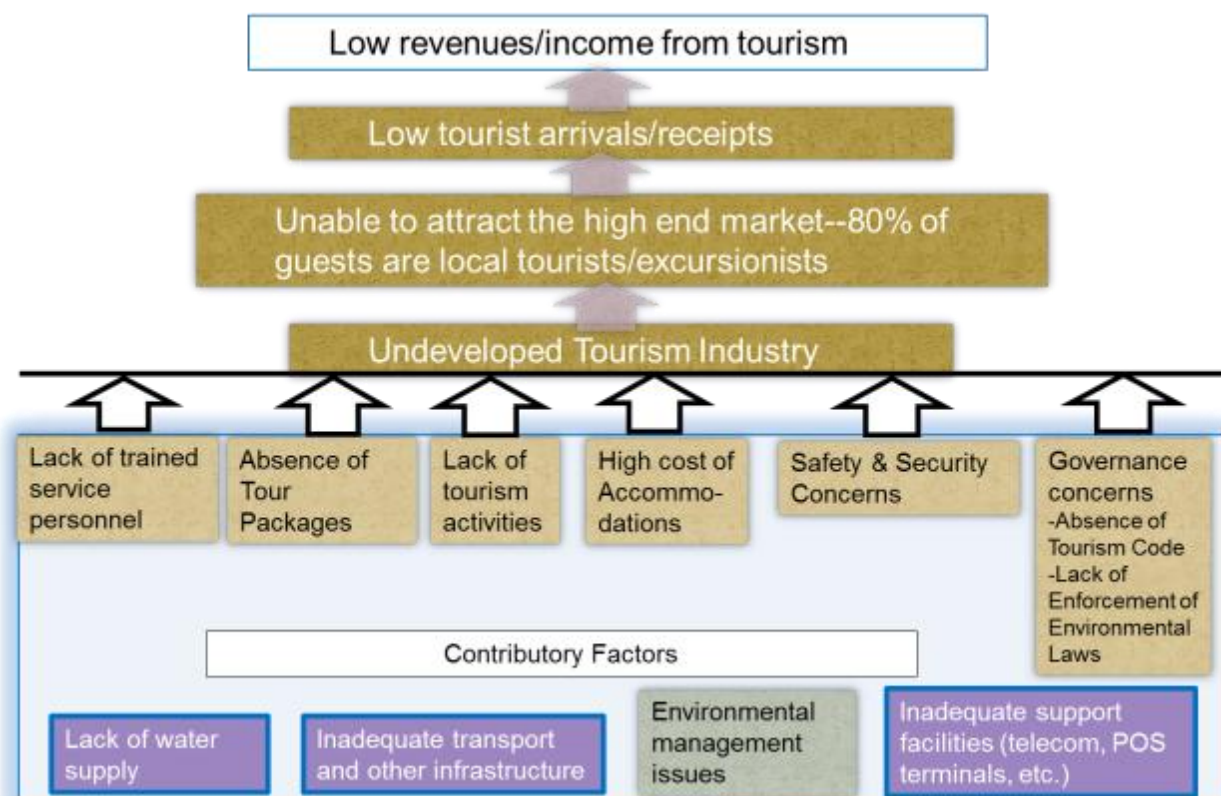
- **Inadequate support facilities** – there is a need to establish a functional guest assistance center and other similar facilities to fully ensure that tourists

¹⁶ Travel insurance for tourists has certain provisions that will not cover activities involving use of vehicles or transportation which are considered as unsafe. These usually include open deck boats or unregistered transportation.

are provided with the necessary assistance. Telecommunication services should also be improved to ensure coverage in all tourism areas. At present, off-shore sites are “dead spots” resulting to difficulties in communications to facilitate booking and travel arrangements. Resorts and other tourism establishments also need to establish Point of Sales (POS) terminals and enable the use of credit/debit cards for payments.

- **Environmental Management Issues** – there is a need to operationalize an effective waste management system at the tourism destinations and to ensure that tourism activities are not putting undue pressure on critical ecosystems.
- **Unfilled plantilla positions of the Municipal Tourism Office** – While the office is already created it is not fully functional owing to the fact that the department head and key personnel are not yet in place. This results to constraints in the delivery of tourism services.

Figure 12: Problem Tree Analysis



SWOT Analysis

The Situational Analysis phase also involved a SWOT analysis with the primary purpose of identifying strategic inputs on the Strengths, Weaknesses, Opportunities and Strengths of the municipality.

Strengths

- The municipality is designated as the tourism capital of the province
- Presence of natural assets; coastal and marine areas rich in fishery resources and upland areas suited for agricultural production particularly high value crops
- Presence of areas that can be developed into world-class tourism destinations
- Stable peace and order situation (zero insurgency)
- Diversified tourism products and potentials for development
- Presence of nationally declared marine reserve (TINMR) and locally declared Marine Protected Areas (MPAs)
- Wide area of municipal waters with rich fishing ground
- Presence of all three ecosystems (terrestrial, coastal and marine) providing the potentials for a “Ridge to Reef” approach
- The municipality is served by a fully paved segment of the national circumferential road
- Presence of Civil Society Organizations that can be involved in development activities
- Presence of private sector partners that can be tapped for public-private partnership initiatives
- Presence of fresh water sources that can be tapped
- Presence of health services (hospital and rural health units) and rescue services
- Hospitable and friendly people who can understand and speak English
- Strategic location and proximity to Iloilo City and Bacolod City

Weaknesses

- Poor road condition leading to tourism destinations
- Inadequate supply of potable water
- Low competitiveness of agri-eco and other destinations
- Poor communication access especially in some coastal and off-shore areas
- Absence of tourism code
- Inadequate tourism support services and facilities, no guest assistance center
- Absence of locally-based tour operators
- Reluctance on the part of some private sector entities to develop the tourism industry

- Tourism staff are inadequate, plantilla positions not yet filled up and existing staffs not adequately trained
- Lack of marketing initiatives and promotional materials
- The municipality has no tourism branding yet
- Inadequate investment support services
- High cost of electricity and frequent brown outs
- Poor maintenance services of electric cooperative
- Rescue services are limited only to resorts in the mainland
- Hospital limited only to primary services
- High investment costs for facilities due to high cost of materials
- Beach areas are mostly owned by foreigners
- Presence of illegal fishing
- Environmental concerns arising from coral destruction and cutting of mangroves for residential purposes
- Deteriorating quality of coastal waters (presence of e.coli and coliform) based on water quality monitoring of GENRO
- Approximately 50% of potential agricultural areas are unproductive or idle
- Lack of banking and currency services (no ATM and swipe machines)
- Lack of information on producers and consumers, resorts and tourism establishments are not aware of the agri-fishery products in the municipality that can be supplied for their operations
- Lack of tourism awareness from ground level
- Out-migration especially among the young populations of the municipality

Opportunities

- Increased demand for diversified farming
- Proposed construction of Iloilo-Guimaras-Negros bridge
- Presence of potential funds for tourism development (BUB funds for water supply and other projects)
- Potential for renewable energy development in the province
- Availability of funding for roads by national government agencies
- Availability of support from agencies (TESDA, ATI, DOLE, DTI, DOT) for handicraft and souvenir items making
- Presence of OFWs as potential investors
- Funding from foreign donors that can be accessed
- Increasing tourist arrivals in the country
- Presence of markets for native delicacies
- Presence of investors that are willing to invest in Nueva Valencia
- Positioning of Iloilo City as convention destination will benefit Guimaras
- Increased demand for tourist products, service and destinations

- Provincial government marketing efforts to promote internationally
- Tourism is one of the priorities of the national government
- Presence of Iloilo international airport with direct flights to Hongkong and Singapore

Threats

- Natural calamities that can disrupt tourism activities
- Social problems associated with tourism (i.e. sexual exploitation)
- Travel advisories by countries that will affect tourist arrivals
- Aggressive promotional efforts by other regions in the country
- Some coastal areas of the municipality are tsunami-prone
- Climate change and the threat of natural and man-made calamities
- Acts of terrorism that can adversely affect tourist arrivals
- Economic slowdown (national)

The Tourism Value Chain

The main gateways for tourists are the Iloilo International Airport in Sta. Barbara, Iloilo and the Silay Airport in Silay, Negros Occidental. Tourists bound for Guimaras and to Nueva Valencia will have to take air, land and sea transport resulting to several modes of transportations and transit points. Before finally arriving in Nueva Valencia, tourists will have to pass through airports and seaports which will involve economic activities along the value chain.

Key economic players along the value chain

- Transport providers – airlines, tourist vans/cars rentals, boat operators
- Travel agencies and Tour Operators – locally-based and those outside the region and the country
- Food and beverage providers – restaurants, bars, food stalls
- Tour guides – licensed tour guides in the region and local guides in the province/municipality
- Accommodation facilities - hotels and resorts, inns, bed and breakfast
- Local governments units in Iloilo and Guimaras

While the value chain provides for economic opportunities, there is also a challenge in ensuring the seamless transfer of tourists from one transport mode to another and arrive in Nueva Valencia without or with minimal delays or inconveniences. There is therefore a need to effective link with the various stakeholders in Iloilo City and the other gateway municipalities in Guimaras.

Figure 13: Tourism Value Chain



What do we need to mitigate?

Disaster Risk Reduction and Management and Climate Change Adaptation

Disaster Risk Reduction and Climate Change Adaptation (DRRM-CCA) and Environmental Sustainability (ES)

The 2006 Guimaras Oil Spill

Known as the 8-11 Tragedy because it happened on August 11, 2006, the oil spill disaster was the worst of its kind in the country. The oil spill adversely affected the coastal and marine environment of Nueva Valencia and jeopardized the tourism industry.

The disaster highlighted the vulnerability of the coastal and marine environments of Guimaras to man-made disasters such as oil spills and the perils of overdependence on tourism assets that are at the coastal areas. This raises the need to diversify tourism attractions to include the upland environments for inland resorts and agri-tourism sites.

Hazards and Mitigation Measures

Approximately 80% of the coastal areas are susceptible to tsunami and storm surges. The low elevation and flat areas are also prone to flooding. Areas with steep slopes are prone to rain-induced landslides (Map 11).

The most significant threat to the municipality is tsunami which can affect major tourism infrastructure and communities (Map 12). Majority of the tourism development areas are located within zones susceptible to tsunami. Considering the presence of the Negros Trench, an earthquake of at least magnitude 8.2 can generate a tsunami that can strike Southern Negros, Southern Guimaras, Anini-y in Antique and Southern Iloilo.

Early Warning, Rescue and Evacuation

It is crucial that considerations and measures for warning and evacuation be established for both residents and tourists. The municipality's Municipal Disaster Risk Reduction and Management Unit should ensure coordination with disaster management agencies for constant monitoring of tsunami alerts in order to provide timely warning and advisory for evacuations. The Municipal Rescue Team should also be capacitated to provide timely response in terms of emergencies and initiate evacuation when the need arises.

Mitigating Rain-Induced Landslides

For tourism development areas within areas susceptible to rain-induced landslides, tourism facilities should be carefully located and designed to ensure safety of guests and personnel. Structures and development projects should also be fully compliant with environmental laws, building code and zoning ordinances. Mitigation measures should also be undertaken such as reforestation or afforestation of areas with steep slopes and

construction of slope stabilization infrastructure. Mangrove forests should be protected from cutting and mangrove reforestation should be undertaken to provide natural barriers against storm surges and tsunamis.

For agriculture and fisheries, the adoption of new technologies for farming and introduction of resilient crops should be explored. The presence of the SEAFDEC should be maximized by utilizing researches to conserve and develop the fishery resources of the municipality.

Integrated Coastal Management (ICM)

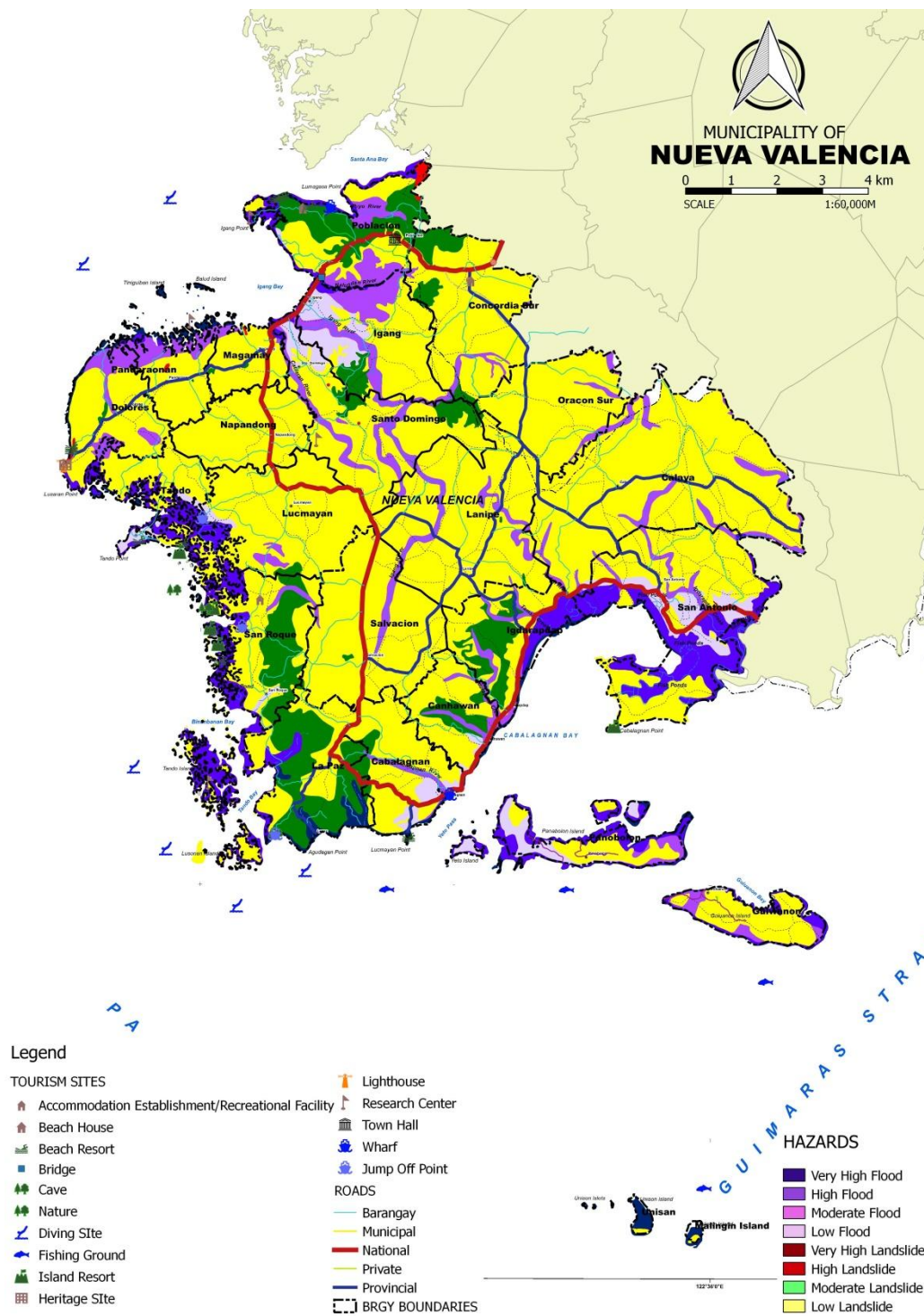
The ICM should be institutionalized to guide development initiatives with due considerations for hazard mitigation and environmental sustainability. Considering that it is the development approach adopted by the provincial government, it is particularly crucial for Nueva Valencia to operationalize its principles to ensure the integrity of the watersheds and the coastal and marine environments.

The municipality should aim to achieve agri-fishery-tourism development using the principle of “Agriculture in Harmony with Nature” which means that production and economic activities should be in harmony with the natural environment. Along this line, the municipality’s potential for adopting organic farming to produce fruits, vegetables and other products that can supply the needs of resorts and other tourism establishments can significantly enhance the tourism industry.

Map 11: Multi-hazard Map with Tourism Infrastructure



Map 12: Tourism Map with Hazards Overlay



What do we want to achieve?

Goals, Objectives and Targets

Goals, Objectives and Targets

Development Goal for the Sub-sector:

- High revenues and income from tourism among residents of host communities

Intermediate Development Outcomes

- Increased tourist arrivals
- Increased receipts and local revenues
- Communities and service providers practice the culture of tourism

Immediate Development Outcomes

- Developed and vibrant tourism industry characterized by the following indicators:
 - High-end markets are attracted with higher percentage of local and foreign tourists instead of excursionists
 - Well organized tours/tourism activities
 - Fully functional tourism systems, facilities and support services
 - Tourism facilities, services and activities are environmentally compliant

Objectives

1. To attract more visitors, make them stay longer and spend more
2. To establish varied tour packages anchored on the tourism assets of the municipality
3. To create and operationalize year-round tourism activities
4. To ensure that cost of accommodations are reasonable and commensurate to the amenities provided
5. To establish and operationalize safety and security systems
6. To enact and operationalize the municipal tourism code
7. To strictly enforce environmental laws
8. To ensure that service personnel are fully trained
9. To improve the institutional capacity of the municipal government and partners in tourism development and management

Targets

Tourist arrivals, length of stay and tourist receipts

- Increase tourist arrivals by 20% in 2022
- Increased length of stay from 1.10 to 2.5 in 2020
- Increased tourist receipts by 10% in 2020

Tour packages and activities

- 5 tour packages are operational by 2020

Themed activities for each quarter of the year are operational by 2019

- January - Sadsaran Festival and Foundation Day Celebration
- April - Manggahan Sa Nueva Valencia/Municipal Fiesta Celebration
- July - Agri Fair (Pick and Pay to Agri Tourism Sites/Gulayan Sa Paaralan)
- October – Tourism Week Celebration
- December – Light A Tree Program

Security and Safety Systems

- Operational capability of rescue and law enforcement units/teams are fully able to cover all tourism sites in the municipality by 2019

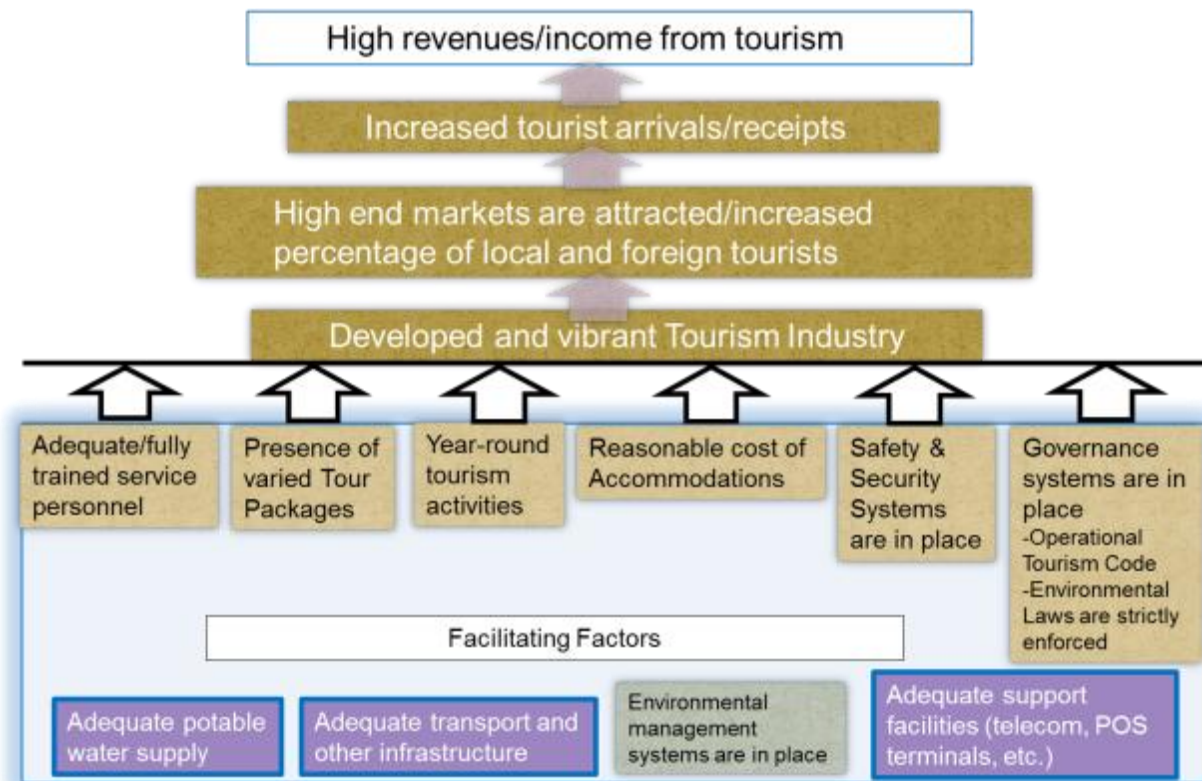
Governance

- Municipal Tourism Code is enacted and operational by 2020
- Tourism establishments and projects are fully compliant with environmental laws by 2022

Capability of service personnel (resorts) and municipal tourism office

- Service personnel of resorts and other tourism establishments are fully trained by 2022
- Plantilla personnel of Municipal Tourism Office are fully filled up by 2020
- Tourism personnel and other municipal personnel providing support services to tourism are fully capacitated by 2020

Figure 14: Objective Tree Analysis



What do we need to do?

Tapping Opportunities and Maximizing Potentials

Spatial Framework and Strategic Actions

Tourism Spatial Framework

In consideration of the natural and cultural assets of the municipality, Tourism Development Areas (TDAs) were identified to provide the themes for attractions. The TDAs are intended to provide the basis for developing tourism circuits featuring thematic clustering of sites and related activities. The spatial framework is a thematic concept and is subject to existing policies and legislations covering the areas involved. It should be noted that there were previous plans crafted that involved designation of certain areas for specific functions or zones. Once duly adopted through municipal legislations, these plans and the corresponding policies contained in it should be considered in the spatial framework of the Municipal Tourism Development Plan to ensure harmony and complementation.

Complementation with other Municipal Plans

The Nueva Valencia 5-year Coastal Resource Management Plan (2012-2016) has a coastal zoning component that designates areas in the coastal zone for specific uses. The Forest Land Use Plan (FLUP) initiated by the DENR in partnership with the municipality has identified and delineated forest management zones for production and protection of forest areas as basis for the use and management of forestlands in every barangay. The tourism spatial framework should be compliant and complementary to the policies contained in these plans.

In cases where tourism activities are not allowed in specific areas as stipulated in the CRMP, FLUP, CLUP or the laws governing the MPAs, these areas shall be excluded in the Tourism Development Areas. However, in areas where multi-use is allowed or specific activities can be undertaken subject to regulations, the themes of the tourism spatial framework will be applied.

Tourism Development Areas

Eco-Tourism and Research Development Area

This is aimed at maximizing the assets of the municipality in terms of eco-tourism by harnessing the potentials of the Marine Protected Areas that include the TINMR and TanLuc. These two MPAs incidentally are among the top 3 attractions of the municipality based on the result of the tourism site assessment and ranking. In addition, the Basiao Cove is also within this Tourism Development Area which further adds to the attractions already provided by the TINMR and TanLuc.

Recently, the TINMR won the “Para el MAR” 2017 for being the most outstanding National Integrated Protected Area System (NIPAS) Marine Protected Area (MPA) in the Philippines. “Para el MAR” which means ‘for the sea’ is a National Award that highlights best practices in MPA management in the Philippines and recognizes

outstanding local efforts in conserving and sustainably managing the coastal and marine resources. The award further enhances the potential of the MPA in attracting tourists to the municipality.

Heritage, Adventure and Research Development Area

This area has the potential of being the primary attraction in the municipality. Development is anchored on the Guisi Lighthouse and beach areas, which is the number 1 ranked attraction in the municipality. Another area of interest is the Igang Plaza which is likewise historically significant. The SEAFDEC which is ranked as number 5 is another attraction in the area that further strengthens its potentials. The presence of a unique feature in the coastal areas of Magamay, Pandaraonan and Dolores presents an opportunity to develop an adventure destination anchored on boating, kayaking and spelunking. The Kulani-an Cave which is also in the area further adds to the potential under this theme. This is illustrated in the project concept for “The 12 Fingers of MaPaDo” in page 127. This TDA can be developed and packaged in conjunction with the Alubihod-Puyo TDA to take advantage of the base market of beach goers who are already frequenting the Alubihod beach that can be attracted to avail of tour packages. The Puyo wharf should be designated as the jump off point for the tour packages.

Beach Tourism Development Area and Seaport Gateway

This TDA caters to the base market at present in the municipality. The area is the primary “sun, sea and sand” destination and includes the Puyo-Alubihod beach areas. Alubihod beach area is ranked number 4 and is the most popular destination for beach goers. The Puyo Wharf is also within the area and presents a good potential for the development of a marina and support facilities for boat maintenance and repair. The wharf can be developed to serve as the jump-off points for cruises, island-hopping and other activities. Water sports activities can also be developed to take advantage of the sheltered bay.

Agri-tourism Development Area

Basing on the suitability map of the Department of Agriculture, Barangays Salvacion, Lanipe and Calaya are the most suitable for multiple crops and as such, these are the areas that can be developed into agri-tourism destinations. Inland and upland resorts can also be developed in this area. In addition, elevated areas with good vantage points of the seascape also presents opportunities for activities such as trekking, hiking and the establishment of viewing decks, park and picnic areas.

Island Tourism and Fishing Development Area

This is a wide area that possesses vast potentials for tourism. The San Antonio Bay, the islands and the surrounding waters provide opportunities for varied tourism activities that include island hopping, snorkeling, diving, sailing and water sports. The rich fishing ground of the municipality also provides opportunities for sports fishing and other related activities. The Tamsik area is another potential site for developing attractions anchored on beach activities. In addition, the islands of Panobolon, Guiwanon and Yato if provided with support facilities such as water supply and power can be developed into world class destinations.

Another significant asset that is within this area is the Toyo Reef which provides the potential for developing an eco-tourism attraction that can also serve as a model for advocating environmental protection. Together with the other eco-tourism sites in the municipality, the area can be developed in strict compliance of existing laws and anchored on sound management principles to become a destination that will attract the market segment for tourists that value environmental conservation.

The southernmost territory of the municipality of Nueva Valencia and the province of Guimaras is also within this area; the Unisan and Malingin which are the farthest islands. These two islands are potential sites that can be developed in conjunction with Toyo Reef.

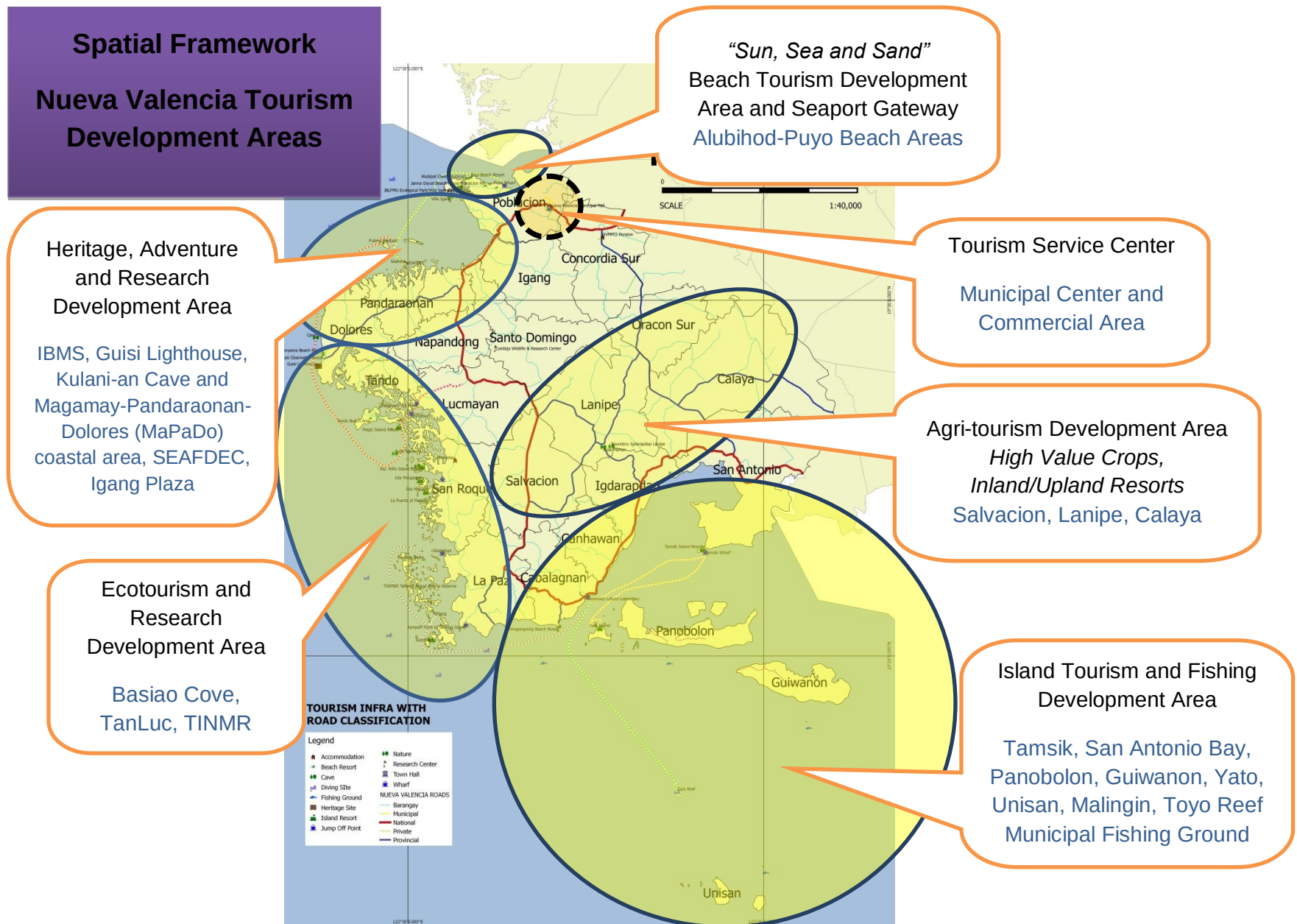
Sibunag River

The concept for the development of the Sibunag River as jump-off point for cruises is also under this thematic development area.

Tourism Service Center

The town center and the adjoining areas where commercial facilities are located comprise the service center for tourism. This is where tourism support services and facilities such as banking, financial, health and other services should be provided.

Figure 15: Tourism Spatial Framework



Strategies

The situational analysis and the outputs of the SWOT revealed glaring gaps and realities that highlight the challenges confronting the tourism industry of Nueva Valencia. In line with this, priority strategic actions were identified directed towards achieving the objectives and targets. These strategies are directed at effecting the critical changes that need to happen.

Box1: The need for drastic change and audacious efforts

Drastic Change through Audacious Efforts

In order to realize significant positive changes to the Nueva Valencia tourism industry, drastic changes should be effected and there should be audacious efforts to change the current situation for the better

In order to change the status quo and maximize the municipality's tourism potentials, there should be serious efforts in tourism development aimed at achieving significant positive changes towards a vibrant tourism industry.

Seven strategies were identified as the lynchpins that will guide the identification of strategic actions to achieve the desired outcomes.

Strategic Action

1

Leverage the designation as the tourism capital to undertake an aggressive resource mobilization to fund the improvement of key tourism infrastructure and support facilities and services

- Nueva Valencia accounts for 80% of the total tourist arrivals in the province
- Should be prioritized in allocation of resources for tourism development
- Should be assisted by the provincial government in accessing funds from potential sources

Key Result Areas

- Improvement of access to tourism destinations
- Provision of adequate utilities (power, water, communication)
- Establishment of tourism support facilities (comfort rooms, guest assistance centers)

Primary focus should be on improving access to tourism destinations by upgrading gravel/earth roads to concrete pavements. Accessibility to off-shore destinations should also be given attention. Another priority area is on provision of utilities (potable water and power) as well as telecommunications. Under this strategy, the full utilization of the Puyo wharf for tourism purposes should also be explored.

**Strategic
Action**

2

Establish collaboration with business clubs or chambers of commerce in the region and other areas of the country for investment promotion

- The chambers of commerce are key potential partners that can be tapped to link with potential investors both local and foreign

In the Visayas region, this includes the Negros Oriental Chamber of Commerce and Industry (NOCCI), The Bacolod Chamber of Commerce and Industry (BCCI and the Iloilo Business Club (IBC)

**Strategic
Action**

3

Utilize the natural and cultural assets of the municipality to develop competitive tourism products

- Benchmark with other areas in the region and the country
- Maximize untapped natural and cultural assets to develop competitive new products

**Strategic
Action**

4

Organize and engage local organizations and individuals for the development of tour packages and activities

- Engage local guides, community groups and resorts
- Develop tour packages that highlight the best of Nueva Valencia

**Strategic
Action**

5

Forge partnership with the business sector in Iloilo City and Bacolod for the marketing of Nueva Valencia tour packages in hotels, restaurants and travel agencies

- Hotels and other tourism establishments are strategic areas to promote tour packages
- Should be targeted at the MICE market for those attending events in Iloilo City and Bacolod
- Establish presence at the Iloilo and Silay International Airports by having information kiosks for display of promotional materials and respond to inquiries
- Presence at the international gateways will enable the municipality to create awareness and also to provide support to tourists bound for Nueva Valencia

**Strategic
Action**

6

Create a Tourism Brand and Establish Overall Positioning

- Establish the identity of the municipality and the Nueva Valencia “visitor experience”
- Easy recall and affiliation
- **Brand and Establish Overall Positioning**
- Establish the identity of the municipality and the Nueva Valencia “visitor experience”
- Easy recall and affiliation

**Strategic
Action**

7

Intensify efforts to improve competitiveness as an area for tourism investments

- Improve competitiveness ranking under the National Competitiveness Council
- Continuously strive to improve competitiveness under the four pillars; Economic Dynamism, Government Efficiency, Infrastructure and Resiliency
- **sify efforts to improve competitiveness as an area for tourism investments**
- Improve competitiveness ranking under the National Competitiveness Council
- Continuously strive to improve competitiveness under the four pillars; Economic Dynamism, Government Efficiency, Infrastructure and Resiliency

Programs, Projects and Activities

Interventions to Address Issues and Concerns and tapping opportunities and potentials

Programs, Projects and Activities

Strategies and PPAs Matrix

Strategic Action	Strategy	Priority Interventions/Initiatives
1.	Leverage the designation as the tourism capital to undertake an aggressive resource mobilization to fund the improvement of key tourism infrastructure and support facilities and services	• Partner with universities/agencies for the conduct of feasibility study for the development of Puyo Wharf. • Pass an ordinance declaring identified barangay roads in Nueva Valencia as roads leading to tourism destinations. • Lobby to the Provincial Government through the Provincial Development Council for the prioritization of provincial budget for tourism programs of the municipality being the tourism capital of Guimaras: ○ water system, roads, electricity, communication services, ○ Capacity development trainings such as tour guiding, food handling, handicraft making etc. ○ signage/naming of roads/provision for bike lanes, installations of CCTVs, construction of public comfort rooms (per barangay, wharves) • Submit proposals to the Provincial Tourism Office for tourism program prioritization under the Provincial tourism development plan • Advocate with the BLGUs for the provision of public comfort rooms per barangay. • Lobby with Provincial Government and Telecommunication Companies for the installation of cell sites in identified dead spot areas. • Explore potential funding sources for the implementation of priority projects • Implement interventions to address

		issues and problems at the identified tourism attractions
2.	Establish collaboration with business clubs or chambers of commerce in the region and other areas of the country for investment promotion	• Designate focal person for investment promotion initiatives MO/LEIPO • Collaborate with the Provincial Government to establish partnership with business clubs, chambers of commerce and other business organizations in the Visayas and other regions in the country • Prepare municipal investment plan showing potentials areas for tourism investments • Strengthen the organizations (business sector), accreditation of people's organizations • Updating of investment code SBs/LEIPO(revenue code/tourism code in place) check SB office for the copy • Organize investment forum for inbound and outbound investment missions
3.	Utilize the natural and cultural assets of the municipality to develop competitive tourism products	• Identify and create activities to prolong tourists' length of stay (daytime and nighttime activities) • Based on the result of the site assessment, prepare investment profiles for areas with potentials for tourism development • Benchmarking of municipal tourism personnel, planning team, stakeholders and partners to other areas in the region and the country to gain wider perspective and generate new ideas. • In consideration of the Soil Suitability data of the Department of Agriculture, identify potential agri-tourism sites for development • Explore the following areas for development of agri-tourism attractions: ➤ Cutflower: ✚ BGL Garden, Lanipe, NVG ✚ Marikit Garden, Concordia,

		NVG ➤ 3H Garden, Concordia, NVG ➤ Century old mango tree ➤ San Roque ➤ Calian, Salvacion ➤ Oracon Sur ➤ Poblacion ➤ Gulayan sa paaralan ➤ Calaya national High School ➤ NVNHS ➤ Organic vegetable farm ➤ Fruit farm ➤ Floating fish cages ➤ Dried Fish Products ➤ Guiwanon ➤ Seaweeds farm ➤ Panobolon ➤ Oyster/pearl farm ➤ Coral garden • Prepare Municipal Agricultural Development Plan • Collaborate with the Barangays, schools and local partners for the identification of potential products and services: ➤ Weaving industry: calaya, lanipe ➤ Cashew: salvacion, calaya, oracon Concordia, lanipe, ➤ Handicraft: Dolores, la paz, lanipe ips, pwds, senior citizens, Concordia, tando, ➤ Trained hilot, masseur (ethics training), freelance manicurist, ➤ Collaborate with schools/barangays for the development of cuisine • Conduct cultural mapping per barangay ➤ Identify food specialty (dessert, main course, appetizer) • Conduct trainings for food preparations/processing • Identify one-barangay-one-product • Organize Local Producer's Association
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		• Include the principles of Integrated Coastal Management (ICM) in school subjects with particular focus on the coastal environment of Nueva Valencia and the value of the Marine Protected Areas (MPAs) • Develop elementary and high school students as advocates of ICM and environmental sustainability
4.	Organize and engage local organizations and individuals in the development of tour packages	• Develop tour packages anchored on the identified and ranked tourist attractions • Submit proposals to national agencies for capability development trainings. • Involve schools during the validation of attractions and destinations • Create branding for transportations plying the Nueva Valencia routes through designs depicting tourist attractions in the municipality • Conduct tour guiding training to transportation sector • Enactment of traffic code • Setting of tariffs, routes 2018(c/o SB Chair) • Review tour packages rates with tour operators to ensure competitive pricing • Prepare and operationalize tourism circuits • Organize groups for the development and promotion of culture and heritage in the municipality (i.e. cultural society, guilds, clubs, etc.)

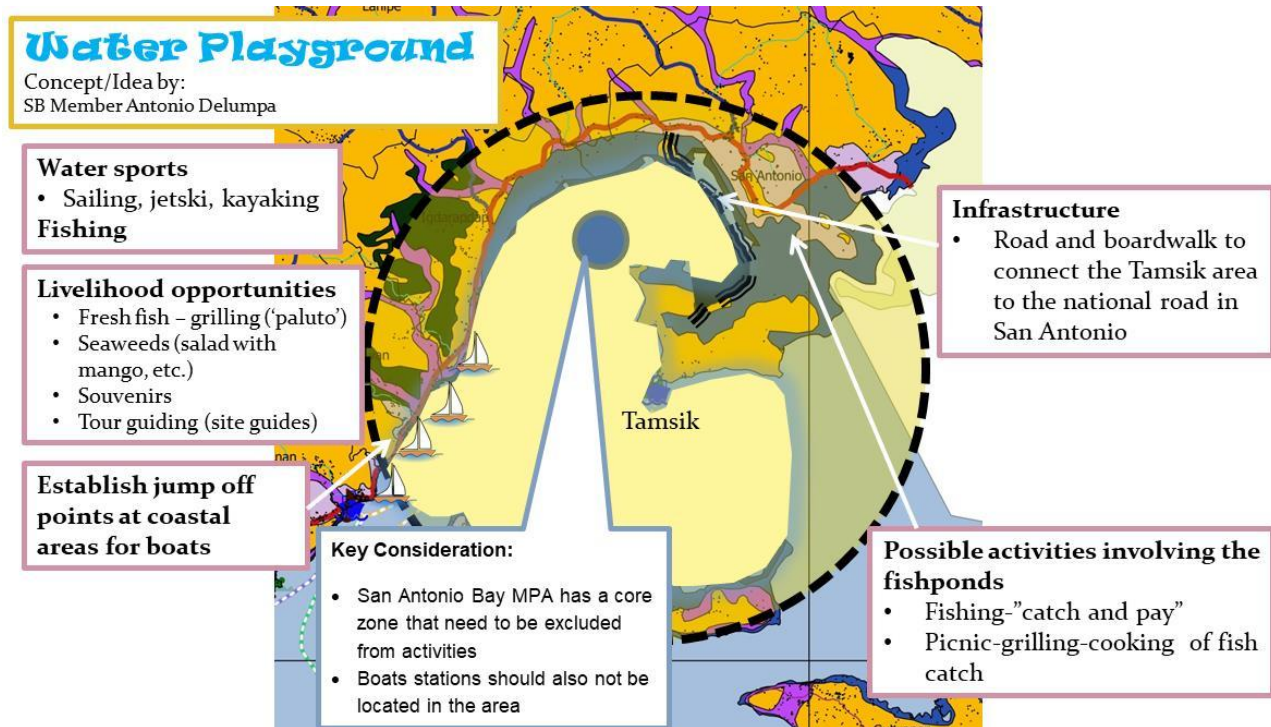
5.	Forge partnership with the business sector in Iloilo City and Bacolod for the marketing of Nueva Valencia tour packages in hotels, restaurants and travel agencies	• Establish partnership with tour operators in the province for linkages with their partner tour operators in other provinces for promotional materials/collaterals • Collaborate with the Provincial Government for establishment of airport information kiosks at Iloilo International Airport and Silay Airport • Produce brochures, flyers and maps and widely disseminate these promotional materials
6.	Create a Tourism Brand and Establish Overall Positioning	• Organize a branding competition open to all Nueva Valenciahanons to generate branding ideas that can be further developed with professional expertise • Tap external expertise to develop the selected brand (from the competition) and to produce the Nueva Valencia tourism video • Improve the aesthetics of the municipal gateway to create the impression of entering the tourism capital of the province
7.	Intensify efforts to improve competitiveness as an area for tourism investments	• Enhance business friendliness of the municipality by initiating good governance reforms on the areas of trade, investment, and tourism promotion; public-private partnership; micro, small and medium enterprise (MSME) development; quality management systems (QMS), innovations, and human resource development. • Implement measures to improve competitiveness by improving on key areas based on the indicators of the National Competitiveness Council

Project Concepts and Ideas

Site development concepts

Project Concepts and Ideas

Tamsik-Yato-Panobolon-Guiwanon Water Playground



This concept is anchored on the natural endowment of the area comprised by Tamsik, Panobolon, Guiwanon, Yato and the coastal areas of Cabalagnan and Canhawan. The shelter provided by Panobolon and Guiwanon Islets creates an environment conducive to water sports such as boating, sailing, jetski. Other rides such as banana boats, wind surfing, water skiing and para sailing can also be established in the area.

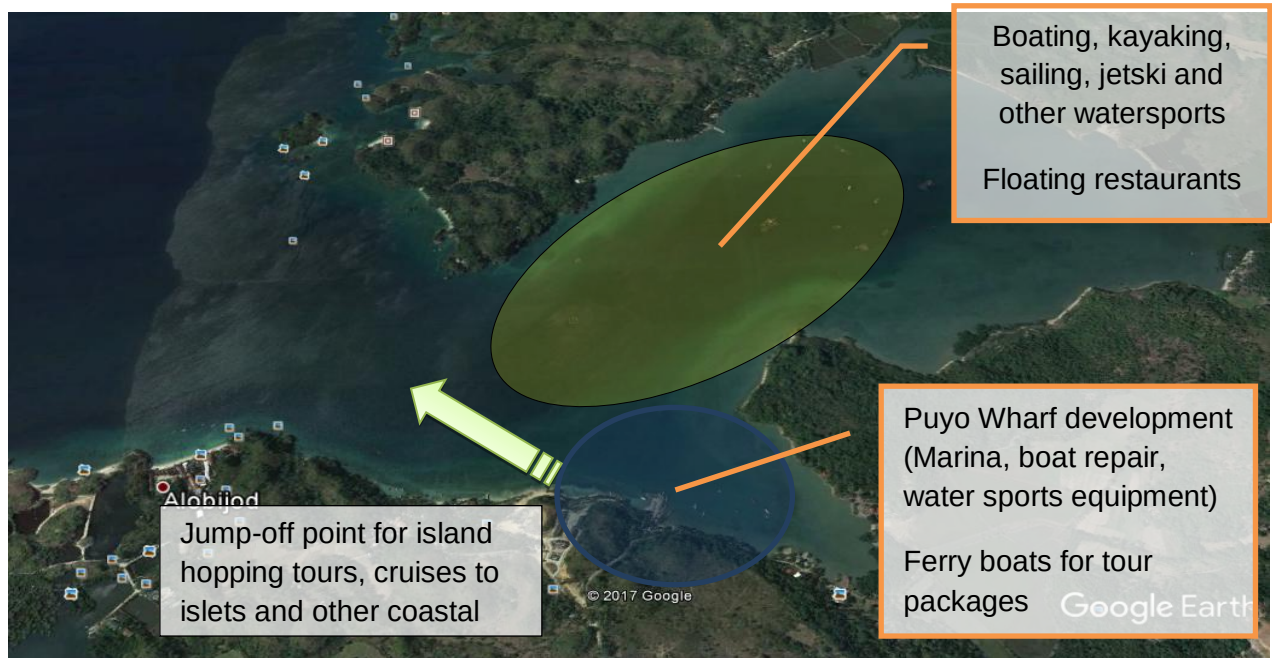
Owing to the presence of the San Antonio Bay MPA, the core zone and other areas that prohibit specific activities should be excluded.

Puyo-Alubihod Marina and Island Hopping

Puyo Wharf Marina and Island Hopping

Puyo Wharf Development

- As jump-off point for island-hopping, cruise and water sports
- Marina with support facilities for boats



Sibunag River Cruise and Jump-off area for Island Hopping

Sibunag River Cruise and Jump-off Area for Island Hopping

Develop the Nueva Valencia side of the Sibunag River for:

- Jump-off point for River Cruise
- Island Hopping



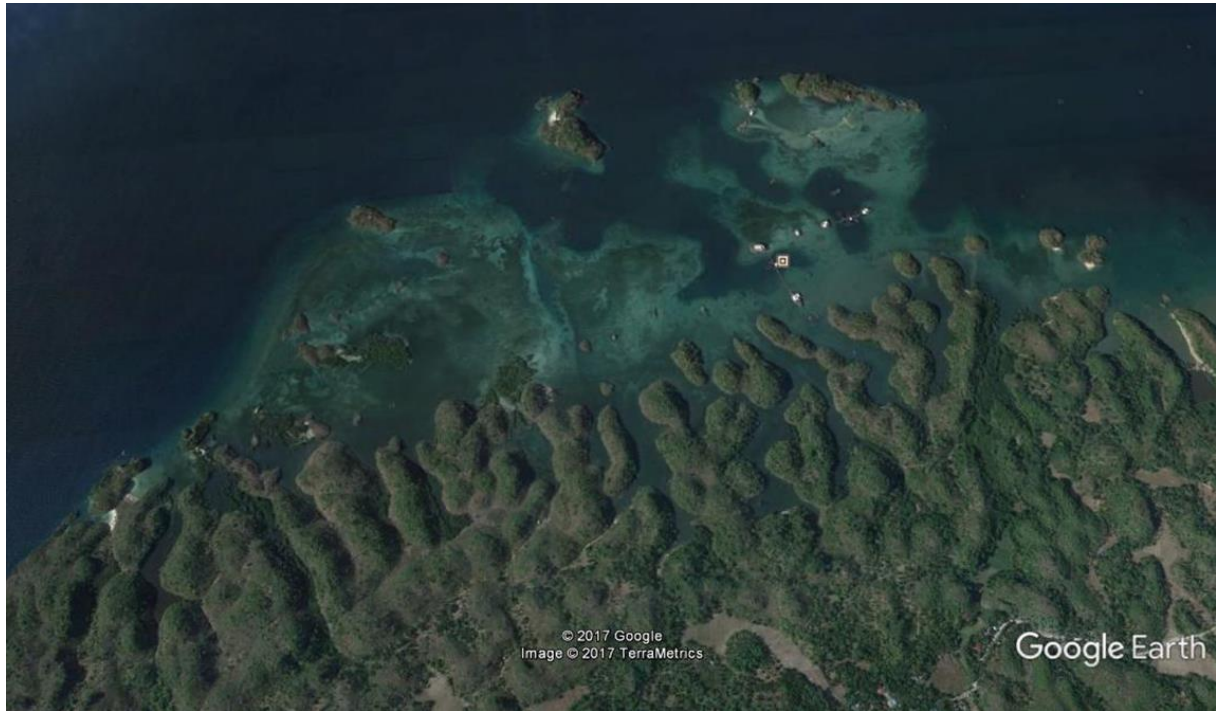
Maximize the potentials of the Nueva Valencia side of the river starting at the Sibunag Bridge for:

- Jump-off point for river cruise
- Island hopping to areas in Tamsik, Yato, Panoblon, Guiwanon, Toyo Reef, etc.
- Develop riverbanks to create attractions

The Multiple Coves and Inlets of Magamay-Pandaraonan-Dolores

Boating-Kayaking and Spelunking Adventure

“The 12 Fingers of MaPaDo”



The unusually-shaped coastal area features numerous coves and inlets that can be developed as kayaking/boating destinations. There are also two caves in the area; the Tudyong and Kulani-an Caves that further enhances its potential for adventure tour packages.



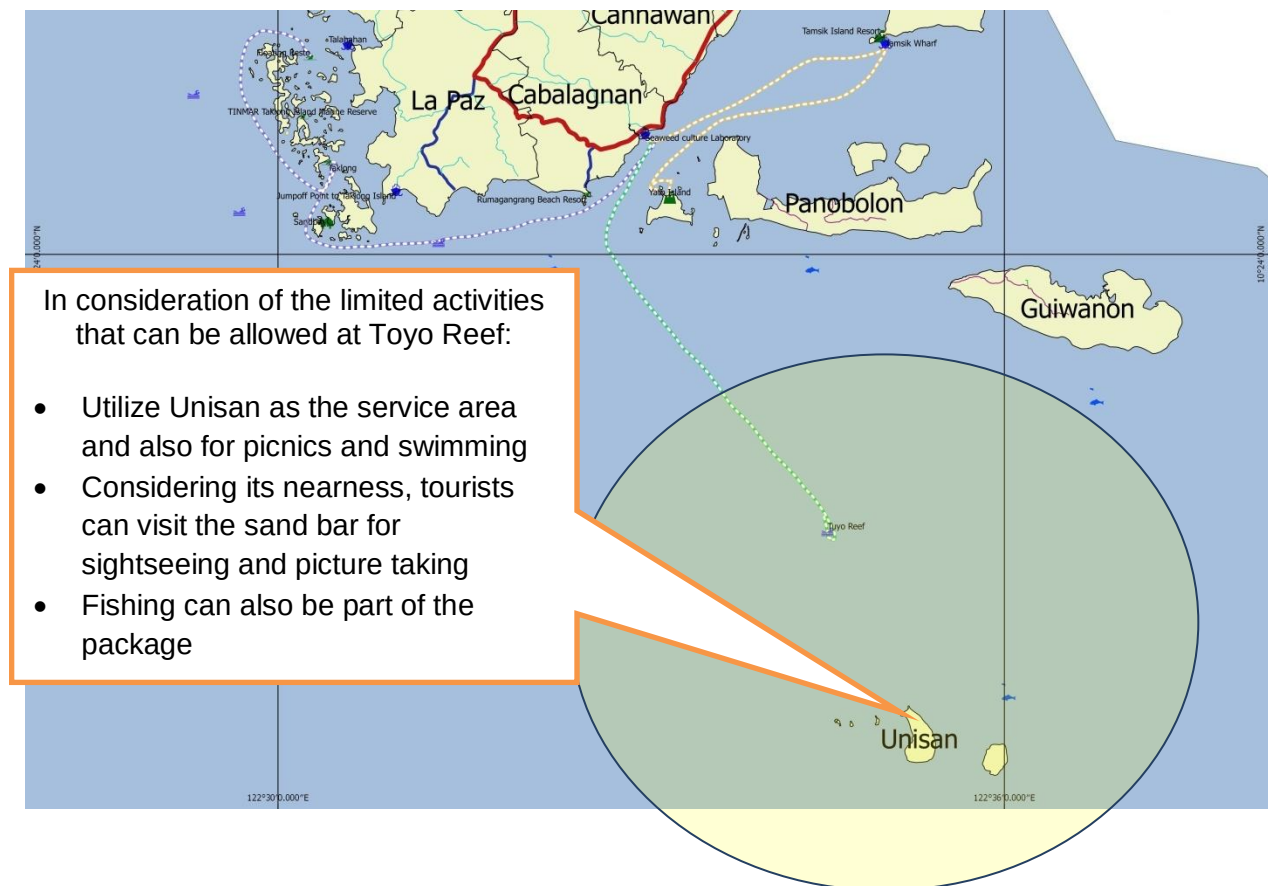
Toyo Reef and Unisan-Malingin Eco-Tour

Toyo Reef and Unisan-Malingin Eco-Tour

The Southernmost Territory of Guimaras: Toyo Reef and Unisan-Malingin Islands

This concept is anchored on the unique features of the Toyo Reef and the potentials of Unisan and Malingin as picnic areas for ecotourism tours. Owing to the protected status of the Toyo Reef which also covers the 2-kilometer radius from its shoal, tourism activities will be strictly regulated and will be limited to sightseeing and picture taking. An assessment needs to be undertaken to determine if a docking area in the sandbar is feasible without causing adverse impacts.

The area and the eco-tour can be packaged to advocate environmental protection to attract the environmentally-conscious segment of the tourist market as well as the academic community. Fishing can also be integrated into the tour package considering that the fishing ground is also within the area.



Municipal Gateway Makeover

Welcome to the Tourism Capital of Guimaras

Creating a tourism ambiance at the entrance of the municipality

- The objective of the makeover is to create an impact upon arrival at the gateway arch and let visitors know that they have arrived in the “Tourism Capital of Guimaras”
- This will involve improving the aesthetics and establishing a landmark or icon.
- The makeover also involves beautifying the roadsides all the way to the municipal center. This can be done by planting ornamental plants and putting up artistic streetlamps.

Ideally, the Guest Assistance Center should be near the Arch

Roadside beautification all the way to the municipal center

Face-lifting of the Arch area will involve creating icons that depict the culture of the municipality

Concern on road widening that will result to the posts being in the middle of the road

Billboards should not be allowed in the area

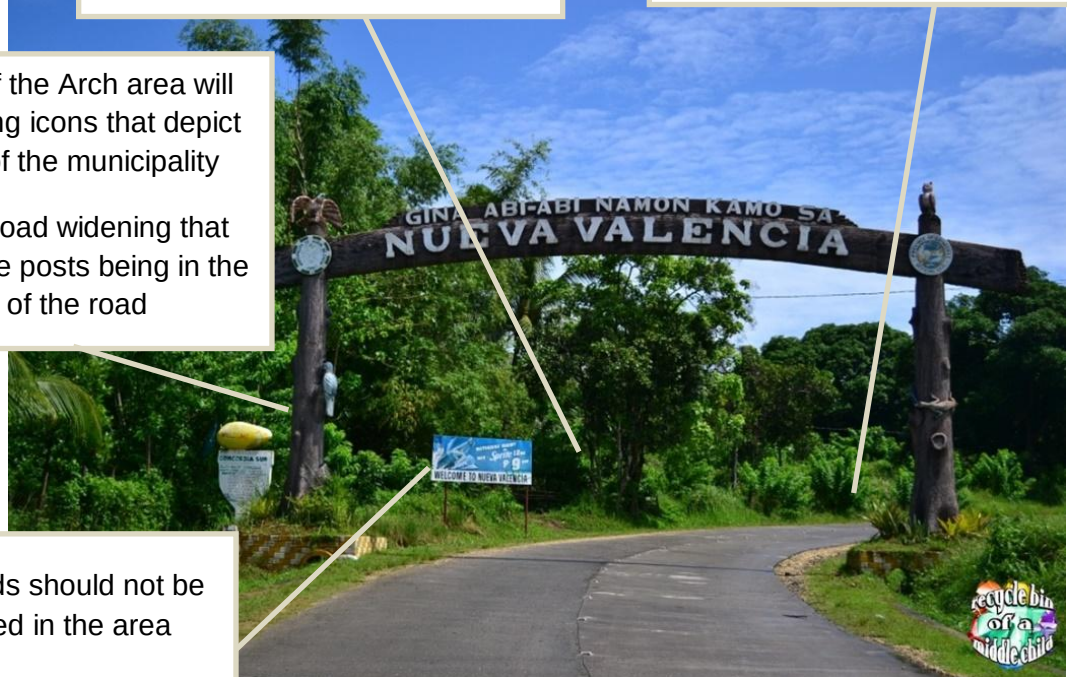


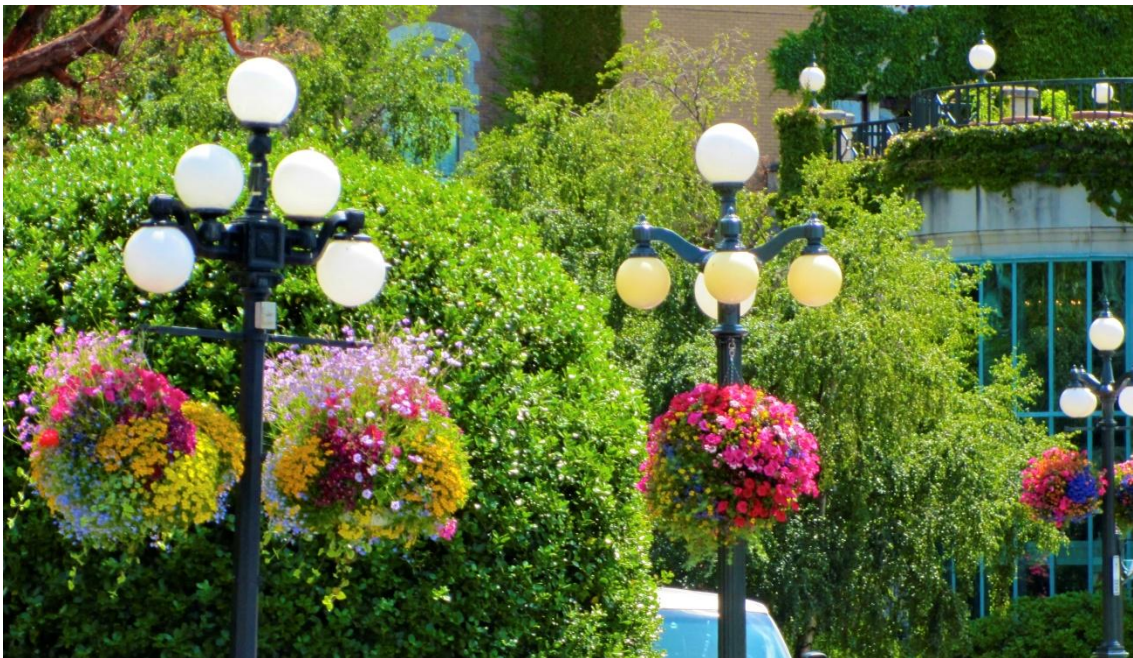
Photo Credit: Rammmpa blogspot

Concepts for roadside beautification

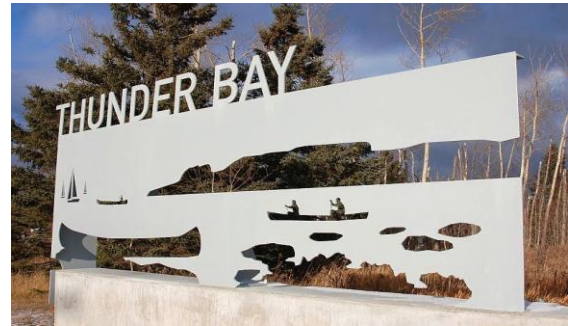
Lamp posts in Victoria, Vancouver Island



Source: Getty Images



Examples of Gateways



Implementation Plan

Priority Programs, Projects and Activities

Implementation Plan for Priority PPAs

Strategies	Program/Project/Activity	Source of Fund	Estimated Budgetary Requirements						Responsible Department/Agency
			2017	2018	2019	2020	2021	2022	
I. Leverage the designation as the tourism capital to undertake an aggressive resource mobilization to fund the improvement of key tourism infrastructure and support facilities and services	Improvement of Puyo Wharf	PPA				10M	10M	10M	MPDO/MO/MEO
	Upgrading of roads leading to tourism destinations	DPWH							SBs/MEO/MPDO/Tourism
	• Magamay-Pandaraonan-Dolores-Guisi Road - 5.144km.			115M					DOT-DPWH
	• Dolores-Tando Road – 3.899km.					5M			DOT-DPWH
	• Dulit-San Roque-Calian-Salvacion Road-3.235km						72M		DOT-DPWH
	• Igang Road beside Igang Plaza						4M		LGU-Nueva Valencia
	• San Marcos Road – Lucmayan							22M	
	• Surudlan Road – Canhawan							64M	
	• Widening of Alubihod Road							50M	
	• Guiwad Road – Dolores						20M	20M	
	• Puyo – Montinola to Crossing David Road							31M	
	• Crossing Cemetery to Laktawan, Tambungan Road							35M	
	• Guisi, Dolores Basiao Cove Road Extension-399.9m							10M	
	• Banuyo, Dolores Guiwad Road-1.683km							38M	
	• Lucmayan-San Roque-La Paz Road-8.482km						100M	86M	
	• Calian-Halad MPC Road Section-846m							19M	
	• Magamay-Landasan Road-672m					5M			DOT-DPWH
	• Widening of road from						30M	20M	DOT-DPWH

	Crossing David to Alubihod Area – 2.080km								
	Concreting of Lucmayan-Duncan Road				120M				DOT-DPWH
	Installation of additional cell sites for communication services to dead spot area	PLGU		1M	1M				Telecommunication Companies / PTO / MPDO / MO
	Construction of signage/naming of roads/provision for bike lanes, and installations of CCTVs	PLGU/MLGU		100K	100K				MPDO/MEO/Tourism Office
	Installation of ATM Machines/POS to Accommodation Establishments				500K				Banking institutions/MPDO/MO
	Co-management of Sibunag River	PLGU/MLGU			250K	250K			MLGU(Nueva Valencia and Sibunag)
	Institutionalization of Santa Ana Bay for the co-management of 3 municipalities(Jordan, Sibunag, Nueva Valencia	PLGU/MLGU			100K	100K			MLGU(Nueva Valencia, Sibunag and Jordan)
	Construction of lookout tower	PLGU/MLGU			500K	500K			MPDO/MEO
	Improvement/Rehabilitation of Guisi Lighthouse				500K	500K			
2. Establish collaboration with business clubs or chambers of commerce in the region and other areas of the country for investment promotion	Designation of focal person for investment promotion initiatives	MLGU		10K					MO/MPDO
	Establish partnership with business clubs, chambers of commerce and other business organizations in the Visayas and other regions in the country	PLGU/DO T/MLGU		50K					PTO/Tourism Office/MPDO/LEIPO
	Conduct investment forum to local and foreign investors	MLGU		50K					MPDO/Tourism Office/LEIPO
	Update investment code	SBs		50K	25K				SBs
	Federate Peoples Organizations in the municipality for a representation to a local special body				50K				
3. Utilize the natural and cultural	Prepare investment profiles for areas with potentials for tourism	MLGU		25K	25K				MPDO/MO/OMAS/Tourism Office

assets of the municipality to develop competitive tourism products	development								
	Benchmarking Activities for Municipal Tourism Planning Team	DOT/PLGU/MLGU		200K	100K				MPDO/MO/Tourism Office
	Identify and explore potential agri-tourism sites for development	MLGU		50K					
	Prepare Municipal Agricultural Plan	MLGU		200K	200K				MPDO/OMAS/Tourism
	Conduct Cultural mapping per barangay	NCCA/PLGU/MLGU			100K	100K			MPDO/DOT/Tourism
	Organize CBRT Program to potential barangay and strengthen existing CBRT barangays in the municipality	PTO/MTO/BLGU		50K	50K	50K			
	Conduct Agri-Tourism mapping to barangay based on Soil Suitability Data from DA and identify potential agri-tourism sites for development	MLGU			50K	50K			OMAS/MPDO/Tourism Office
	Conduct trainings for food preparations/processing	DOT/TESDA/PLGU/MLGU		50K	50K				MPDO/DOT/PTO/Tourism/ TESDA
	Re-organize Local Producer's Association	MLGU		20K					MPDO/LEIPO/OMAS/Tourism
	Conduct advocacy program on the principles of Integrated Coastal Management (ICM) in school particularly on the coastal environment of Nueva Valencia and the value of the Marine Protected Areas (MPAs)	PLGU/MLGU			50K	50K			MPDO/OMAS/Tourism Office
4. Organize and engage local	Organize elementary and high school students as advocates of ICM and environmental sustainability	PLGU/MLGU		50K	50K				MPDO/OMAS/Tourism Office
	Develop tour packages and review the existing tour packages and rates with local tour operators base on the	DOT/PLGU/MLGU		50K					MPDO/PTO/Tourism Office/Local Tour Operators

organizations and individuals in the development of tour packages	identified tourist attractions and circuits								
	Conduct Capability Building Program for Municipal Tourism Office staff and stakeholders	DOT/PTO/Tourism Office		50K	50K				MPDO/Tourism Office
	Enactment of Traffic Code	SBs			25K	25K			SBs
	Pass an ordinance setting tariffs and routes	SBs			50K	50K			MPDO/SBs
	Re-organize and strengthen the NuevaValencia Tourism Arts and Culture Council			50K	50k	50k	50k	50k	MPDO/SBs/MO/Tourism Office
5. Forge partnership with the business sector in Iloilo City and Bacolod for the marketing of Nueva Valencia tour packages in hotels, restaurants and travel agencies	Collaborate with the Provincial Government for establishment of airport information kiosks at Iloilo International Airport and Silay Airport	MPDO/MO		50k					MPDO/MO/Tourism Office
	Production of brochures, flyers and maps	DOT/Tourism Office		50K		50K		50K	Tourism Office
	Establishment of airport information kiosks at Iloilo International Airport and Silay Airport	DOT/PTO/MTO			100K				Tourism Office
	Partners with tour operators in the province for linkages with their partner tour operators in other provinces for promotional materials/collaterals	DOT/PTO/Tourism Office			50K				PTO/Tourism Office/Local Tour Operators
6. Create a Tourism Brand and Establish Overall Positioning	Conduct Tourism Branding Competition	Tourism Office/MPDO		50K					Tourism/SBs/MO/MEO/MPDO
	Production of Tourism Video	Tourism Office			50K				MPDO/Tourism
	Enhancement /Improvement of Municipal gateway				200K	200K			
7. Intensify efforts to improve competitiveness as an area for tourism investments	Formulation of Tourism Ordinances	SBs		30K					SBs/MPDO/Tourism Office
	Website Development	PLGU/MLGU			200K	20K	20K	20K	MPDO/MO/Tourism Office

	Monitoring of AEs for safety and security	MDRRMO/ PNP/MO		20K	20K	20K			MO/MPDO/OMAS/RHU/M EO/MPO/MTO
	Improve competitiveness ranking based on the indicators of National Competitiveness Council	MLGU		20K	20K	20K	20K	20K	All MLGU Offices
	Establish business friendliness to local and foreign investors through: • Provision of investment incentives • Development of micro, small and medium enterprises • Conduct trainings for human resource development • Partnership with Private/Public Stakeholders • Establish Quality management system	MLGU		100K	100K	100K	100k		MPDO/MTO/LEIPO/Tourism Office

Capacity Development Plan

Institutional Development

Capacity Development Plan

Municipal Tourism Office and Tourism Planning Team

There is a need to develop the individual and institutional capacities of the Municipal Tourism Office. Currently, the approved structure is not yet fully operational considering that the department head position is not yet filled up. The previous setup wherein a Designated Municipal Tourism Officer (DMTO) is in-charge of the office is still in effect in the absence of a full time Municipal Tourism Officer. In order to fully operationalize the tourism office, there is a need to fill up the plantilla positions and the newly-appointed personnel should be provided with adequate training and other capacity development interventions to in order to gain the required competencies in performing their functions.

Priority Capacity Development Interventions

Tourism Planning, Development and Management

This is a crucial function that will be performed by the Municipal Tourism Office to ensure that the planning cycle will result to responsiveness of the tourism development plan in terms of trends and directions of the tourism industry. Tourism management requires competency in management functions particularly on the part of the department head and supervisory level personnel.

Tourism Promotions and Marketing

Owing to the need to effectively promote and market Nueva Valencia as a tourism destination, there is a need for the personnel to gain marketing knowledge and skills. This function will also involve working with the provincial government departments to facilitate effective promotion of the municipality as a tourism investment area.

Project Development and Management

Considering the development stage of the tourism industry of the municipality, there is a need to develop knowledge and skills among tourism technical staff on project development and management. This primarily involves identifying projects based on issues and concerns and potentials and developing project proposals for funding. A good working knowledge of the development cycle and project management skills is also essential capacities that should be acquired.

Monitoring and Evaluation

Monitoring and Evaluation Framework

	NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS (OVI)	MEANS OF VERIFICATION	ASSUMPTIONS
Impact				
	- Improved revenues of local government - Improved income of local communities	Difference in income and revenue levels	PSA data, surveys Financial reports	
Intermediate Outcome				
	- Increased tourist arrivals - Increased tourism receipts	Difference in tourism receipts	Tourism surveys, reports	
Immediate Outcome				
	- High-end markets are attracted - Well organized tours and tourism activities - Fully functional tourism systems, facilities and support services	Higher percentage of local and foreign tourists instead of excursionists	Data from resorts and accommodation establishments	
	Improved access to tourism attractions	Road and other infra projects are completed on schedule Pavement quality is compliant to standards	CPES reports Quality assurance reports	Infra projects are implemented based on standards
	Enhanced effectiveness in the delivery of tourism services	Number of tourism businesses and organizations availing services	Accomplishment reports	Institutional mechanisms are in place to deliver services
Outputs				
	_____ km. of roads upgraded to PCCP	Length of roads upgraded	M&E reports	Road projects are implemented based on standards

	Tourism and other municipal personnel and stakeholders are capacitated on tourism functions	Number of personnel trained	Activity reports	Plantilla positions at the Mun. Tourism Office are filled up
	Tour packages are developed	Number of tour packages developed	Documentation, reports, tours operation records	
	Tourism support services and policies are operationalized	Services available to tourists	M&E reports, surveys	
	Tourism video is produced and disseminated	Exposure of tourism video	mass and social media	
	Marketing activities are implemented	Number of marketing activities implemented	M&E reports	There are personnel tasked to undertake marketing activities
	New tourism products developed	Number and variety of tourism products developed	Documentation, surveys, reports	
Activities:			Inputs:	
Upgrading of _____ km of roads leading to tourism destinations				
Construction of access facilities for off-shore attractions (footpaths, docking areas)				
Capacity enhancement of Municipal Tourism Office, other municipal departments and stakeholders involved in tourism development				
Enactment and implementation of the Municipal Tourism Code				
Construction and operationalization of Guest Assistance Center and other support services				
Development of tour packages				
Creation of new tourism products (coastal, marine, upland)				
Production of tourism video and marketing and promotion activities				

Annexes

Annex I: List of Participants to the tourism planning workshops

	Name	Designation/Office
1	Emmanuel C. Galila	Municipal Mayor
2	Cecilia Ortiz	SB Member
3	Cecil Gamarcha	Tourism Operations Assistant
4	Zurinie Zaldivar	MPDO/MPDC
5	Jackielyn Palacios	RCCI/MTO
6	Herminia Galon	Municipal Assessor
7	Inocencia Subong	Vice President/Liga ng mga Barangay
8	John Bernard Gaurana	Rescuer/MDRRMC
9	SPO2 Jeffrey Tague	Patrol Supervisor/PNP
10	Alyssa S. Relota	Encoder/OMAS
11	Willo M. Gabaton	SB Member
12	Ma. Luz G. Gambalan	Municipal Vice Mayor
13	Karl Bryan Sun	Engineering Assistant/MEO
14	Atty. Paul Vincent G. De la Cruz	SB Member
15	Marilyn G. Edang	SB Member
16	Dr. Sheila Gumabong	Municipal Health Officer/RHU
17	Antonio D. Delumpa	SB Member
18	Evan Anthony Arias	Resource Person
19	Wilfredo Sy Jr.	Resource Person
20	Jerilee P. Cameña	Documenter
21	Oliver S. Chavez	Municipal Agriculturist/Designated Municipal Tourism Officer
22	Cesar Segovia	Brgy. Kagawad / Savacion, Nueva Valencia
23	Fabian De la Cruz Jr.	Brgy. Kagawad / Pandaraonan, Nueva Valencia
24	Ma. Lea Cuadra	Head Teacher I / Nueva Valencia National High School
25	Charry Galia	SB Member/Nueva Valencia
26	Veronica Ortiz	Brgy.Kagawad / La Paz, Nueva Vaencia
27	Feliza Espiso	Brgy. Kagawad / Concordia Sur, Nueva Valencia
28	Elsie Gambalan	Brgy. Captain / Lucmayan, Nueva Valencia
29	Nelia T. Lambarte, Phd. In Ed.	District Supervisor - Nueva Valencia North
30	Fe Alingalan	Principal I - Salvacion Central School
31	Gina Navida	Principal II - Calaya National High School
32	Herald Geraldoy	Principal I - Cabalagnan National High School
33	Helen Davo	Head Teacher III - Simeon J. Jabasa National High School
34	Judy Bulquiren	Provincial Tourism Office
35	Lagrimas Triste	Supply Officer II / Mayor's Office - Nueva Valencia
36	Herminia Galon	Municipal Assessor / Nueva Valencia
37	Eunice Galvan	Sr. Bookkeeper / Accounting Office - Nueva Valencia
38	Nonita Magbanua	RCC II / Treasurer's Office - Nueva Valencia

39	Loren Gallarda	LDRRMO II / MDRRMC - Nueva Valencia
40	Cynthia Gatungay	MSWDO / Nueva Valencia
41	Rosalia Gelera	Head Teacher I / Calaya National High School
42	Perla Galido	Community Dev't Worker / Provincial Tourism Office
43	Rochelle Fernandez	Statistician / Provincial Tourism Office
44	Mary Rose Tomines	Clerk I / Provincial Tourism Office
45	Marian Galaraga	Tour Operator/Marian Travel & Tour
46	Aurora Lamonte	President, Transport Sector
47	Eva Emas	HRMO III / Nueva Valencia
48	Nemia Gajo	Head Teacher I / Nueva Valencia National High School
49	Arlene Torres	Tour Guide / Guimaras
50	Zaide Torres	Teacher III / Concordia Elementary School
51	PCI. Ahlie Estember	Chief of Police / Nueva Valencia
52	Beniel Frank Aspero	Teacher/Holy Rosary Academy
53	Jose Magon	Brgy. Captain/Pandaraonan, Nueva Valencia
54	Francisco Gargalicana	Brgy. Captain / Cabalagnan, Nueva Valencia
55	Lilia Sapio	Brgy. Captain/Dolores, Nueva Valencia
56	Josie Tiñas	Brgy. Captain/Sto. Domingo, Nueva Valencia
57	Milagros Gaitan	Brgy. Captain/Magamay Nueva Valencia
58	June Magbanua	Brgy. Captain/Tando, Nueva Valencia
59	Antonio Edang	Brgy. Kagawad/Poblacion, Nueva Valencia
60	Cleto Estember	Brgy. Captain/Canhawan, Nueva Valencia
61	Esmundo Galve	Brgy. Captain/Guiwanon, Nueva Valencia
62	Ma. Daisy Galleto	Brgy. Kagawad/Igdarapdap, Nueva Valencia
63	Beverly Villano	Municipal Accountant/Nueva Valencia
64	Vilma Geonanga	Agricultural Technologist/OMAS
65	Elsie Gamarcha	Brgy. Kagawad / Calaya, Nueva Valencia
66	Shirly Ganea	Calaya, Nueva Valencia
67	Cirila Miranda	President/Libon Bag
68	Vilma G. Gonzaga	Brgy. Kagawad/San Roque
69	Ana Eva Villanueva	Executive Director/GPEFT
70	Madonna Dome	Representative/Rico Beach Resort
71	SN1 Wilfer C. Alde, PCG	Member/CSS Jordan
72	PO3 Melchor P. Alvaro, PCG	Asst. Sub-Station Commander/CSS Jordan
73	Mary Chris Gaugano	Brgy. Kagawad - Committee on Tourism/La Paz
74	Susana G. Gallentes	SB Member
75	Felix Nava	SB Member
76	Elena Espiso	Owner/Magic Island Resort
77	Edgar R. Garde	Representative/Magic Island Resort
78	Danabelle Gange	Representative/Magic Island Resort
79	Lina Rizon	Manager/Villa Igang Beach Resort
80	Melinde E. Nava	Schools District Supervisor/Nueva Valencia South
81	Pastor Leif Gimeno	Municipal Coordinator/NACPHIL

82	Melchor M. Magrane	Research Director/JBLFMU
83	Mary Mar Esmaña	Representative/JBLFMU
84	Ronie S. Simpas	Manager/Alobijod Cove
85	Soledad Estaya	Manager/Raymen Beach Resort
86	Angeles Gabinete	Consultant/DOT-VI
87	Rona H. Ortiz	Engineer II/DPWH Guimaras - DEO
88	Joneline P. Tanaleon	Operations Officer II/PTO
89	Cindy T. Grate	Project Coordinator/PTO
90	Johnny E. Gange	Park Maintenance Foreman/DENR-PENRO Guimaras
91	Julieta Gabayeron	Division Management Officer VI/ Chief, Technical Division/DENR-PENRO Guimaras
92	Charity Galvez	Tourism Staff/LGU Nueva Valencia
93	Rowena Gandeza	Tourism Staff/LGU Nueva Valencia
94	Mary Hope Gatungay	Tourism Staff/LGU Nueva Valencia
95	Reizl May Fabales	Tourism Staff/LGU Nueva Valencia
96	Mark Ryan Gamuza	Tourism Staff/LGU Nueva Valencia
97	Daff B. Binobo	Tourism Operations Assistant/BUB Officer/DOT VI
98	Melanie Ortega	Operations Officer/Cabugan Nature Resort
99	Norman Vincent Acedera	In-house Designer/Nature's Eye Beach Resort
100	Cameron Balch	Peace Corp Volunteer
101	Juan De Dios Gimotea	Draftsman III/MEO
102	Juna Trono	MSWDO Staff/Nueva Valencia
103	Flor Aida Yogore	Sanitary Inspector/Nueva Valencia
104	Melita Magbanua	Principal II/Simeon J. Jabasa National High School
105	Jason Javier	Executive Secretary to the Mayor/Nueva Valencia
106	Almira Garonita	Planning Officer I/MPDO Nueva Valencia
107	Jose Pitpitan III	Tourism Staff/LGU Nueva Valencia

Annex II: Concepts and Ideas for Tourism Transport

Thai Wooden Boat—Long Tail



Photo credit: Shutterstock

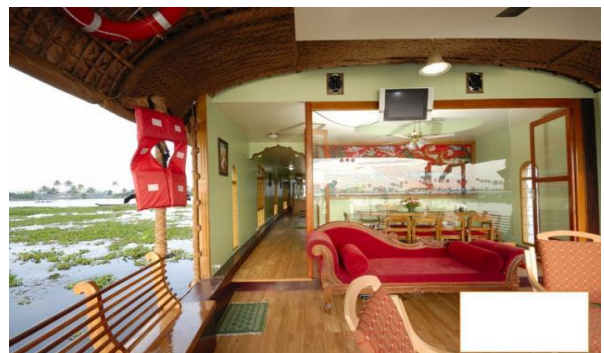


House Boats

Kerala Houseboats – India



Source: FindRentals.com



River Touring Boats



Photo credit: www.taonga-safaris.com



PUJ-Jeepneys



Carts-Animal Driven

Carabao-driven cart in Villa Escudero (Philippines)



Cow-driven Cart in Seychelles



Source: holidaybazaar.travel