



**CORAL TRIANGLE
INITIATIVE**
ON CORAL REEFS, FISHERIES AND FOOD SECURITY
PHILIPPINES

ANG PULO

BUSINESS PLAN AND PRODUCT MANUAL

Quilitisan, Calatagan, Batangas



This publication was prepared by Bluewater Consultancy on behalf of Conservation International Philippines with funding from the United States Agency for International Development's Coral Triangle Support Partnership (CTSP) (August 2010)

Cover photo: Community members in Ang Pulo celebrate a birthday on one of the community's rafts built to take tourists into the mangrove conservation area in Ang Pulo, Verde Islands Passage, Phillipines.
Photo: © CTSP / Tory Read



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August 2010

USAID Project Number GCP LWA Award # LAG-A-00-99-00048-00

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This is a publication of the Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security (CTI-CFF). Funding for the preparation of this document was provided by the USAID-funded Coral Triangle Support Partnership (CTSP). CTSP is a consortium led by the World Wildlife Fund, The Nature Conservancy, and Conservation International with funding support from the United States Agency for International Development's Regional Asia Program.

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Acknowledgement

This document embodies the thoughts, ideas and interests of a group of people who wish to promote community-based tourism in a mangrove forest. Bluewater facilitated the process of putting together a viable product and we wish to express our deep gratitude to several individuals and organizations that took part and/or supported this initiative.

To Mayor Sophia G. Palacio of the municipality of Calatagan who sees the power of community-run enterprises in alleviating poverty, we appreciate your support. To Ma. Emelyn Custodio, MENRO of Calatagan who tirelessly went to the community to personally see to it that the partnership is nurtured. Much gratitude also goes to Abbie Trinidad of the Coral Triangle Support Network or CTSP who believed in the value of capacity-building in empowering people to determine their future. To Ton Bringas who provided the much needed assistance in arranging for logistics and coordinating with the workshop participants, much appreciation for your help.

We would also like to acknowledge the support of Barangay Captain Danilo Quidem of Quilitisan who made sure that the mangrove area provides livelihood opportunities to the stakeholders. To the councillors who took part in the product development workshop, your presence was much appreciated. To the chairman of the People's Organization Dionisio Gonzales, and to the officers and members, this is a plan that should be put into action in order to strengthen protection of a valuable resource and at the same time ensure sustained economic benefit.

To Conservation International who provided the much needed financial support to make this happen, thank you. Lastly, this document would not have come into fruition if not for the participation of *bangkeros*, tour guides, community coordinators and the men and women of Barangay Quilitisan who created this plan.

Bluewater Team

Table of contents

Acknowledgement	1
Acronyms	3
Glossary of terms	4
Introduction	5
Chapter 1 : The mangrove forest as a base product for tourism	6
Chapter 2: The business concept	7
Chapter 3: Situational Analysis	8
Geographical advantage	8
Benefits to visitors and stakeholders	11
Issues and concerns	12
Opportunities	14
Potential threats	15
Chapter 4: Total product concept	17
Chapter 5 The products	19
Chapter 6: Income streams and tour costings	27
Chapter 7: The markets	31
Chapter 8: Resource requirements and training needs	33
Chapter 9: Rules and regulations	40
Chapter 10: Branding	43
Chapter 11: Marketing plan	44
References	46
Appendix A List of workshop participants	47
B RA 9512 Environmental awareness act of 2008	48
C Quick Reference Guide	51
D. Quilitisan mangrove Biodiversity Project	54
E. Information for mangrove interpretations	55
F Guidelines for visitor briefing and orientations	56
G Visitor center concept	57
H Coast-price matrix	59

Acronyms

CI	Conservation International
CTSP	Coral Triangle Support Network
FGD	Focus group discussion
KII	Key informant interviews
MENCRO	Municipal Environment Officer
NSTP	National Service Training Program
PFD	Personal floatation device
PO	People's organization
SWOT	Strengths, weaknesses, opportunities and threats
TALIMUSAK	Tagapangalaga ng likas-yamang dagat mula sa Kilitisan

Glossary of terms

Branding	A marketing strategy that promotes image building
Destination	An amalgam of individual products and experience opportunities that combine to form a total experience of the area Visited. (Murphy, Pritchard and Smith, 2000)
Experience	An event revealed over a duration of time that engages an individual in an inherently personal way
Marketing	The act of connecting customers to products
Package tour	A travel product that bundles several elements together
Product development	In the tourism context, it is the act of combining different components to form an experience
Service provider	A company, individual or organization that provides a service to the tourist or tour operator (transportation, guide, massage, catering)
Tour guide	A person whose range of responsibilities may include coordinating and overseeing travel logistics, delivering core program elements, and or providing subject matter or area expertise
Tourism market	Groups or segment of people that have needs and preferences
Tour operator	A company or organization that buys and packages individual travel services and combines them into a package
Tourism product	A bundle or package of tangible and intangible components perceived by the tourist as an experience

Introduction

Two islets in Brgy. Quilitisan, called “*Pulong Buhangin*” had been declared as a municipal nature park through SB Resolution no. 76 on September 8, 2009. Located at N 13° 53’ and E 120° 37’, it covers an area of approximately 7 to 7.5 hectares. When the tide is high, it measures approximately 200 m. x 220 m. Brgy. Quilitisan is situated along the western coast of Calatagan, Batangas facing the south China Sea. It may be reached by a 2 ½ hours drive from Manila on mostly well paved roads. The park is now commonly called “*Ang Pulo*”.



Maps indicating location of Calatagan and Barangay Quilitisan (yellow dot)

This document was prepared to help establish a community-based sustainable tourism project that capitalizes on the extensive mangrove forest of the site. Information and recommendations herein were based on the results of a rapid assessment of the site, secondary data gathered, dialogues with community representatives and the “Ang Pulo” Product Development Seminar, held last April 27 -28 in Calatagan. The seminar/workshop had the active participation of the major stakeholders of the nature park. The objective was to educate the participants in community-based tourism approaches and product development concepts. Target markets had been recognized by matching the natural attributes and strong points of the site, with the possible tourism product offerings. Income streams, economic leakages, ways to enhance the tourism product, product branding, additional infrastructure, facilities and equipment needed were also identified. Suggested itineraries were developed and the required services and materials were outlined to determine the costs and profitability.

This product manual and business plan is meant to guide the community of Brgy. Quilitisan in creating a sustainable tourism product from the nature park that they are protecting. The result of the workshop include half-day and one-day tour programs that are highly educational, advocates environmental conservation and engages park visitors in mangrove reforestation biodiversity conservation. The itinerary of activities will be highly dependent on the prevailing tidal conditions at the time of visit and on the amount of time that the visitors intend to spend while in the park. The establishment of community-run enterprises directly or indirectly linked to the operation of the tour programs is strongly recommended so that economic benefits may be derived by the stakeholders. This way, funds for the maintenance and improvement of the park facilities will become available.

Chapter 1: *The mangrove as base product for tourism*

*M*angroves used to be abundant all over the Philippines but due to “*pondification*” in the 70’s thousands of hectares of mangroves had been converted to fish ponds. The proliferation of beach resorts also contributed to the destruction of mangrove areas since they were perceived as wasteland and to have no link to ecological processes.

*T*oday the significance of mangroves is widely acknowledged and several communities in the country are engaged in transplantation. Linking mangrove conservation with tourism is seen as an excellent strategy for motivating stakeholders to further strengthen protection.

*N*atural heritage like forests, waterfalls, rivers, coral reefs and mangroves are the base products for tourism. However, there has to be certain elements that need to put in place for them to become viable products that can be marketed. Knowing what the site has to offer in terms of resources and identifying matching recreational activities is the first step in product development. Constructing appropriate infrastructure designed to protect the natural resource, provide access and make the place safe for visitors is also part of the steps in preparing a destination for tourism. Capacitating the community to provide services for the tourists is a way to optimize benefit from visitations. Services include preparation of meals, providing guides, local transport, interpretations and production and selling of souvenirs. Facilitation of activities on site provides earning opportunities for stakeholders, as well as ensure that visitor’s experiences are educational and life enhancing.

*F*or communities to take care of mangroves and to derive economic and social benefits from doing so creates a “win-win” situation. The challenge is how to come up with products that will generate curiosity, draw the market and produce satisfied customers that will be eager to recommend the place to others.

*T*his manual outlines the process that stakeholders went through in articulating tourism products that matches the potential of the mangrove area in Quilitsan, Calatagan. It also contains the details of the products, as well as operational guidelines, protocols and costings. The latter may require updating every now and then in order to sustain acceptable levels of profit margin.

Chapter 2: The business concept

The park will be operated like a business in order to sustain its management. A co-management scheme will be applied and a partnership between the Barangay and the local people's organization called TALIMUSAK will be directly involved in the daily operation of "Ang Pulo". The partnership will be supported by the municipal government through policy implementation, promotions, networking and linkages. These arrangements may be institutionalized with Memorandum of Agreements and other forms of legal documents that clearly specifies the roles of each partner.



"Ang Pulo" will be treated as a base product that needs enhancements that will address needs and preferences of visitors. The products described in this document were carefully designed in order to match specific markets, to derive economic benefits for stakeholders involved in the provision of services and to raise funds for the maintenance and protection of the park, its infrastructure and facility.



The manual also provides guidelines for standards and protocols, as well as future product development. Products included in this manual are mere starting points. The partnership is therefore encouraged to be creative in coming up with their own ideas on how to make the visitor experience memorable and recommendable. It is important

though to ensure that a balance between business objectives and conservation goals be maintained for long term sustainability. Managers must be guided by fact that

For tourism to address poverty communities need to be engaged in enterprises that will provide opportunities for unlimited income. Tourism should go beyond job generation and aim for empowerment.

Chapter 3: Situational analysis

Situational analysis provides a snapshot of the current issues and concerns. As part of the planning process this helps stakeholders determine a starting point from where goals may be articulated. Prior to the planning workshop, key informant interviews (KII) and focus group discussions (FGD) were conducted in Brgy. Quilitisan. A SWOT analysis was the basic method used to identify strengths, weaknesses, opportunities and threats. This process provided valuable insights as to how much a community is blessed, despite the challenges it is faced. This method allows people to appreciate what they have and to see themselves as being rich in many things, from physical assets, natural resources, skills and other strong attributes including friendships and positive attitude. The idea is for people to focus on their strengths, minimize their weaknesses, and take the greatest possible advantage of opportunities available to them through the things that are important, and be constantly aware of and address threats. SWOT is the take off point for setting the compelling goals that motivate people towards success.

An ocular of the site was also conducted twice in order to gather more information regarding the challenges in managing the site. According to village elders the site had been known as nesting sites for marine turtles. Aside from a variety of seagrass, it hosts 17 mangrove and 15 associated species. Different kinds of shore-birds and seabirds flock to its mangrove forests while crustaceans and mollusks live within its wide, flat inter-tidal zone. Farther out from shore there are natural pools with colonies of hard and soft corals.

Geographical advantage

Geographically the islets have certain advantages. It is only a few kilometers from the town center. The site can be reached from the main highway to Calatagan, where there are regular daily bus trips or numerous vans to and from Manila. There are also vans to Nasugbu where there are more buses for Manila and Batangas City. Communications on site is not a problem with the presence of Smart and Globe

“Mas maganda ito noon. Mas makapal ang mangrove. Nung dumami ang tao ay nabawasan. Pero sa tingin ko pwedeng maibalik basta pagtutulong tulungan.”

- Village elder

The planning workshop

Stakeholders from Barangay Quilitisan, members of the people's organization TALIMUSAK, partner NGOs and representatives from the Municipality of Calatagan came together for a 2-day product development workshop. The planning process utilized methods that helped establish specific goals, strategies and details of the products, including branding for "Ang Pulo". It was clear to all the participants that it is not enough for them to have a declared protected area that they are managing on a voluntary basis. Integrating a livelihood component in the management regime was a vital step towards ensuring sustainability of the conservation efforts.



Getting to "Ang Pulo"



Being a mangrove forest, it is an important habitat. It also serves as nesting grounds for migratory birds and marine turtles. Currently, there is minimal infrastructure consisting of a bamboo foot bridge, trident shaped boardwalk that measures approximately 400 metres, a boat ramp, watch tower and an open hut called "Kubo". Somewhere in the middle of "Ang Pulo" is a sandbar that has been designated as a camping area. Benches made of bamboos and a make-shift dressing room have been constructed here. Signs that identify mangrove tree species and informational tarpaulins are located along the boardwalk. Access to the islets is by riding a bamboo raft maneuvered by pushing a bamboo pole called "*tikin*" against the sea bed.

Situational Analysis continuation

network. Internet connection is available in the town. There is ample supply of sea-food nearby and other farm produce are readily available in the market and road stalls along the way. There are a number of beach resorts and lodging houses nearby.

Benefits to visitors and stakeholders

“Ang Pulo” is being positioned by the locals and its proponent as a place for learning. It is not the usual tourist destination where visitors merely go on a picnic, swim, leave their trash and go home without learning about the environment they have visited. The park is a place where visitors will learn about the ecology of the mangrove, and how people benefit from the services it provide. Guides and members of the local community are knowledgeable about mangrove species and they are able to provide some interpretations. Since most of them are fisher folks they are very skilled in collecting shells, crustaceans and food products from the sea. Their interest to continue protecting this valuable resource is further strengthened by the prospect of deriving economic benefit from tourism. At the moment, the park is being co-managed by the Barangay and a People’s Organization (PO) called TAL-LIMUSAK. It is an acronym that stands for Tagapangalaga ng likas-yamang dagat mula sa Kilitisan. It is composed of stakeholders from the community that are tasked to provide protection through patrolling and monitoring, plan for the development of the park and come up with ordinances that will make management more efficient. Members include officers of the Barangay, fisher folks, housewives, boatmen, women’s group and the youth. At the moment, a P20.00 fee per visitor is being collected. And since it’s inception the group has earned more than P51,000.00 from entrance fees. Residents and students were the most common visitors to the site for sightseeing or picnic.

The strong partnership between the local people’s organization and the barangay officials for the protection and conservation of their mangrove forest have earned the support of the municipality, the province and of NGOs like Conservation International. The major stakeholders are proud of their spirit of volunteerism, their unity and adherence to gender equality. It was very evident during the initial dialogues, interviews and workshop that they are eager to learn how to establish a community based tourism enterprise.

Situational Analysis continuation

Issues and concerns

The lack of other facilities in the park was expressed and it was also understood that certain structures have to be prioritized considering that there may be insufficient funds. One option recognized was to tap the private sector support through their corporate social responsibility initiatives. Another possibility that was identified was to get additional assistance from climate change mitigation and adaptation programs.

Aside from the accumulation of trash brought in by waves or currents, the narrowing of the estuary or navigational passages due to sand accretion and siltation was cited as a threat to the integrity of the nature park. Blast and cyanide fishing was also reported to occur in offshore areas. However such illegal activities were deemed unlikely to happen in the shallow near-shore waters of the park and that with vigilance, as well as constant monitoring and protection these destructive fishing methods can be prevented.

Since the time that park was opened to the public residents of the barangay were not being charged a fee. This issue was brought out during the workshop since some stakeholders believe that payment of fees is a way to increase participation of those who are not members of the PO maintaining this community resource. Some however feel that free entrance should be a privilege of residents. It was pointed out that residents are mostly the ones who leave their trash behind and etch their names on the trees.

The presence of a boardwalk and other infrastructure is seen as a major advantage since this requires a major investment which communities normally are unable to provide. Funding support from CI has helped establish a basic product for the park. Enhancements however need to be put in place and clear goals have to be articulate in order to sustain the protection and continuously provide economic benefit to those who are involved. Some stakeholders even expressed their enthusiasm for the prospect of coming up with a business plan since according to them they cannot be volunteers forever.

As part of the goal setting workshop, additional facilities needed and desired were identified such as a visitor center, rest rooms and bathrooms, mangrove nursery, island store, a pavilion, more bamboo rafts, boardwalk extension, bird watching blinds, eco-lodge, hanging bridge, fresh water system, electrical power and rope courses. Materials and equipment the participants enumerated were first aid kits, binoculars, uniforms for

“Napaka gandang may business plan na, para may pang gastos na sa pag-momonitor. At saka mas magandang kumikita din ang mga members kasi di naman pwedeng volunteer habang buhay.”

- Guide and bangkero

Situational Analysis continuation

guides, 2-way radios, kayaks, several sets of mask and snorkel, directional signages, laminated field guides, park tickets and an orientation video. They also realized that they need to be able to offer tour packages and then be promoted through media exposure.

To maintain the integrity and beauty of the park, the following must be prevented: vandalism, writing of graffiti, accumulation of trash, cutting of mangroves, collection of specimens, water pollution and forest fires. Too much noise and overcrowding were also identified as unwanted situations because they can negatively affect the quality of visitor experience. Although there was hardly any trash at the time of the ocular visits, a graffiti on one of the trees at the camping area was documented. There are no clear protocols and guidelines for visitors such that vandalism can easily be committed.

The potential damage of the “*tikin*” may be minimal but increased tourist traffic may eventually have significant impact. Establishing a regular path for all the rafts that cross from the mainland to “Ang Pulo” is one way of limiting the effect on a specific area. Another option is by using nylon ropes that can be used to move the rafts across. The rope may be pulled manually hand-over-hand by the *bangkeros*.

The natural assets of the place, its white sand, clear water, the marine ecosystems and the wildlife that depend on them are the main attractions, hence should be preserved. The existing physical structures that allow safe and convenient access to the park should be regularly maintained and repaired as needed. Despite the fact that the boardwalk is relatively new, there are already portions that require repair.

Reinforcing the structure with more sturdy materials should be considered to make it more cost effective.



This mangrove species presents a serious hazard to visitors. The sap can cause blindness. Unfortunately this one is right in the middle of the designated camping area.

During the first site visit, it was noticed that children were engaged in the provision of services such as the pushing of “*tikin*”. Although the issue of child labor was not tackled seriously during the workshop, it should be discouraged. Children may be exposed unnecessarily to a different culture and this may have a long term impact on their value system and perspective. Children in fact should be protected from any form of exploitation brought about by tourism.

Situational Analysis continuation

Income sharing is also another issue that needs to be clarified in order to prevent misunderstanding and conflict in the future. Roles of each partner need to be clarified on the onset so that expectations do not go beyond what can be delivered. Overall, stakeholders expressed their willingness to iron out issues and address gaps in the project. Although the issues vary in severity, it is not unlikely that a consensus will eventually be reached. An intermediary may be necessary to facilitate healthy discussions of issues and for stakeholders to open themselves to various alternatives. This was expressed towards the end of the workshop because they feel that conflicts may escalate to a personal level if left unresolved.

Lastly, the lack of knowledge in the creation of a tour package, as well as how to establish tourism enterprises was identified as a big hindrance. During the workshop the various skills and services that will be needed to be able to deliver the tour program were discussed. Although there appears to be more than enough warm bodies that can participate in the provision of services to visitors, the workshop participants pointed out that they lack the experience and capability. Other skills training identified as necessary include First Aid, Basic life Support, guideship, water safety and cardio-pulmonary resuscitation or CPR.

The positive attitude and enthusiasm of the stakeholders will hopefully create the right “push” for them to work towards attaining the goals of this plan.

Opportunities

The community believes that the nature park can be a good venue for learning about coastal resources, particularly the mangroves and seagrass and their importance. With appropriate programs and materials they can also advocate environmental awareness and conservation. They can encourage park visitors to volunteer in planting mangrove seedlings and thus help in reforestation or in mitigating climate change.

With the passage of the Environmental Awareness Act (RA 9512), there is a huge potential market in the form of school or class field trips for the Quilitisan Nature Park and its mangrove tour. Since there are very few remaining mangrove forests in Batangas, schools within the



Educational tours with interesting interpretations has the power to catalyze change in perspective and increase awareness of the audience.

Situational Analysis continuation

the province and adjacent places like Cavite, Laguna, Rizal or the universities in Metro Manila may be offered the educational packages. The combined opportunities presented by the boardwalk facility, the intertidal zone, its clear water, community involvement and the mangrove planting may be created into a highly experiential program that is unique and life changing.

The lack of other tourist amenities in the park was also acknowledged. Due to insufficient resources for the building of the additional facilities it was understood and agreed that certain structures have to be prioritized. Since the municipal and provincial authorities have expressed willingness to support the nature park, the barangay and the PO can ask for the construction of the needed structures.



Problem with trash may be prevented with regulations banning any form of non-biodegradable waste within the park.

Potential threats

Strong winds and huge waves due to typhoons or tsunamis brought about by tectonic activity offshore are natural events that can physically destroy the boardwalk and other park facilities. It had been emphasized that the mangrove forest serves as a buffer from the wind and storm surge thus it is all the more important to continue increasing and expanding the mangal cover through reforestation.

The estuary is reportedly becoming narrower and shallower due to the accretion of sand, thus making the passage of even small boats difficult. This may be a result of the shifting of sand due to the prevailing currents and waves. It is also possible that the change is being caused by infrastructure constructed along the coastline of Calatagan such as breakwaters, jetties or wharfs. They can alter the flow of seawater and thus affect sediment deposition in adjacent areas. Siltation as a result of several real estate development in the mainland was identified as an aggravating factor to the problem.

A major concern in the area is the accumulation of trash brought in by waves or currents. Plastic shopping bags, food wrappers, disposable diapers, discarded slippers, plastic containers, shampoo sachets and pieces of styrofoam are the most common debris that accumulate among the prop roots and low branches of the mangroves. Apparently the only way to deal with the non-biodegradable debris that gets washed towards the park and adjacent area is to manually collect them for proper disposal. It has been noted that most of these waste are not even from the

Situational Analysis continuation

area. Waste accumulation and disposal is a growing concern that must be dealt with as part of park management and maintenance. To prevent proliferation of garbage within the park area, littering may be strictly prohibited and penalties imposed on violators. A “garbage in-garbage out” policy had also been identified as a strategy to reduce the accumulation of solid waste. However it was suggested that segregated trash bins still be provided, at least in the parking area and visitor center, otherwise disposal might be a problem or inconvenient for the visitors.

The issue of having toilet facility within the park is also a concern since improper design may cause pollution and contamination of the water. The decision on whether to have a toilet within the park or not has not been resolved. A composting toilet may be considered as appropriate for this need.

During the workshop, the participants have acknowledged that sometimes the enforcement of park rules is insufficient and on other occasions inconsistent. This had been perceived to be partly due the lack of persistence or feeling of ownership on the part of some members. Hence some members of the people’s organization were more active than others. It is expected however that once income from tourism starts to increase and economic benefits are realized more members will be encouraged to actively participate. Volunteerism should still be promoted, especially during clean-up drives in order to encourage people to bring back the “Bayanihan” spirit.

COMPOSTING TOILET

A composting toilet uses an aerobic processing system to treat waste via composting. Typically they are chosen (1) to alleviate the need for water to flush toilets, (2) to avoid discharging nutrients and/or potential pathogens into environmentally sensitive areas, or (3) to capture nutrients in human excreta.

Two types of waterless composting toilets are self-contained and remote composting toilets.

"Self-contained" composting toilets are slightly larger than a flush toilet, but use roughly the same floor space. Some units use fans for aeration, and optionally, heating elements to maintain optimum temperatures to hasten the composting process and to evaporate urine and other moisture. Operators of composting toilets commonly add a small amount of absorbent carbon material (such as untreated sawdust, coconut coir, peat moss) after each use to create air pockets for better aerobic processing, to absorb liquid, and to create an odor barrier.

"Remote," "central," and **"under-floor"** models each feature a chamber below the toilet stool (such as in a basement or outside) where composting takes place. These are typically used for high-volume and year-round applications as well as to serve multiple toilet stools.

Chapter 4: Total product concept

A tourism product is defined as an experience brought about by a mix of various elements such as attraction, accommodation, food, activity, human interaction, entertainment, scenery and knowledge. A product therefore is the base product plus the elements that comprise the minimum expectations of the tourist who buys the product. Various enhancement may be integrated to a product in order to match it with a specific audience or market. As such the end product may range from something that is simple to sophisticated, or something that is cheap or expensive.

An experience is felt by all five senses. They may be result to something that is pleasant or unpleasant depending on one's perception. For a tourism product to excel it needs to go beyond the provision of basic needs such as food, accommodation, transportation and sense of safety. It has to deliver expectations in terms of education, socializing and relaxation. The five elements of the tourist experience must be taken into consideration if a package is meant to generate repeat visitation and if it is to be recommendable. The five elements include trip planning, travel to the destination, actual experience on site, travel back home and reflection on the experience. Powerful experiences focuses on integrating various enhancements in the entire stretch of the experience continuum. Ordinary experiences merely focuses on the experience on site.

Product development for Quilitisan takes into consideration these concepts in order to increase drawing power of the site and the products. Activities and elements of the tourism product drew from the five realms of a tourism experience:

1. **Entertaining experiences** which may be passive but can also be highly absorbing. An example would be watching the women cook a local delicacy.
2. **Educational experiences** are those that are informative and meant to increase knowledge, and consequently awareness. They can be passive such as reading interpretative signage along the boardwalk, or active such as participating in a mangrove transplantation activity.
3. **Aesthetic experiences** involve all the senses and may be passive but can be absorbing. An example would be appreciation of the landscape and mangrove canopy while on top of the viewing tower or enjoying the beauty of the underwater world while on a glass bottom boat.
4. **Escape experiences** involve active participation because they are highly experiential. Because they are action-oriented they require the person to be focused on the moment. An example would be snorkelling in the coral reefs or sailing on a "de-layag" boat.

Total Product Concept continuation

5. **Social experiences** are those that create opportunities for bonding and interaction between cultures. They also include those that allow people to search for their roots, connect with people and places, as well as those that promote emotional and spiritual connection.

The total product concept requires the coverage of as many realms as possible. If visitors will have a chance to go through both passive and active experiences, allow them to connect with people and make friends, learn a different culture and understand mangrove ecology while enjoying the scenery and seascape, then the chance of that person seeking to repeat the experience can be very high. The main goal of a tourism product is for it to impact the visitor in a personal way and for it to be highly recommendable.

Making the experience memorable requires that the experience is interesting, enjoyable and personally relevant. These three layers translate to the level of depth of an experience and how much it has created an impact on the visitor. The more it becomes personally relevant, the more it is remembered and appreciated.

The matrix below shows the Visitor Experience Continuum which can serve as a guide to build memorable experiences for the visitors.

RELEVANCE/ PARAMETERS	INTERESTING	ENJOYABLE	PERSONALLY RELEVANT/ LIFE CHANGING
Activities	Planned	Built-in surprises Ex. Cake or serenade for a birthday celebrant	Unanticipated surprise or event Ex. Appearance of Mayor or a champion of the community
Tour guide	Less skilled guides	Actively engaged guides with good communication skill	Highly skilled guides providing interesting interpretations
Interpretation	Self-interpretation using signs and labels	Live interpretation	Live interpretation combined with the use of materials (Ex. brochure, field guides); introduction of real people in the “story”
Senses engaged	Only 2 senses engaged	Three senses engaged	Engaging all senses plus emotions
Social interaction/participation	Interacting with travel group only	Visiting community and volunteering time for a project Ex. transplanting mangroves	Developing friendships; volunteering time and donating resources such as books, tools etc.
Engagement	Passive experience	Experiential and active	Engaging experience
Learning	Presenting information using materials	Presenting information using people	Hands-on experiences; integrating element of adventure and exploration

Chapter 5: The products

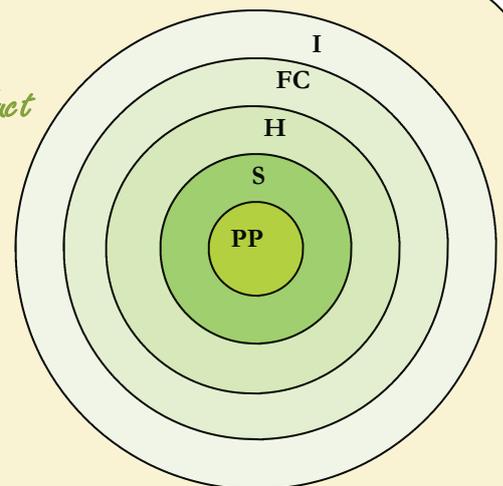
Assembling the tourism product requires the understanding of what the core or base product is and the other elements that may be attached to it for enhancement purposes. In each stage of the production process, value is added and the overall outcome is interpreted by the customer as an experience.

At the very core of the product is the base which needs to have a certain level of distinctiveness and drawing power. For Quilitisan the base product is the mangrove forest and the seagrass meadows. Together with the infrastructure (boardwalk, raft, bridges etc.) as well as the overall status of the environment such as weather, water condition and state of the ecosystem, they form the Physical Plant (Smith, 1994). The latter needs to have “services” to make it useful for visitors. Services refer to the performance of various tasks to address the needs of tourists. The third layer is “hospitality” which provides the area of interaction and bonding between hosts and guests. The fourth layer is “freedom of choice” and this refers to the range of options for a satisfactory experience. The last layer which is just as important as the first four is “involvement”. This concept is a combination of physical participation, a sense of engagement which is often described as the intangible aspect of the experience. Benefits for the tourist therefore can range from physical satisfaction to sensual and psychological, all the way up to spiritual.



Assembling the product

- PP - Physical plant
- S - Services
- H - Hospitality
- FC - Freedom of choice
- I - Involvement



*Product layering is an important concept
That ensured deepening of visitor experiences.*

The Products continuation

The following pages discuss the details of the various products identified for “Ang Pulo”. They were created based on careful matching of product elements with needs and preferences of specific target markets. There are four types of product and market combinations:

Existing product/ Existing market	Existing product/ New market
New product/ Existing market	New product/ New market

Modified from: Zeithaml & Bitner 1996, 201; Holloway & Robinson 1995, 82

The existing product of the park is a day trip where guests are allowed to freely roam and learn about the mangrove practically on their own using existing signs and labels. Visitors are given the freedom to do what they want—swim, eat, hang around, walk around—without much facilitation. Existing market include residents of the Barangay and some people from nearby urban areas such as Manila or Batangas City. New products include the ones that are included in this manual and new markets are those that are being tapped for the newly created products. The latter include those that have not discovered the park yet but who may be willing to visit because the product matches their preferences and needs.



Labels and signages should also include interesting information about the plant. Names are not remembered but “stories” are often remembered. This signage was vandalized by an irresponsible visitor.

Normally, pushing a new product to a new market requires the most in terms of resources and time. Creativity and careful study are needed to successfully capture the target markets. The easiest and cheapest option is to keep on offering an existing product to an already existing market. This will not result to considerable improvement in profit.

The Products continuation

Creating a new product for an existing market needs innovative ideas and increase in volume of visitors will only happen if the market is convinced that the new product is so much different from the previous product such that it is worth going back. Offering an existing product to a new market requires that the product is compelling enough such that the market will be convinced to try it.

In the case of Quilitisan's "Ang Pulo" the best option is to create new products and offer them to the existing market, but at the same time tap into new markets. This strategy will attain the following:

1. Improve existing products through enhancements in order to "deepen" the experience;
2. Convince existing market to come back and try the new products;
3. Enhance appreciation of conservation goals by the existing market which previously may not have an awareness of the role of the community in caring for such valuable resource;
4. Increase profit for the community, PO and its members and raise more funds for conservation initiatives;
5. Widen the market base for the products of the park;
6. Contribute to the awareness of the public and visitors on the importance of mangroves and its link to other habitats;
7. Create memorable and life enhancing experiences that will generate repeat visitations;
8. Make the products good enough to be recommended to others and take advantage on "word-of-mouth" advertising.

In the following page is a matrix of activities and conditions and their corresponding benefits or motivations for visitors. It is important to identify the types of experiences that each product can offer in order to match them with specific potential markets. This study allows for the creation of a whole range of activities that may be offered from morning till dusk. It is important to note that since nature is the base product of the park, awareness of the "pulse" or rhythm of the environment will help in coming up with interesting activities and interpretations.

"The new model for a destination is a place where people visit for an extended period of time, where they engage in multiple activities, where there are activities for possibly a range of target customer groups and where people want to return, not just to repeat the experience, but in the anticipation of new things to see and do."

The Experience Profit Cycle,
The London Business School 2003

The Products continuation

Activity	Environmental conditions	Benefit/ motivations
Planting mangroves	Low or receding tide	Environmental
Tidal walk with interpretation	Low of receding tide	Educational
Kite flying demo and practice	Low tide and windy days	Recreational
Gleaning demonstrations	Low tide	Educational
Kayaking or boating	High or flood tide	Recreational, experiential
“De-layag” boating	High tide, windy days	Recreational, experiential
Snorkeling	High or flood tide	Educational, recreational, experiential
Glass bottom boat tours	High or flood tides	Educational, recreational, experiential
Bird watching	Dawn or dusk	Educational, relaxation
Sunset viewing	Sundown	Relaxation, reflection

The Quilitisan Nature Park veers away from the typical form of tourism which capitalizes merely on visual appreciation or sight-seeing. This community run mangrove tour will be highly educational and will even engage some visitors to participate in an on-going mangrove biodiversity program. The tidal flat is extensive with scattered clumps of mangroves, seagrass beds and isolated sand bars. There are 3 things each visitor can expect when they visit “Ang Pulo”. First is to receive an orientation on mangroves and its importance. Second is to discover the wonders of the tidal zone and third is to enjoy wading or swimming in the warm, clear waters of Calatagan.

“Ang Pulo” stands out from other beach destinations because it is a mangrove forest with elevated boardwalks, signs, viewing platforms, huts and an observation tower on the intertidal zone. It is therefore an appropriate venue for educating the general public about the mangroves, its importance and the need for reforestation. It also offers an opportunity for visitors to volunteer and take part in actual ecosystem rehabilitation efforts. Planting of mangrove seedlings is an optional activity that visitors can participate in whenever they visit “Ang Pulo”. In addition, there will also be a number of outdoor recreational activities that Quilitisan Nature Park visitors can choose to experience.

In a tidal flat, the effects of water movement like waves and tidal changes can be easily seen and experienced thus related topics on the environment and natural sciences can be emphasized. Varied forms of invertebrates, different seagrass and

The Products continuation

seaweeds can be seen while wading or walking in or around the mangrove island when the tide is low thus providing excellent opportunities for biology courses.

Gleaning or “*Nangangatihan*” is a traditional way of collecting edible plants and animals during ebb tide. This practice can be demonstrated to visitors as a means to explore the tidal zone and to

show its rich assemblage of marine life. All specimens that will be sighted will be returned to its habitat. This will strictly be a demonstration of the fishing method and no collection will actually take place.

Birding enthusiasts will have opportunities to spot and photograph different shorebirds that inhabit the mangrove forest and forage the flats during low tide. In certain seasons, migratory bird species take refuge in the area. Documenting resident and migratory birds in the area will help in coming up with creative packages for bird enthusiasts.

During flood tides the wide, flat, sandy bottom becomes immersed in warm, clear water and then visitors can wade, bathe or swim to cool off from the heat of the day. Unlike in many mangrove areas where the bottom is muddy and the water is murky, the waters around Ang Pulo, is often clear. Thus when the tide comes in visitors can swim with a mask and snorkel around the islet or seagrass beds. It is also very interesting to snorkel at the periphery of mangrove stands where mudskippers, tiny fishes, crabs and shrimps can be observed among the prop roots. Aside from swimming with a diving mask and snorkel, various forms of marine life may also be viewed by using an improvised and indigenous viewing instrument called a “*planggana viewer*” while wading. It may be produced using plastic basins and replacing the bottom with glass. Visitors may find it interesting to view different kinds of marine life forms without totally immersing themselves. This can prove to be a fascinating experience especially for children and senior citizens.

There are many other day to day coastal activities that can be organized and offered to visitors for fun or soft adventure. They can paddle around in an outrigger boat or kayak when the tide is high. On windy days it is possible to ride on one of the *de-layag* boats and sail across the submerged flats. For those who prefer a less active pastime, kite flying can be a very enjoyable experience.

**Product code: SQ**

Description: This package is designed for people who may be passing by for very limited time simply to check out the park for possible consideration as a future destination.

Rate: Php 100.00 / pax

Inclusions: Park entrance, RT raft transfers and services of a guide

Itinerary: No specific itinerary since the visitor will merely do a quick ocular.

Note: If guests decides to stay longer and avail of activities, this package may be upgraded to other programs with corresponding increase in rate.

**Product code: QT**

Description: This is designed for people who may be visiting with limited time available.

Duration of stay: max 4 hours

Rate: Php 200.00 / pax

Inclusions: park entrance, RT raft transfers, mangrove tour, snack , services of a guide.

Itinerary: # 1

**Product code: BT**

Description: The basic tour is a half-day engagement that allows visitors to experience the park longer and to participate in activities of their choice

Duration of stay: max 5 hours

Rate: Php 420.00 / pax

Inclusions: park entrance, RT raft transfers, mangrove tour, lunch & snack, services of a guide

Itinerary: # 2

**Product code: ADT Min. 6 pax**

Description: This program allows visitors to have deeper immersion into the various activities, thereby providing opportunities for long-lasting and memorable activities

Duration of stay: max 8 hours

Rate: Php 500.00 / pax

Inclusions: park entrance fee, RT raft transfers (to and from the islets), mangrove tour, tidal flat exploration, am & pm snacks and lunch, services of guides, choice of one aquatic activity (paddling, sailing, or snorkeling)

Itinerary: # 3A or 3B (depending on tide schedule)

**Product code: EX**

Description: This program provides longer immersion time for visitors to experience sunset viewing and/or bird watching activities

Duration of stay: max 12 hours

Rate: Php 650.00 / pax

Inclusions: park entrance, raft transfers, breakfast, lunch, am & pm snacks, mangrove tour, tidal flat exploration, bird watching, kite flying (if windy), services of guides, choice of one aquatic activity (paddling, sailing, snorkeling) if tide allows

Itinerary: # 4A or 4B (depending on tide schedule)

Note: tour ends strictly at closing time

ITINERARIES

IT # 1 (Time may vary depending on arrival of guests)

8:00 Visitor arrival, registration and orientation
 8:30 Transfer to “Ang Pulo” by raft
 9:00 Boardwalk tour with interpretation
 9:30 Refreshments
 10:00 Wading, bathing
 11:30 Return to visitor center, rinse, shower, change

IT # 2 (Time may vary depending on arrival of guests)

8:00 Visitor arrival, registration and orientation
 8:30 Transfer to “Ang Pulo” by raft
 9:00 Boardwalk tour with interpretation
 9:30 Refreshments
 10:00 Mangrove planting, wading, bathing
 12:00 Lunch
 1:00 Return to visitor center, rinse, shower, change

IT # 3 A (AM low tide / PM high tide)

8:00 Visitor arrival, registration and orientation
 8:30 Transfer to “Ang Pulo” by raft
 9:00 Boardwalk tour with interpretation
 10:00 Refreshments
 10:30 Tidal flat exploration
 12:00 Lunch in “Ang Pulo” or in bamboo rafts with picnic tables
 1:00 Wading, bathing or swimming
 2:00 Paddling, snorkeling or sailing
 3:00 Snacks
 4:00 Return to visitor center, shower, rinse & change clothes

Always have a Quick Reference Guide that contains information about the different package offerings and itineraries to prevent delay when dealing with inquiries and walk-in visitors. In the appendix are similar pages that may be taken out of the manual and reproduced.

POINTERS FOR PACKAGING TOUR PROGRAMS

1. Include both fixed costs (salaries, honorariums, maintenance, electricity, water, guides, depreciation) and variable cost (meals, equipment rental, boat rides, facilitation of activities) in computing for cost of package.
2. Include profit margin that may range from 10 to 30 % of cost.
3. Include commission for agents which may range from 5-15 %.
4. Commission arrangements with agents are confidential.
5. Do not break down the package. Guest pays the same rate even though he/she does not avail of one element in the package.
6. Package rates are computed based on a minimum number such as between 2-6 pax.
7. If possible, come up with all inclusive packages to create hassle free experiences for guests.

ITINERARIES

IT 3B (Am high tide / PM low tide)

8:00	Visitor arrival, registration and orientation
8:30	Transfer to “Ang Pulo” by raft
9:00	Boardwalk tour with interpretation
10:00	Refreshments
10:30	Wading , bathing, or swimming from picnic raft
11:00	Paddling, snorkeling or sailing
12:00	Lunch
1:00	Free time
2:00	Tidal flat exploration, gleaning demo or kite flying
3:00	Snacks
4:00	Return to visitor center, shower, rinse & change clothes Departure

IT 4 A Daytime high tide - evening low tide

6:30	Visitor arrival, registration and orientation
7:00	Transfer to “Ang Pulo” by raft
7:30	Breakfast on the island or picnic raft
8:30	Boardwalk tour with interpretation
9:00	Wading, bathing, swimming, paddling, sailing or snorkeling
12:00	Lunch
2:00	Free time
3:00	Snacks
4:00	Tidal flat exploration, gleaning demonstration,
5:00	Bird watching
6:00	Sunset viewing
6:30	Return to visitor center

IT 4B Daytime low tide - evening high tide

6:30	Visitor arrival, registration and orientation
7:00	Transfer to “Ang Pulo” by raft
7:30	Breakfast on the island or picnic raft
8:30	Boardwalk tour with interpretation
9:00	Kite flying
12:00	Lunch
2:00	Tidal flat exploration
3:00	Snacks
3:30	Wading or bathing
5:00	Bird watching

REMINDERS

- Time schedules are indicated primarily to define the amount of time that should be allocated for each selected activity. Indicated activities are options and the actual activity will be selected based primarily on the prevailing environmental conditions during the tour day and then the preference of visitors is considered.
- Conflicting activities should not be conducted in the same area because they may pose hazards to guests. Example: glass bottom boat tours/sailing in snorkeling areas should not be allowed.
- For visitors to enjoy nature and wildlife more, laminated field guides that have information, names and pictures may be sold. They will serve as guides when they are exploring the mangrove or watching birds and wildlife. Selling them also provides an extra earning opportunity.

Chapter 6: Income streams and tour costings

Income from the nature park is not limited to the entrance or user fees. The Quilitisan community can acquire economic benefits through entrepreneurship and by providing any of the various services required in coastal tourism. Since there are several activities that will be offered to “Ang Pulo” visitors, there is corresponding number of services that will be required.

Aside from the *bangkeros* who will ferry visitors from the parking space to the islet and back, there will be other tourism services. Guides will be needed to:

- 1) give the orientation on the mangroves
- 2) demonstrate and supervise the planting of seedlings
- 3) demonstrate gleaning in the tidal flat walk
- 5) facilitate snorkeling activities
- 6) demonstrate and teach kite flying
- 7) help spot the birds, etc.

Bangkeros will also be needed to paddle non-motorized outrigger boats or to teach visitors how to paddle and maneuver the boats. Those who are adept at sailing will be needed to take one or two visitors for a ride on their *de-layag* boats while others can be involved by moving and tending the proposed bamboo rafts with picnic huts. In short, for every activity a visitor will take, a corresponding service provider will be engaged.

The women folk have expressed interest in preparing, cooking, serving and selling meals and snacks. This is a significant income stream because eating is a basic necessity while the other activities are options and preferences. Substantial profits can be made in food production especially if economic leakages are minimized by serving natural and locally available food items or beverages. There will be a demand for souvenir items and profit can be derived from selling them, as well as in the actual production of native crafts or *pasalubong*.

By carefully putting together a combination of activities and providing basic needs like food and drinks or other related services needed by visitors to the park, income opportunities are opened for those who will provide them. Selling of locally made crafts and food products will also provide livelihood for those who will sell them. It is highly advisable for management to provide space for these products to prevent vendors from flocking to the area. The objective of community-based tourism is to see to it that the economic benefits accrue to the host community equitably but also offer the products and services based on specific standards. This can be achieved as long as the community is directly involved in the actual operations and provision of services.

Income Streams and Tour Costings continuation

Each tour program in this manual has a fixed itinerary or schedule, includes the necessary services, as well as preferred activities, and as a whole is sold at a specific published rate. From the marketing standpoint, the advantage of offering a tour package is that a string of services is woven into a complete experience with a fixed cost. From the operational point of view it is easier to prepare and deliver the services because the activities have a given sequence and expenses are pre-determined. The buyer knows what he will get and the seller offers what he can provide at a profit.

Standard rates of components:

Park fee (entrance and raft transfers)	P20.00/pax + P120./balsa RT
Cleaning and Maintenance	P10.00/pax
Overhead for park management	P20.00/pax
Guide and <i>bangkero</i> fees	P20.00/visitor/guide
Drinks, picnic lunch and snacks	P250.00 /pax
Equipment rentals:	
Raft with hut	P400. 00/3 hrs + P50.00 for every additional hr.
Paddle boat	P200.00/hr or P500.00/3 hrs
Sailboat	P200.00/hr or P500.00/3 hrs (services of sailor included)
Mask, snorkeling and PFD	P150.00/hr or P350.00/3 hrs
Inner tubes	P20.00/half day
Kite with flying lessons	P150.00/half day
Sun umbrella	P100. 00/day
Printed materials (posters and signs)	
Certificates:	P30.00/certificate

Additional sources of income:

Souvenir t-shirts, hats, crafts, kites, food items, soap, shampoo, toiletries etc.

Use of shower & dressing room facility P20.00 - P30.00/ pax

Note: Rental of equipment (mask and snorkel, inner tube, sun umbrella) or facility (picnic raft, paddle boat, sailboat) are optional if they are not included in the tour package

CONFIDENTIAL PACKAGE COSTINGS



SUPER QUICK TOUR

Min. 4 pax

Entrance & raft transfers, (P20. + 30.)	Php 50.00
Maintenance & management	30.00
Mangrove guide	<u>20.00</u>
Total =	Php100.00
Suggested selling price P100.00/pax	Profit: None



QUICK TOUR

Min. 4 pax

Entrance & raft transfers, (P20. + 30.)	Php 50.00
Maintenance & management	30.00
1 merienda (P50.)	50.00
Mangrove guide	20.00
Agent's referral fee/commission	<u>25.00</u>
Total =	Php175.00
Suggested selling price P200.00/pax	Profit: Php 25.00



BASIC TOUR

Min. 4 pax

Entrance & raft transfers, (P20. + 30.)	Php 50.00
Maintenance & management	30.00
Lunch and merienda (P150. + 100.)	250.00
Mangrove guide	20.00
Agent's referral fee	<u>40.00</u>
Total =	P390.00
Suggested selling price P420.00/pax	Profit: Php 30.00



AWESOME DAY TRIP

Min. 6 pax

Entrance & raft transfers, (P20. + 20.)	Php 40.00
Maintenance & management	30.00
Lunch and 2 snacks (P150. + 50. + 50.)	250.00
Equipment rental	30.00
3 guides: mangrove, tidal flat, aquatic activity (3 x P20.)	60.00
Agent's referral fee/commission	<u>50.00</u>
	Total= P460.00
Suggested selling price P500./pax	Profit: Php 40.00



EXTENDED DAY TRIP

Min. 6 pax

Entrance & raft transfers, (P20. + 20.)	Php 40.00
Maintenance & management	30.00
Breakfast, lunch and 2 snacks (P100. + 150. + 50. + 50.)	350.00
Equipment rental	30.00
4 guides: mangrove, aquatic, tidal flat, bird or kite flying (4 X P20.)	80.00
Agent's referral fee	60.00
	Total = Php590.00
Suggested selling price P650.00/ pax	Profit: Php 60.00

Chapter 7: The markets

Class or school field trips – The Environmental Awareness Act (RA 9512) mandates all schools to include environmental education in their curriculum. As one of the last remaining mangrove forests in the coastline of Batangas, “Ang Pulo” presents an opportunity for students to learn about the coastal area, focusing on the mangrove ecosystem and then volunteer in clean-up activities. As a habitat, the mangroves and tidal flats offer an ideal venue for outdoor learning in biology or environment. Tourism and social science classes can look at the community based tourism enterprise and its role in environmental conservation. NSTP classes can focus more on the planting activity in future designated reforestation/nursery sites as part of community service. While individual college classes consist on the average of 20-25 students, a school field trip involving the whole grade or year level may have 100 – 300 students at one time. Carrying capacity should be taken in consideration for large groups. In connection with the study of marine life, the tidal flats or the mangrove ecosystem, the students would most likely participate in *planggana* viewing, snorkeling or gleaning demonstration. Glass bottom boat tours may also provide viewing opportunities at faster turn over rate and with less risks. During windy days, the students can also try kite flying. This is a common past time activity in rural areas that is now hardly experienced by urban residents.

Families and friends - This would usually involve 1 or a few families, and sometimes they will be a group of friends or “barakada”. Their numbers will range from 4 – 15. Their main objective will be for bonding, fun and enjoyment. Learning about the marine ecosystem will make the outing more interesting. High value planting activities should target this market because it will make the trip meaningful and memorable. The teenagers and young adults would be more inclined to engage in more physically active options like snorkeling, swimming, paddling and sailing during windy days. On the other hand, children and most parents will be more content in wading, bathing, kite flying, glass bottom boat tours and tidal flat exploration.

Company outings – Small office departments can range from 10 – 20 while company divisions will have more than 50 employees. Sometimes the company outing will also include immediate families of the employee and the number dramatically increases. Beach games or team building activities may be

The Markets continuation

included in their tour itinerary. A company can also take interest in the future intention to establish a mangrove nursery as part of climate change mitigation and include it as part of their commitment to practice corporate social responsibility.

Brief excursions – This group will usually come unannounced and their visit to the park can be out of curiosity, after having heard about “Ang Pulo”. Having some free time while in Calatagan, their excursion will be brief and will consist of 1 – 5 persons only.

Foreign tour groups - There has been a noted increase in the number of Korean and Chinese nationals that travel to various parts of the country. They normally do not speak fluent English, may come with a translator and is often booked by an agent or a nearby resort. It has been observed that these markets generally have low levels of environmental awareness and tend to behave irresponsibly in the places they visit. Although less undesirable than other markets, they cannot be turned down. Hence, there has to be strict monitoring of these groups and regulations should be clarified right before the start of the tour.

TIPS FOR LOW IMPACT TOURISM IN THE MANGROVE AND SEAGRASS ECOSYSTEMS

1. Establish a regular route for rafts that bring people in and out of the park;
2. Establish a regular path for tidal flat walks to minimize overall impact. Routes may be changed from season to season to allow used paths to recover;
3. Mooring buoys for boats should be installed to prevent anchor damage;
4. If organisms will be used for interpretation purposes or for “gleaning” demonstrations they must be returned to the same spot;
5. Attached organisms should not be removed;
6. Zonation and demarcation should be used to clearly define where visitors are allowed and where they are not allowed; Banning the use of disposable items such as plastic spoons, forks, cups and styrofoam packaging materials;
7. Pricing schemes may be used as a tool to regulate volume of tourists especially during peak seasons or holidays (ex. adding 5-10 % to published rate during Christmas, New Year ‘s Day);
8. Caterers should aim for zero waste operation by carefully selecting ingredients packaged in recyclable containers and purchasing them using cloth bags or “bayong” and not plastic bags;
9. Meals should be served using re-usable plates and eating utensils or packaging them with banana leaves;
10. Snacks or food to be served must be made from raw materials and not processed and packaged in plastic (ex. banana cue instead or biscuits in plastic packaging, buco juice or gulaman at sago instead of soda or softdrink)

Chapter 8: Resource requirements and training needs

The facilities, equipment or materials below are classified as priority 1 or 2. Those indicated as priority 1 are very important and crucial for the delivery of the tour program or are required amenities for the safety, comfort or convenience of both the park visitors and people's organization. Items in priority 2 are those which are needed to enhance the tour product, increase the number of activities that can be offered or will increase the income potential either through rentals, sales or related services.

PRIORITY LEVEL 1

Visitor Center with rest rooms and shower area – Where visitors can inquire, register and receive a briefing on the Quilitisan Nature Park. There should be rest rooms, showers and changing rooms for the needs and convenience of visitors specially for those staying only for a day. Visitors can pay a minimal fee for the use of the shower and dressing rooms. It should have ample parking space and small stalls for souvenirs, food and beverages.

Island store and goods – The “tindahan” is part of the Filipino way of life, it is also one of the most common micro enterprises. While the location and size of the store is to be agreed upon it is understood that it can sell primarily local food

or delicacies (suman, puto, kakanin, banana-cue, etc.) water, hot and cold beverages (like brewed “barako” coffee, halo-halo, buko juice or sugarcane juice). No vendors will be allowed to freely sell anywhere near the parking area and within the park. Souvenir T-shirts and crafts can carry the brand “Island Life” .

Bamboo rafts with a picnic hut - With a bigger volume of tourists arriving at the park more space will be required. To avoid high visitor concentration on the board walk, platform and hut, floating movable platforms should be utilized. The “picnic rafts” will have a table, benches and



Resource Requirements & Training Needs continuation

roof to provide shade for the occupants. If desired, a raft may even be equipped with a charcoal grill or a provision for cooking. They may be positioned near or around the islet and park visitors can rent the facility for the day. This will not only decongest the islet it will also increase the park's visitor capacity.

Plastic *planggana* viewers – This is a plastic basin with the bottom cut out and replaced with clear acrylic plastic or glass fastened with marine epoxy. This improvised viewing port will allow non-swimmers or those who do not like to use snorkeling equipment to see what is beneath the surface of the water. This device can be used while wading and even in very shallow water. It is easy to use, inexpensive and can be easily made by the local community.

Park tickets, official receipt and guest logbook –

Since park entrance or user fees will be collected, numbered tickets must be issued. This will also be very useful in monitoring visitor arrival as well as income acquired from park fees or equipment rentals. The tickets can also be designed (color coded) such that it will be possible to identify which tour program has been chosen by the visitor and the corresponding itinerary of activities. Being a business

there has to be official receipts registered with the BIR. In which case the partnership will have to consider registering with the DTI or SEC. The logbook will be most useful in monitoring visitor volume and determining the market profile.



Mangrove Ecosystem story/interpretation – This will educate the public on the mangrove ecosystem, its importance as a habitat, its ecological function and the difference of mangroves to other trees. It should be kept simple and informative. The mangrove story will be related by a local guide. (see appendix for guidelines)

“Ang Pulo” orientation script or briefing – This is intended to give visitors information about the nature park, its management policies, to clarify the tour itinerary and the package cost. A barangay volunteer or PO member can conduct the briefing with the aid of posters or brochures. When the visitor center has been constructed, a 5-minute orientation video may be produced to lessen the time spent for orientation especially the visitor traffic has increased.

Resource Requirements & Training Needs continuation

Catering equipment and kitchen utensils – Meals and snacks can be prepared by the women folk. Large pots, pans and chaffing dishes will be needed to be able to serve bigger groups. Profit can be made by the womenfolk from the selling of cooked food for visitors. This is a very do-able enterprise for the local community. Seafood is easily available in Calatagan and the local cuisine and home cooked meals can be part of the “Ang Pulo” experience.

Personal floatation device (PFD) or life vests - to ensure safety of guests who will be spending time in or near the water, PFDs must be provided as part of safety equipment. Floatation device come in different forms, but the best investment are the ones that can last for a long time and are not made from Styrofoam that easily break into pieces. Brightly colored PFDs are better since they can easily be seen even from a distance.



PRIORITY LEVEL 2

Masks, snorkels, fins – The mask and snorkel allow a visitor to see underwater while swimming on the surface. The fins when used properly will allow the user to swim more efficiently while the PFD will insure that the participant will remain buoyant and thus will not drown. With simple instructions and practice with the proper use of this equipment, participants can leisurely view the submerged ecosystems or observe diverse marine life with a feeling of discovery and adventure. For safety reasons a PFD must be worn by all visitors who go on a paddle boat, kayak or sailboat and while snorkeling.



Outrigger paddle boat or kayaks – Non-motorized outrigger boats are commonly used in coastal areas and are available within the community. They have to be in good condition and painted for ease in identification. Aside from comfortable seats they should be equipped with two paddles and a “pang-limas”. The number of passengers should be limited and PFDs should be worn by all participants. Kayaks are



Resource Requirements & Training Needs continuation

commonly used for recreation. They are safer because they do not sink and they seldom capsize. They are also easier to maneuver even in narrow passages because of the absence of outriggers. However kayaks are substantially more expensive than outrigger paddle boats.

De-layag boat – These outrigger sailboats are used in Calatagan and in many other parts of the archipelago. These boats are also called “paraw”. It is not uncommon among urban residents to have no experience of riding in a wind powered boat. Since it requires sailing skills and an understanding of wind patterns, visitors may only go on a carbon neutral joy ride with a capable boatman operating the boat. Their use is limited by the availability of wind.

Glass bottom boat - This flat bottom boat provides opportunities for visitors to view underwater landscape and marine life within the comfort of a boat. People who are not comfortable getting in the water to explore will prefer to ride in a glass bottom boat. This boat is suitable for the park since there are shallow seagrass meadows with patches of corals. Ideally there should be one boat operator and an assistant that doubles up as a guide and/or interpreter.



Seedling bank – It has been agreed by stakeholders that seedlings for transplantation will be sourced out from Brgy. Balibago. It was pointed out however that there are no more sites for transplantation in the park except for spaces within the forest. Hence these limited spaces will be identified and designated as High Value Transplantation Sites that will be used for the “Ang Pulo Mangrove Biodiversity Project”. This initiative may be launched within the year and capitalize on the fact that 2010 is **International Year of Biodiversity**. The goal of the project is to increase biodiversity of the mangrove forest by planting species that are no longer found within the park but are still present in the mainland. The seedling bank therefore will have to be established in the mainland and only those who are willing to be donors of the project can take part in the actual seeding of the highly selected mangroves species.



Resource Requirements & Training Needs continuation

SMALL INVESTMENT WISH LIST

Laminated field guides - This material may be sold for profit and will serve as educational materials and souvenir at the same time. It will contain pictures of mangrove species found within the park, with their corresponding scientific and local names. Interesting facts about some of them may also be included. The sample on the right is a 12-sided laminated field guide on plants found in Palaui Island Protected Landscape and Seascape and is being sold for P200.00 by the PO.



Binoculars and spotting scope - These may be rented out to visitors who wish to go bird watching.

Uniforms and ID - for staff and stakeholders to look professional when they are performing their duties, they need to be in uniforms and IDs. This way they can easily be identified by guests and management.

Two-way radios - For better coordination and more efficient implementation of simultaneous activities, communication over long distance should be in place. It is absolutely important for the Visitor Center to have direct communication with the guides and *bangkeros* at all times.

Bird watching blinds— In order to tap into the bird watching market, blinds may be installed in strategic locations along the boardwalk. They should be located quite a distance from the Kubo and tower.

Hanging bridge and obstacle course — The partnership also wish to provide a facility for team building programs. A hanging bridge and a few obstacle courses may be installed in selected sites within the park. Team building activities should have prior arrangements and they must not be scheduled at the same time that groups who wish to have privacy or relaxation are visiting.

Resource Requirements & Training Needs continuation

CAPACITY-BUILDING WISH LIST

Ang Pulo guide training

As had been repeatedly expressed in the FGDs and during the workshop that stakeholders lack the knowledge and skills in guiding visitors. Since they are very knowledgeable about their coastal environment and have the skills in gleaning, paddling, sailing, kite flying, etc. the training can simply focus on nature interpretation, guideship techniques and facilitation skills.

Safety courses: First Aid, CPR, Water Safety

These courses are offered by the Phil. National Red Cross. While these programs are regularly offered in the provincial chapter of PNRC it will be more practical to request that the training be conducted in Quilitisan. This way more people can attend the safety training and it will be more economical. Knowledge in rescue and primary response during emergency situations is a “must” for service providers, most especially guides and boatmen.

Food handling and preparation

No doubt many of the women in the community can cook delicious meals. Food that is typical or representative of Batangas cuisine is highly recommended because eating is part of the cultural experience. This will also ensure that the ingredients that will be needed are locally available and thus economic leakages can be avoided. The meals will be limited to lunch, *merienda* and occasionally breakfast. The training will focus primarily on the safe and sanitary preparation of meals and secondly in enhancing the presentation. Essentially the food should be clean. Then it should taste good and look appetizing. Lastly the womenfolk should be guided in the rudimentary techniques of monitoring and controlling costs so that they can work within a budget so that the cooking and serving of meals can remain profitable. Responsible purchasing may also be integrated in the operational procedures of the catering business in order to minimize unwanted trash, especially those that may not be recycled. The concept calls for conscious effort to purchase only ingredients and products packaged in containers that can be recycled or sold.

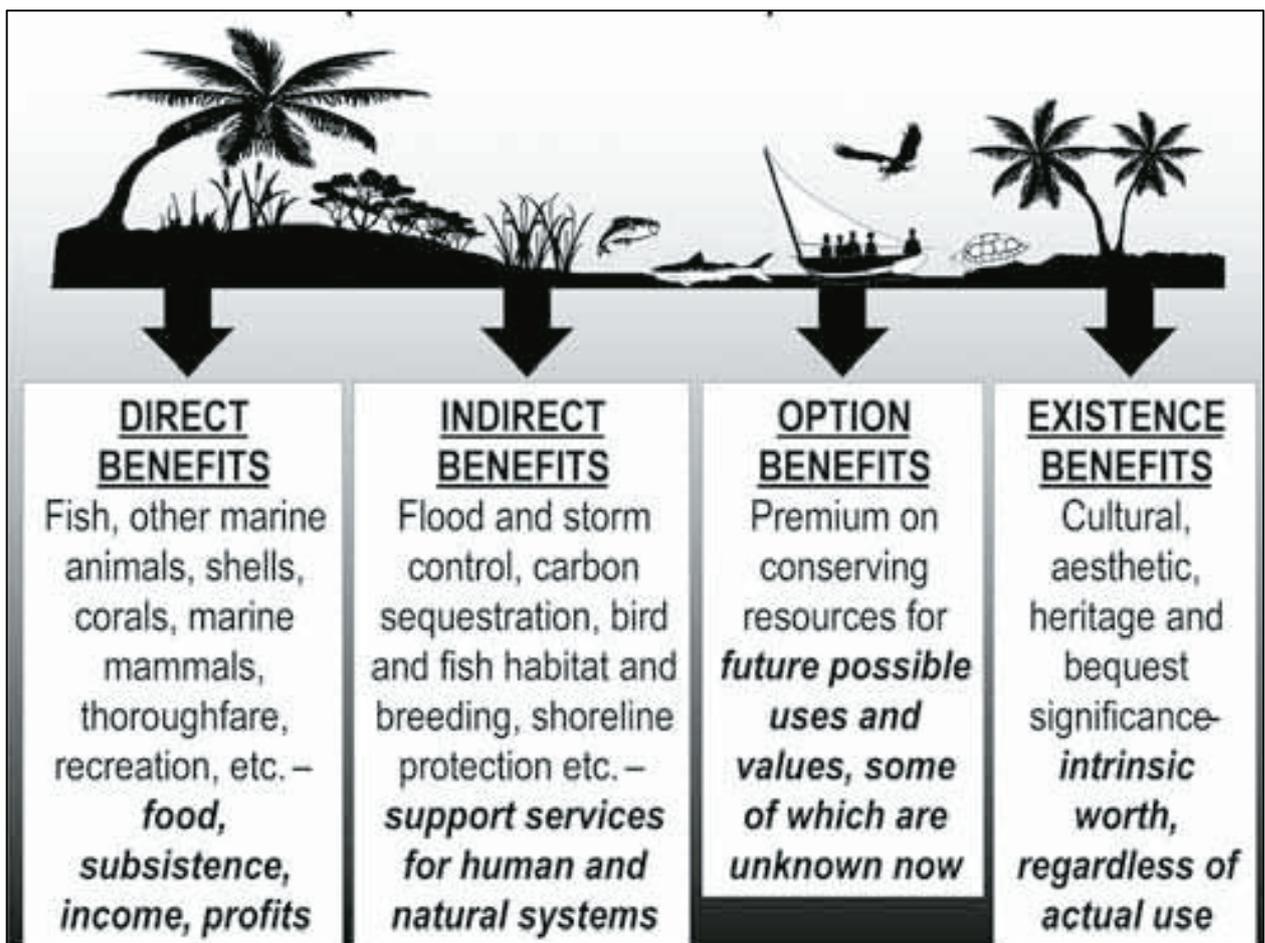
Basic Entrepreneurship

This will help the PO understand how to operate a business. They must learn how to invest and make a profit in a service oriented enterprise as well as master their roles and responsibilities. Basic accounting or book keeping is also

Resource Requirements & Training Needs continuation

important so that they can keep track of their finances otherwise they may end up spending more than they are making. In addition, the PO should open up a savings account in a local bank for the safekeeping of the proceeds from the business.

Interpretation and guest relations— Front liners or those who deal with visitors directly should have pleasing personality and know how to communicate well in at least Tagalog and English. Good grooming is a must for front liners and their level of confidence should be high such that they can deal with any market, age group or profession. Guides must learn interpretation techniques. It is not enough to regurgitate information, but also to make sure that the “story” is told in an interesting manner such that it gets people’s attention.



Tourism in the park should teach values such that even irresponsible travellers will leave with some level of appreciation on the importance of the ecosystem they have just visited. The illustration above may provide some guidance for interpretations.

Chapter 9: Rules and regulations

In the proper management of parks rules are important because they will protect the natural environment, habitats and ecosystems from irresponsible human acts. A big portion of the tourism market is sadly irresponsible and it is made up of people branded as mass tourists. They can either be poor or rich, educated or illiterate, because status and level of education do not dictate ones attitude and behaviour. Since they cannot be banned from entering the park, there has to be some form of mechanism to ensure that they behave the way they should behave when in an environmentally critical area. The following rules and regulations are categorized into two— those that apply to guests and the facility and those that apply to the staff, managers and stakeholders engaged in the daily operations and management. These set of rules, regulations and prohibitions will set the standards of service and level of experience of the visitors of the park.

STANDARD PROTOCOLS AND RULES

1. All guides will bring trash bags and will collect all trash from the visitors in the park. Segregated trash bins will be available only in the visitor center and parking area. All recyclables will be collected and will be sold by the PO. Biodegradable wastes can be then be put in a compost pit maintained by the park management.
2. A maximum of 50 visitors will be allowed on the boardwalk structure at one time to avoid congestion that can adversely affect visitor enjoyment.
3. A maximum of 10 visitors per guide will be allowed during all tour activities. If there will be more than 10 people in a group an additional guide will be employed or 2 smaller groups will be formed, each with their own guide.
4. The bamboo rafts used to transport people to and from Ang Pulo will be allowed to carry only 10 visitors and 1 guide on each trip. There will normally be 6 adults who will maneuver and propel the raft.
5. The paddle boats and de-layag boats will be allowed to carry only 2 passengers aside from the *bangkero*. All passengers are required to wear a PFD while riding the boat.
6. All guides, male or female, should be at least 18 years old and must undergo the necessary training and accreditation.
7. All guides and park staff shall be in uniform and have an ID whenever on duty.

Rules and regulations continuation

8. There will be a locked tip box for all gratuities to be given by park visitors. It will be opened in front of designated officers and representatives at a regular schedule and the amount will be divided equally among all members who were actively present during the said period, including those who are not front liners.

PROHIBITIONS

The following are not allowed within the park.

1. Littering. Zero waste, garbage in - garbage out policy will be applied.
2. Cutting or uprooting of any plants within the park.
3. Smoking.
4. Taking and/or drinking of alcoholic beverages.
5. Hunting, collecting, harvesting or harassment of wildlife.
6. Writing, painting or carving of graffiti anywhere or doing any form of vandalism.
6. Running and jumping on the boardwalk.
7. Carrying of firearms or long bladed weapons in the park premises.
8. Nude swimming and nude sunbathing.
9. Unruly behavior.
10. Unnecessary noise and loud music while in the park.
11. Bonfires or open cooking fires in the park.

OTHER POLICIES**Park Entrance Fee and operating days and hours**

The current park entrance fee is P20.00 per person. The municipality is still under the process of coming up with a resolution on the prescribed user fee. There are suggestions to give discounted rates for senior citizens, students and children. There had also been a proposal to give free access or highly discounted rates that can be as much as 50 percent to residents of Brgy. Quilitisan. All of these are still under deliberation at the time of this writing hence the entrance fee of P20.00 was used on all the package computations. The nature park is normally open to visitors from 6:00 am to 6:00 pm, seven days a week including holidays.

Meals and cooking

While it is highly encouraged and desired that only snacks, beverages and lunch provided by local PO will be allowed in the park it was not yet decided at the time of this writing if visitors will not be allowed to bring their own food or “baon”. There are also no definite policies yet on whether cooking will be permitted in the park and

Rules and regulations continuation

if so what restrictions will be applied. It is strongly suggested that if cooking will ever be allowed there should be designated areas for cooking or barbecues. One option is to allow charcoal grills only on the picnic bamboo rafts that will have to be anchored away from the islets. This way it can still accommodate the common Filipino practice of “ihaw-ihaw” during picnics. It would also encourage visitors to rent the picnic bamboo rafts.

Camping and overnight stay on the island

This is still under deliberation by the community and if this will be allowed there should be specific regulations that will cover this, to ensure that visitor impact on the ecosystem will be kept at a minimum and that visitor safety can be assured. Since there are no toilets on the island at present it is suggested that camping should not be allowed for the meantime.

Zoning

The specific areas for swimming, snorkeling, eating, camping and mangrove planting must be identified and clearly delineated prior to offering it to the public. Mangrove planting will be very attractive and optional activity for visitors. It should be noted that the mangrove transplantation activities will be a component of the Quilitisan Biodiversity Project and only limited selected sites will be allocated for this purpose.

Biological or Environmental studies

Although not related to tourism, students may eventually return to conduct field research at the site and therefore there must be special provisions to address this. It is suggested that while such studies can be encouraged, permission must be requested and granted first. Also, to be consistent with park rules, even students on field studies will not be allowed to collect specimens. One of the requirements for the granting of permission must include that a copy of the report or study be furnished to the park management.

Chapter 10: Branding

*B*randing is a marketing strategy used to establish an image for the destination. “Ang Pulo” logo was developed to promote recall and association with certain attributes and messages. Branding creates a way to distinguish the destination and set the standard for its identity and reputation. When the destination and product attributes are communicated well visitors immediately recognize the message. Branding is not merely coming up with a logo. The message of the place should promote an understanding of what the destination is about in all aspects – product delivery, customer service, values, level of enjoyment and satisfaction etc. Constantly felt, heard and seen, the messages build equity in the mind of the customer which turns into a belief that indeed Ang Pulo is a valued treasure that needs to be protected for the next generations. The slogan “Treasured Island Gem” was agreed upon during the planning workshop and the following are brand attributes of the logo and slogan:

1. Commitment to preserve the mangrove, seagrass, facility and the business;
2. A place where values are learned and appreciated;
3. A place where high standards of service may be experienced;
4. A management scheme based on partnership and cooperation;
5. Intention to be a modal community;
6. Pledge to hand over a legacy to the next generation.



Chapter 11: Marketing plan

Some experts say that a product is as good as its marketing plan. This may be true most especially with community run enterprises because of limited linkages with media outlets. It is therefore necessary to have a conscious effort to employ various ways of getting the message to the outside world that there is a place called “Ang Pulo” where people can go through high value experiences and at the same time take part in the protection and management of a valuable natural asset. Marketing usually is one aspect of the business that entails significant investments. There are ways however of keeping expenses to a minimum and it only takes building up a good reputation and maintaining standards of service. The following are recommended promotional and marketing strategies.

Visitor referrals - Previous visitors can help promote “Ang Pulo”. They can recommend the experience to their friends, families, schoolmates or officemates. It is therefore very important that each visitor’s stay is enjoyable and memorable. Word of mouth advertising is most believable and it is free. At the end of their stay visitors should be thanked and asked to recommend “Ang Pulo” to others.

Direct marketing – Since school field trips are the major market for “Ang Pulo”, letters accompanied by a brochure can be sent out to department heads, principals or college deans. The main purpose is to offer them a tour package that can provide outdoor learning opportunities for their students in biology classes or environmental education or the National Service Training Program. Information can also be sent to Human Resource Development offices of private companies so that they can consider park as a venue for company or office outings.

Website – This will entail some financial investment and technical assistance, however the information there will be available 24 hrs a day, 7 days a week and its coverage is far reaching. Good photos will be needed as well as accurate and up to date information. While some website formats will allow on-line booking or reservations such transactions are usually done through the use of credit cards which the existing PO or Baranggay presently can not accommodate. There should also be an e-mail account and telephone nos. where interested persons can directly inquire or make reservations.

Marketing continuation

Media coverage - It will be good exposure for “Ang Pulo” if it will be featured in the lifestyle or travel section of a major daily newspaper or in a magazine . Television feature will also bring much needed exposure. However, paid advertisement is not recommended due to its high cost and the uncertainty of the clear benefits or results it will bring. A good strategy is to invite reliable media partners who are also advocates of the environment. Letting them go through the experiences will provide them with good materials for write-ups and special features. Familiarization tours may be organized and to optimize expenses, invitees must only be writers and agents who will actually deliver expected output.



Tour agents and tour organizers - Since they are in the business of selling a wide variety of tour programs they can help promote and market “Ang Pulo.” They are likely to have their respective networks that have existing links with the domestic and foreign market. They have their own marketing strategies and staff who are actively promoting and selling their tour programs. Tour agents and organizers do what they do for a profit and thus they will expect and ask for wholesale rates or confidential discounted rates from the published selling tour package prices. Management should be very selective though when establishing partnerships with tour organizers. Displaying published rates within the visitor center will discourage organizers to over price the confidential rates given to them. Blacklisting unethical tour companies is an option in order to filter out partners that do not embrace principles of responsible business.

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Appendix A List of workshop participants

1. Lucena Duman—Vice Chairman
2. Jeaneth dela Cruz—Tour guide
3. Rosita Quidem—Tour guide
4. Samuel Esguerra—Coordinator
5. Gloria Esguerra—Treasurer
6. Marilyn Gonzales—Secretary
7. Estoleydes Eugenio—Bangkero
8. Bernadette Balajadia—Tour guide
9. Caraciolo Duman—Coordinator
10. David Cudiamat—Bangkero
11. Dick Cudiamat—Tour guide
12. Joven Cudiamat—Bangkero
13. Roilan Duman—Bangkero
14. Severino Cudiamat—Bangkero
15. Mario Cudiamat—Environmental adviser
16. Angelica Gonzales—Youth
17. Mailene Cudiamat—Youth
18. Danilo Quidem—Barangay Chairman
19. Eufrocino Diño—Barangay councillor
20. Abelardo Panganiban—Auditor
21. Francisco Langutan—Barangay Kagawad
22. Flaviano Bautista—Monitoring group
23. Cenon Gonzales—Officer
24. Hipolito Gonzales—Security
25. Almario Diño—Security
26. Ma. Emelyn Custodio—MENRO
27. Jessie delos Reyes—CAP Ocean
28. Dionisio Gonzales—Pulo Chiarman

Appendix B Republic Act 9512

**Republic of the Philippines
Congress of the Philippines
Metro Manila
Fourteenth Congress
Second Regular Session**

Begun and held in Metro Manila, on Monday, the twenty-eight day of July, two thousand eight.

Republic Act No. 9512 December 12, 2008

AN ACT TO PROMOTE ENVIRONMENTAL AWARENESS THROUGH ENVIRONMENTAL EDUCATION AND FOR OTHER PURPOSES

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

Section 1. *Title.* - This Act shall be known as the "***National Environmental Awareness and Education Act of 2008***".

Section 2. *Declaration of Policy.* - Consistent with the policy of the State to protect and advance the right of the people to a balanced and healthful ecology in accord with the rhythm and harmony of nature, and in recognition of the vital role of the youth in nation building and the role of education to foster patriotism and nationalism, accelerate social progress, and promote total human liberation and development, the state shall promote national awareness on the role of natural resources in economic growth and the importance of environmental conservation and ecological balance towards sustained national development.

Section 3. *Scope of Environmental Education.* - The Department of Education (DepEd), the Commission on Higher Education (CHED), the Technical Education and Skills Development Authority (TESDA), the Department of Social Welfare and Development (DSWD), in coordination with the Department of Environment and Natural Resources (DENR), the Department of Science and Technology (DOST) and other relevant agencies, shall integrate environmental education in its school curricula at all levels, whether public or private, including in barangay daycare, preschool, non-formal, technical vocational, professional level, indigenous learning and out-of-school youth courses or programs. Environmental education shall encompass environmental concepts and principles, environmental laws, the state of international and local environment, local environmental best practices, the threats of environmental degradation

and its impact on human well-being, the responsibility of the citizenry to the environment and the value of conservation, protection and rehabilitation of natural resources and the environment in the context of sustainable development. It shall cover both theoretical and practicum modules comprising activities, projects, programs including, but not limited to, tree planting; waste minimization, segregation, recycling and composting; freshwater and marine conservation; forest management and conservation; relevant livelihood opportunities and economic benefits and other such programs and undertakings to aid the implementation of the different environmental protection law.

Section 4. *Environmental Education and Activities as Part of National Service Training Program.* - The CHED and the TESDA shall include environmental education and awareness programs and activities in the National Service Training Program under Republic Act No. 9163, as part of the Civic Welfare Training Service component required for all baccalaureate degree courses and vocational courses with a curriculum of at least two (2) years.

Section 5. *Declaration of Environmental Awareness Month.* - Pursuant to the policy set forth in this Act, the month of November of every year shall be known as the "Environmental Awareness Month" throughout the Philippines.

Section 6. *Interagency and Multi-sectoral Effort.* - The DepEd, CHED, TESDA, DENR, DOST and other relevant agencies, in consultation with experts on the environment and the academe, shall lead in the implementation of public education and awareness programs on environmental protection and conservation through collaborative interagency and multi-sectoral effort at all levels.

The DENR shall have the primary responsibility of periodically informing all agencies concerned on current environmental updates, including identifying priority environmental education issues for national action and providing strategic advice on the environmental education activities. The DepEd, CHED, TESDA, DENR, DOST, DSWD and barangay units shall ensure that the information is disseminated to the subject students.

The DOST is mandated to create programs that will ensure that students receive science-based quality information on environmental issues to encourage the development of environment-friendly solutions, devices, equipment and facilities.

Section 7. *Capacity-Building.* - The DepEd, CHED and TESDA, in coordination with the DENR and other relevant agencies, shall undertake capacity-building programs nationwide such as trainings, seminars, workshops on environmental education, development and production of environmental education materials, and teacher-education courses and related livelihood programs.

Section 8. *Separability Clause.* - If any part, section or provision of this Act shall be held invalid or unconstitutional, the other provisions shall not be affected thereby.

Section 9. *Repealing Clause.* - All other acts, laws, executive orders, presidential issuances, rules and regulations or any part thereof which are inconsistent with this Act are hereby repealed or modified accordingly.

Section 10. *Effectivity.* - This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in at least two (2) newspapers of general circulation.

(Sgd.) MANNY VILLAR
President of the Senate

(Sgd.) PROSPERO C. NOGRALES
Speaker of the House of Representative

This Act which is a consolidation of Senate Bill No. 1699 and House Bill No. 4381 was finally passed by the Senate and the House of Representatives on October 8, 2008.

(Sgd.) EMMA LIRIO-REYES
Secretary of the Senate

(Sgd.) MARILYN B. BARUA-YAP
Secretary General
House of Representative

Approved: **DEC 12, 2008**

(Sgd.) GLORIA MACAPAGAL-ARROYO
President of the Philippines

Appendix C QUICK REFERENCE GUIDE



Product code: SQ

Description: This package is designed for people who may be passing by for very limited time simply to check out the park for possible consideration as a future destination.

Rate: Php 100.00 / pax

Inclusions: Park entrance, RT raft transfers and services of a guide

Itinerary: No specific itinerary since the visitor will merely do a quick ocular.

Note: If guests decides to stay longer and avail of activities, this package may be upgraded to



Product code: QT

Description: This is designed for people who may be visiting with limited time available.

Duration of stay: max 4 hours

Rate: Php 200.00 / pax

Inclusions: park entrance, RT raft transfers, mangrove tour, snack, services of a guide.

Itinerary: # 1



Product code: BT

Description: The basic tour is a half-day engagement that allows visitors to experience the park longer and to participate in activities of their choice

Duration of stay: max 5 hours

Rate: Php 420.00 / pax

Inclusions: park entrance, RT raft transfers, mangrove tour, lunch & snack, services of a guide

Itinerary: # 2



Product code: ADT Min. 6 pax

Description: This program allows visitors to have deeper immersion into the various activities, thereby providing opportunities for long-lasting and memorable activities

Duration of stay: max 8 hours

Rate: Php 500.00 / pax

Inclusions: park entrance fee, RT raft transfers (to and from the islets), mangrove tour, tidal flat exploration, am & pm snacks and lunch, services of guides, choice of one aquatic activity (paddling, sailing, or snorkeling)

Itinerary: # 3A or 3B (depending on tide schedule)



Product code: EX

Description: This program provides longer immersion time for visitors to experience sunset viewing and/or bird watching activities

Duration of stay: max 12 hours

Rate: Php 650.00 / pax

Inclusions: park entrance, raft transfers, breakfast, lunch, am & pm snacks, mangrove tour, tidal flat exploration, bird watching, kite flying (if windy), services of guides, choice of one aquatic activity (paddling, sailing, snorkeling) if tide allows

Itinerary: # 4A or 4B (depending on tide schedule)

Note: tour ends strictly at closing time

ITINERARIES

IT # 1 (Time may vary depending on arrival of guests)

- 8:00 Visitor arrival, registration and orientation
- 8:30 Transfer to “Ang Pulo” by raft
- 9:00 Boardwalk tour with interpretation
- 9:30 Refreshments
- 10:00 Wading, bathing
- 11:30 Return to visitor center, rinse, shower, change

IT # 2 (Time may vary depending on arrival of guests)

- 8:00 Visitor arrival, registration and orientation
- 8:30 Transfer to “Ang Pulo” by raft
- 9:00 Boardwalk tour with interpretation
- 9:30 Refreshments
- 10:00 Mangrove planting, wading, bathing
- 12:00 Lunch
- 1:00 Return to visitor center, rinse, shower, change

IT # 3 A (AM low tide / PM high tide)

- 8:00 Visitor arrival, registration and orientation
- 8:30 Transfer to “Ang Pulo” by raft
- 9:00 Boardwalk tour with interpretation
- 10:00 Refreshments
- 10:30 Tidal flat exploration
- 12:00 Lunch in “Ang Pulo” or in bamboo rafts with picnic tables
- 1:00 Wading, bathing or swimming
- 2:00 Paddling, snorkeling or sailing
- 3:00 Snacks
- 4:00 Return to visitor center, shower, rinse & change clothes
- Departure

ITINERARIES

IT 3B (Am high tide / PM low tide)

8:00	Visitor arrival, registration and orientation
8:30	Transfer to “Ang Pulo” by raft
9:00	Boardwalk tour with interpretation
10:00	Refreshments
10:30	Wading , bathing, or swimming from picnic raft
11:00	Paddling, snorkeling or sailing
12:00	Lunch
1:00	Free time
2:00	Tidal flat exploration, gleaning demo or kite flying
3:00	Snacks
4:00	Return to visitor center, shower, rinse & change clothes Departure

IT 4 A Daytime high tide - evening low tide

6:30	Visitor arrival, registration and orientation
7:00	Transfer to “Ang Pulo” by raft
7:30	Breakfast on the island or picnic raft
8:30	Boardwalk tour with interpretation
9:00	Wading, bathing, swimming, paddling, sailing or snorkeling
12:00	Lunch
2:00	Free time
3:00	Snacks
4:00	Tidal flat exploration, gleaning demonstration,
5:00	Bird watching
6:00	Sunset viewing
6:30	Return to visitor center

IT 4B Daytime low tide - evening high tide

6:30	Visitor arrival, registration and orientation
7:00	Transfer to “Ang Pulo” by raft
7:30	Breakfast on the island or picnic raft
8:30	Boardwalk tour with interpretation
9:00	Kite flying
12:00	Lunch
2:00	Tidal flat exploration
3:00	Snacks
3:30	Wading or bathing
5:00	Bird watching

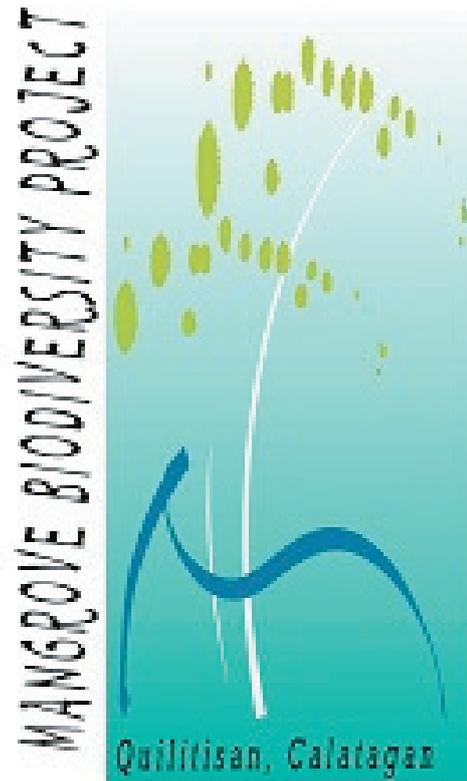
REMINDERS

- Time schedules are indicated primarily to define the amount of time that should be allocated for each selected activity. Indicated activities are options and the actual activity will be selected based primarily on the prevailing environmental conditions during the tour day and then the preference of visitors is considered.
- Conflicting activities should not be conducted in the same area because they may pose hazards to guests. Example: glass bottom bat tours/sailing in snorkeling areas should not be allowed.
- For visitors to enjoy nature and wildlife more, laminated field guides that have information, names and pictures may be sold. They will serve as guides when they are exploring the mangrove or watching birds and wildlife. Selling them also provides an extra earning opportunity.

Appendix D Quilitisan Mangrove Biodiversity Project

To capitalize on the International Year of Biodiversity celebration for 2010, the Quilitisan Mangrove biodiversity project will be launched. It will support the international initiative to promote increase in biodiversity in natural habitats such as mangroves. The objectives include the following:

1. To establish a nursery in the mainland of mangrove species that are no longer found in the park.;
2. To identify spaces within the mangrove forest in the park where the seedlings will be transplanted:
3. Package a High Value mangrove transplantation experience as part of the effort to raise funds for the continuous protection of the mangrove forest;
4. The package will include a one day “Amazing Day Trip” experience, plus a transplantation activity. As enhancement to the package a souvenir T-shirt and a well designed certificate will be given to the donor. Cost of the package will be 20-40 % more than the rate of the ADT package. The objective of the project will be carefully explained to the donor and the additional fund will solely be used for conservation projects. Names of donors will be displayed in the visitor center and a tag with the donor’s name will be attached to the mangrove seedling.



Appendix E Information for mangrove interpretation

What are mangroves?

Mangroves are plants within the inter-tidal zone that are highly adapted to sea water and have unique characteristics and growth habits that allow them to survive in harsh environments.

Importance of Mangroves

Protection of shoreline, seagrass beds and coral reefs; nursery for fishes, shrimps and crab; food and sanctuary for other marine life; habitat for birds;

Types of mangroves

1. Fringing—found along waterways/shoreline dominated by species of the seaward zone
2. Overwashed—mangroves that grow on small islands frequently washed by the tides
3. Basin—stunted mangroves located in such places as the interior of swamps
4. Riverine—found along tidal river and creeks with a good input of fresh water
5. Scrub—dwarf stand of mangroves found on flat coastal fringes

Unique characteristics of mangroves

1. Have aerial roots for respiration;
2. They excrete salt;
3. They have viviparous seeds (germinate while still attached to mother trees);

Impact of mangrove destruction/loss

1. Decline in fish catch and supply.
2. Coastal communities and ecosystems become more vulnerable to strong wave action, soil erosion and siltation.
3. There is less food for marine animals.

Mangroves as food for marine species

When the leaves fall they break up and decompose into smaller pieces until they become detritus which becomes food for fish, shrimps and crabs.

The protection provided by the prop roots

The prop roots serve as effective hiding places for small fishes. The turbidity of the water also provides an effective cover for smaller fishes and shrimps.

Mangroves as nurseries

Many commercial marine species such as milkfish and prawns spend their early life within the mangrove areas, where mangrove they find food and protection from predators. Even juveniles of some deep sea fishes spend some time in the mangrove area.

Appendix F Guidelines for visitor briefing and orientation

Smile : Always start the day with a smile

Greeting : Must match with the time of day

Introduce yourself as the guide and as a member of the community

Introduction to the Place

 Brief History : How the place came about

 Brief Description of the Place

 Layout of Facilities : Comfort Room, First Aid Station, Help

What to Expect

 Access

 Walk

 Sights / Scenery

 Flora and Fauna

 Itinerary and activities

Reminders on Rules and Regulations

Safety Reminders

In case of Emergency...

Appendix G Visitor Center Concept

Basic Functions:

1. Provides information to visitors
 - a. Location of attractions and travel time
 - b. Facilities and amenities
 - c. Activities and tourism products
 - d. Rates
 - e. Emergency information
 - f. Protocols
 - g. Tours
2. Provides materials
 - a. Maps
 - b. Fliers
 - c. Brochures
 - d. Evaluation forms
3. Gathers data
 - a. Visitor profile
 - b. Visitor complaints / feedback
 - c. Facilities/amenities/rates/contact info
4. Serves as a mechanism of control
 - a. Protocol / code of conduct
 - b. Monitoring tourist traffic and volume
 - c. Rates
 - d. Collection of necessary fees
 - e. Monitoring standards of service
5. Coordinates with service providers.

Additional functions:

1. Business center with internet and telecom
2. Souvenir shop
3. Postal service
4. Foreign exchange and money transfer

Step in developing the visitor center:

1. Site selection based on visitor traffic and accessibility;
2. Physical arrangement—furnishing, maps, pictures on the wall, signages, equipment fax, phone, pc, printer)
3. Training of staff—providing information, establishing systems, guest relations
4. Developing a directory of tours organizers, facilitators, guides, resorts, hotels, amenities and service providers;
5. Establish systems—monitoring of visitors, database, coordination with service providers (boats, island guides, caterers, accommodation facilities etc.), communication (fax and phone, internet), visitor feedback

6. Production of collaterals—fliers, brochure
7. Network with service providers and community enterprises

Information to be disseminated:

1. Attractions
2. Activities
3. Visitor Protocols
4. How to sign up for a tour
5. Why pay environment fees
6. How and where to get a guide, facilitator or nature interpreter
7. Where to stay and eat
8. Where to buy souvenirs
9. Hazards and safety considerations
10. Feedback mechanism – email, survey form

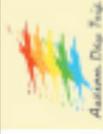
Collaterals needed:

1. Brochure and fliers on the different tourism products and attractions
2. Big map of the park indicating attractions, activities, products and amenities
3. Visitor Log book
4. Data sheet – to be filled up by the guests
5. Posters and photos of the attractions
6. Directory
7. Video presentation to be used for briefing purposes

Responsibilities of staff:

1. Gather information regarding facilities and services (resorts, homestay, souvenir, boat, guides etc., rates, location and contact information)
2. Prepare a file or directory for easy updating.
3. Maintain a database of visitor arrivals, profiles, directories etc. based on accomplished data sheets. Be able to derive statistics based on this information.
4. Be able to give briefings and orientations to visitors regarding itinerary, protocols and other important reminders that will ensure safety and enjoyment of guests.
5. Provide information that will make visitors enjoy their stay while in Loon.
6. Coordinate with service providers and community facilitators.
7. Be able to entertain complaints and inquiries.
8. Offer tourist assistance as needed.

Appendix H Cost-Price Matrix

Package description	Inclusions	Cost	Standard rate/ Direct booking (w/o agent)	Standard rate/ (Booked by an agent)	Student rate w/o agent *	Student rate w/ agent**
 7-8 hrs Profit	Park entrance, RT raft transfers, overhead costs, 2 snacks, lunch, equipment rental, services of 3 guides	P 460.00/ person at minimum of 6 persons	P500.00/ person	P500.00/person	P470.00/person	P470.00/person
 10 – 12 hrs Profit	Park entrance, RT raft transfers, overhead costs, breakfast, 2 snacks, lunch, equipment rental, services of 4 guides	P 590.00/ person at minimum of 6 persons	P650.00 / person	P650.00/person	P620.00/person	P620.00/person
 3-4 hrs Profit	Park entrance, RT raft transfers, overhead costs, 1 snack, services of 1 guide	P 175.00/ person at minimum of 4 persons	P120.00/pax	P60.00/pax	P90.00/pax	P30.00/pax
 4-5 hrs Profit	Park entrance, RT raft transfers, overhead costs, 1 snack, 1 lunch services of 1 guide	P390.00/ person at minimum of 4 persons	P50.00/pax	P25.00/pax	P30.00/pax	P5.00/pax
			P420.00/ person	P420.00/person	P400.00/person	P400.00/person
			P70.00/pax	P30.00/pax	P50.00/pax	P10.00/pax

* Optional additional discount may be given for groups of more than 30 pax and upon the discretion of management; should only be given for PR purposes; discount can range from P20.00 to P30.00 depending on volume/number of guests in the group; discount should not exceed profit margin

**No more additional discounts



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