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## Natural History and Nature-Oriented Adventure Travel for Rural Development and Wildlands Management: Diagnosis of Research Needs and Project Opportunities for the Philippines

By

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## THE FORESTRY PRIVATE ENTERPRISE INITIATIVE

FPEI is a cooperative project executed by the Southeastern Center for Forest Economics Research (SCFER) in collaboration with the USDA Office of International Cooperation and Development (OICD) and the USDA Forestry Support Program (FSP). The primary members of SCFER are the USDA Forest Service Southeastern Forest Experiment Station, North Carolina State University, and Duke University. FPEI is supported and funded by the United States Agency for International Development (AID), Bureau for Science and Technology (S&T) [through its Office of Forestry, Environment, and Natural Resources (FENR)].

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"The Forestry Private Enterprise Initiative"

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Several challenges and opportunities are now facing planners and officials in the Philippines with respect to initiating projects related to nature tourism. Major reorganizations of the Ministry of Tourism (MOT), the Ministry of Natural Resources (MNR), and other government agencies complicate the task of identifying key policymakers. It is also difficult at this time to predict the approaches the government will eventually take in implementing tourism development.

On the positive side, the transition period presents opportunities to influence the directions of the MOT and others. New government appointees are very receptive to suggestions for improving and changing the role of tourism in the country. Now is the time to influence policy changes favoring socially and environmentally sound, rural-oriented tourism. As the political and institutional climate stabilizes, dialogue will naturally give way to specific research and development, assuming present officials remain committed to managing wildlands for nature-oriented tourism.

This report presents personal observations and results of interviews in the Philippines during the period October 11-18, 1986. The short diagnostic visit was made to identify opportunities for research and future projects that will promote rural development and wildlands conservation by expanding nature-oriented tourism in the Philippines.

The information-gathering procedure used for this reconnaissance closely followed the approach used by Jan Laarman during similar trips to Costa Rica and Ecuador in May, 1986. This report is purposefully presented in a format consistent with Laarman's earlier report ("Nature-Oriented Tourism in Costa Rica and Ecuador: Diagnosis of Research Needs and Project Opportunities", June 1986) for ease in comparing needs and opportunities in the countries surveyed.

An inherent risk of brief surveys is the possibility of drawing improper conclusions based on inaccurate or incomplete information. Lack of time limited the number of interviews in the Philippines to a fairly small number, and there were only limited opportunities to survey parks and natural areas outside Manila. Nevertheless, the issues of rural development, wildlands management, and nature oriented tourism were discussed with knowledgeable people with a variety of perspectives, and a number of problems, opportunities, and needs were consistently identified from these conversations.

A significant advantage of working in the Philippines is the existence of a large cadre of experienced, well-trained researchers that can be tapped for cooperative studies. Many researchers in the Philippines were educated in the United States and maintain close ties with American institutions. Universal use of English and common understanding of research methods make working with Filipino researchers easy and efficient.

Appendix A lists the persons in the Philippines who sacrificed valuable time to present their ideas and information to me. I am very grateful for their assistance.

### SUMMARY OF NEEDS

Marketing and promotion of nature-oriented tourism are already relatively effective in the Philippines. The greatest needs are for: (a) peace and order, (b) economic impact analyses, (c) marketing surveys, (d) improved resource management, and (e) infrastructure development. Entrepreneurs in the Philippines seem to be more aware of the potential for nature-oriented tourism than are government officials. There is a need, therefore, for quantitative studies that illustrate the potential economic and environmental benefits from nature-oriented tourism. Furthermore, although entrepreneurs are relatively effective in marketing their tourism products, many of their activities are based on assumptions and sketchy information about markets and clients. Basic, yet sound, marketing surveys would undoubtedly make them more successful. Marketing surveys would also help Parks and Wildlife Division (PWD) planners be more responsive to the demands of park visitors.

The following lists itemize the most obvious and immediate research and development needs for nature-oriented tourism in the Philippines. Initiating a nature-based tourism industry that effectively stimulates rural development requires close cooperation between several government agencies, conservation organizations, universities, and the private sector. Management, marketing and promotion must be implemented simultaneously.

Since most nature-related tourism activities depend on federally controlled natural resources, the government must take the lead, directly or indirectly, in natural resource management and tourism support. If the government lacks the money or the motivation for direct involvement, it must alternatively create the proper atmosphere for private enterprise to assume aggressive development and managerial roles.

Marketing and promotion of tourism products are most effectively accomplished by public and private organizations working in concert. Examples of successful marketing and promotion by private firms working independently of government tourism boards can be cited, but since consumers traditionally seek travel information from government sources, companies working alone are at a distinct disadvantage.

#### PROMOTION

1. Empirical quantification of the economic impacts of nature-oriented tourism in the Philippines. The purpose of such assessments is to educate government officials about the potential economic benefits of nature tourism (especially to rural economies) and encourage increased public expenditures for wildlands protection, management, and promotion. These studies could have a major impact at this time since new officials are in the process of charting the direction of tourism development for the next 6 to 10 years. Although assessment of private nature-based tourism operations (e.g., Hidden Valley) would be ideal, it is doubtful that private firms would divulge their

financial data. Studies may therefore have to focus on public and semi-public destinations (e.g., Pagsanjan Falls, national parks, etc.). (Similar impact analyses are underway by the Forestry Private Enterprise Initiative in Costa Rica and Ecuador).

2. Study of the effectiveness of the MOT in promoting nature-oriented tourism abroad. (A general study of the responsiveness of over 100 developing countries to mail requests for nature tourism information is nearly completed by the FPEI. The study could easily be expanded to assess the MOT's effectiveness in more detail).

3. Update and improve tourist information on national parks and natural areas. The black and white brochures on mountain climbing, trekking, and the national parks, produced in 1984, could be greatly improved by including more detail and by adding some color photos.

4. Improve the way Manila-based MOT representatives disseminate information about nature-oriented tourism opportunities in the provinces. More information on transportation, lodging, guide services, and restaurants at provincial destinations needs to be collected and packaged for use by the MOT (i.e., MOT's Tourist Reception, Information, and Facilitation Division) in order to encourage more tourists to travel to the provinces.

5. Analysis of costs, cost-sharing arrangements (public/private, private/private), distribution channels, and specific target user groups (in North America, and/or Europe and Japan) for videos and slide-tape shows of nature-oriented tourist attractions. Production of films should be easy to arrange because of the well-established film industry in the Philippines.

#### MARKETING SURVEYS

1. Survey of foreign tourists in the Philippines with respect to their perceptions of nature-oriented tourism in the country, the availability and usefulness of information on nature destinations, and preferred activities. For visitors who have actually participated in outdoor activities in the country, an analysis can be made of satisfaction levels, length-of-stay, expenditures, reasons for visiting or participating in specific activities, likes and dislikes, and intentions to return. Visitor profiles would also be useful for verifying or refuting the perceptions entrepreneurs already have of nature-oriented tourists. (The FPEI is currently conducting these types of studies for Costa Rica and Ecuador).

2. Special survey of Japanese clients for nature-based tourism. A study similar to #1, but focused specifically on Japanese tourists, may be warranted in light of the tremendous potential of the Japanese market.

3. Study of national park users. It may be useful to conduct a specific survey of visitors to national parks. Results will help park planners, developers, and managers to be more responsive to the demands of park visitors. The value of this type of study is contingent on the willingness of the government to substantially increase appropriations for park development and improvement (or alternatively, if funds can be obtained from international donors). (The FPEI is currently assisting the Costa Rican National Park Service conduct a survey of this type).

4. Survey of the U.S.-based or European-based tour operators with respect to their perceptions of leading nature-oriented tours to the Philippines. Operators would be asked to define advantages and disadvantages of the Philippines versus competing destinations. Suggestions would be sought for improving the Philippines as a destination for nature tourism. (A general survey of U.S.-based tour operators and wholesalers is planned by the FPEI).

5. Survey of U.S. conservation organizations, nature-related professional societies, and university groups to identify constraints and potential for attracting them to the Philippines for nature study tours and outdoor recreation. (A survey of this type, with reference to Costa Rica and Ecuador, is being planned by the FPEI).

## MANAGEMENT

1. Improved peace and order. For nature-oriented tourism to be successful in the Philippines, peace must be restored to the countryside. While responsibility for dealing with bandits and insurgents lies with politicians, diplomats, police, and the military, the PWD must cooperate with other government efforts to make the rural areas safe for tourists.

2. Improvement of national park protection and management. The following tasks are needed: development of park management plans, identification of management zones, hiring of more protection officers and interpretive specialists, enforcement of bans on logging, implementation of community development programs, and control of encroaching settlers. Interpretive programs, maps, brochures, and other materials are also needed to accommodate national park visitors.

3. Development of park infrastructure. Access roads, hiking trails, wildlife-viewing blinds and towers, visitor centers, accommodations, restaurants, concession stands, campsites, and picnic areas should be built to facilitate visitors. The policy presently drawn up by the Bureau of Forest Development (BFD) that will guide the development of private concessions in and near the national parks is a favorable step toward greater public/private cooperation in park development.

4. Development of training programs and short courses for natural history guides. Tour operators, nature resort managers, PWD officials, and university representatives should collaborate in designing the curricula, selecting instructors, identifying training sites, and determining criteria for monitoring and evaluating trainees. The University of the Philippines at Los Banos College of Forestry and the Asian Institute of Tourism (AIT) could play important roles in implementing training programs. Analysis of costs, cost-sharing arrangements, and demand must be completed prior to the implementation of a training program.

5. Study of the possibilities for implementing a fee system at the national parks. Consideration should be given to a two-tiered fee structure (separate rates for foreigners versus Filipinos).

## OBSERVATIONS AND BACKGROUND

### 1. Definition of Nature-Oriented Tourism

Natural resource attractions are well-established and important components of the overall tourism industry in the Philippines. Most Filipino tourism officials first think about the country's outstanding beaches and diving areas when discussing nature-oriented tourism. But a large number of forest-based attractions are also prominent on tourism circuits.

Most nature-oriented tourism in the Philippines can be categorized as "soft" (as defined in Laarman's June report) with respect to both physical rigor and natural history dedication. Travelers frequently stay at "nature resorts" or make visits to natural attractions such as volcanoes, waterfalls, and national parks. General package tours often combine visits to natural areas with visits to cultural and historical destinations. Most of these visits, however, do not demand strenuous activity by tourists or involve detailed natural history study.

Although "soft" nature-oriented tourism dominates in the Philippines, numerous opportunities exist for travelers who want to test their physical endurance and strength by climbing mountains and volcanoes, and by hiking and trekking in rural areas. There are also opportunities for dedicated natural history enthusiasts (especially birdwatchers, botanists, and ecologists), but activities for them are not as frequently promoted or as readily accessible as the "softer" forms of nature tourism.

### 2. Nature-Oriented Destinations

The nature attractions most frequently visited in the Philippines are near Manila, the country's major population center and primary port of entry. (Figure 1).

"Shooting the rapids" at Pagsanjan, Laguna, is the most popular activity. The trip to Pagsanjan combines a mild sense of adventure (dugout canoes occasionally capsize) with opportunities to witness beautiful gorges, lush tropical vegetation, butterflies, birds and wildlife. On weekend days when the weather is good, hundreds of travelers are paddled up the river to the falls by local boatmen in dugout canoes. Weekdays are less crowded, but business is still good. Hundreds of boatmen, restaurant employees, hotel operators, and business persons in Pagsanjan owe their livelihood to the tourist trade.

Also in Laguna is Hidden Valley, a popular privately-owned resort featuring remnants of a virgin dipterocarp forest, nature trails, hot springs, swimming pools, birds, wildlife, and a beautiful waterfall. The resort has accommodations for overnight guests, but most visitors only spend a few hours before returning to their hotels or homes in Manila. The resort can accommodate up to 300 visitors per day.

# Republic of the Philippines

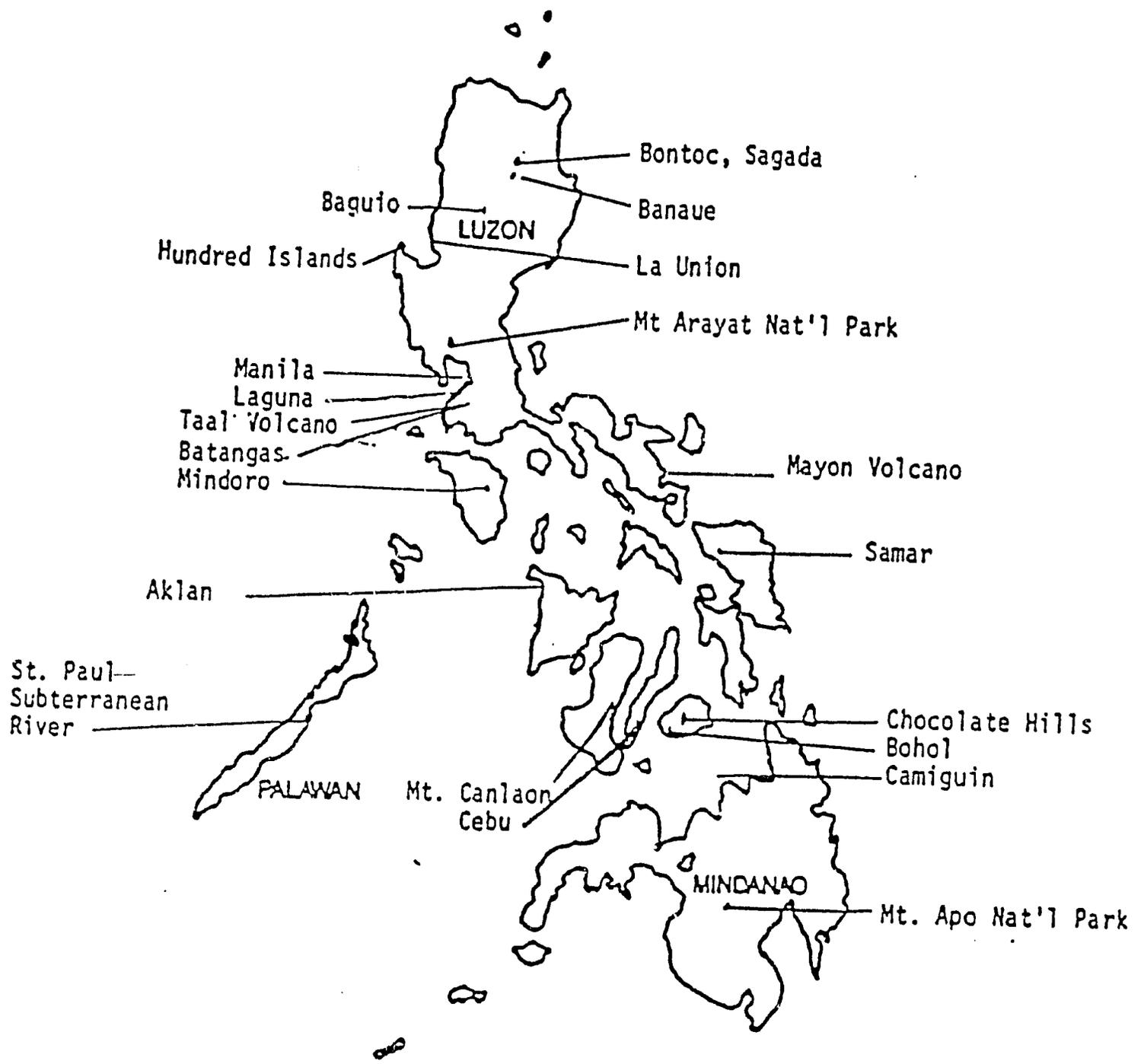


Figure 1. Major nature tourism destinations in the Philippines.

Although Hidden Valley is the best known and most pristine of the resorts near Manila, many other "nature resorts" operate in Laguna and surrounding provinces. They primarily draw on the desire of middle and upper class residents of Manila to escape the heat and pollution of the city on weekends. Most of the resorts offer very "soft" types of nature activities. Hot springs are a favorite attraction, and a few resorts provide access to short nature trails.

Another popular destination near Manila is Tagaytay Ridge, Batangas, from which Taal Volcano can be viewed. Trips to the crater, located in the center of a lake, can be arranged for a modest fee, but most visitors remain at the ridge.

Farther from Manila, the most popular nature destinations are Mayon Volcano in Albay, the Hundred Islands in Pangasinan, the Chocolate Hills in Bohol, Mt. Apo National Park in Davao, Mt. Canlaon in Negros, Mt. Arayat National Park in Pampanga, St. Paul Subterranean River National Park in Palawan, and the mountain areas around Baguio, Sagada, Banaue, and Bontoc.

Outstanding beach and diving areas are located throughout the country. The most frequently visited coastal areas are located in Batangas, Mindoro, La Union, Cebu, Bohol, Aklan, Palawan, and Bicol.

Fifty-eight national parks have been established in the Philippines, although less than a dozen are recognized as meeting international criteria for national parks. Visitors to all national parks officially numbered 159,125 in 1984. This total is considered only an estimate, however, since recordkeeping is lax and access is not closely monitored at most parks.

The national parks are not well publicized or recognized by either Filipinos or foreigners. Visitors are frequently unaware that they are even within park boundaries.

Very few developments have been made to accommodate visitors at most parks and management is largely limited to trying to protect the parks resources. Private tour operators and local entrepreneurs provide the only facilities at many parks. (Novero 1980).

### 3. Natural History Image and Attractions

The Philippines best-known natural assets are its beaches and diving areas, which are among the best in the world. The country is also widely perceived as having vast jungles and rainforests. This somewhat exaggerated image can be attributed to the country's reputation as a major producer of forest products. Well-publicized stories about jungle-dwelling tribes such as the Tasadays also contribute to the country's image as a wild and unexplored territory.

The country's best-known wildlife attractions include species which are seldom seen by tourists. The Philippine eagle, the tarsier monkey, and the tamaraw are threatened species which are restricted to remote ranges seldom visited by tourists. Hornbills and other birds, monkeys, and snakes are more readily observed by tourists.

The MOT and Philippine Airlines have consistently used natural attractions in their advertisements and promotional materials. Scenes of Mt Mayon, Taal, and other volcanoes, coastal areas, waterfalls, orchids, and forested mountains adorn many of the promotional posters and brochures.

Among naturalists and world conservation leaders, however, the Philippines does not enjoy a particularly good image with respect to its record for establishing and managing national parks and reserves. Mt. Apo is the country's only national park that is readily recognized by international experts as a quality reserve.

Among the general tourist population, the country enjoys a better natural history image than it probably deserves. Not until they have spent some time in the country do travelers realize the extent and severity of deforestation and erosion in the country.

Undoubtedly the biggest image problems for nature-based tourism relate to the lack of peace and order in the countryside (Appendix B, p 18,20). The continuing insurgency prohibits visitors from traveling to much of the country. Unfortunately the risk is greatest in the very areas that offer the most impressive natural attractions.

#### 4. Rationale for Encouraging Nature-Oriented Tourism

The Philippines has a tradition of promoting and supporting urban mass tourism and convention business. The new government has reaffirmed the country's desire to host tourists, but has taken a stronger interest in dispersed rural tourism.

The most common arguments supporting nature-oriented tourism in the Philippines are that: (a) it attracts a "healthy" and wholesome type of tourist, (b) nature-oriented tourists stay in the country longer than most other types of travelers, and (c) nature-oriented tourism distributes the economic benefits of tourism to greater numbers of people than does urban tourism.

The first argument plays especially well among newly appointed officials who are sensitive to the growing reputation of the Philippines (especially Manila) as a center for sex and deviant behavior. Visitors committed to making four-day hikes in the mountains or extended treks in search of Philippine eagles exert considerably more favorable impacts (or fewer negative impacts) on society than the stereotypical Ermita tourist. The third argument is also popular among nationalists and social-oriented officials who view past urban-based tourism as primarily benefitting multinational corporations and wealthy individuals.

There is no denying the tremendous economic potential of nature-oriented tourism. Tourists by the thousands pay \$30 to \$40 each for one-day trips from Manila to Pagsanjan Falls or Hidden Valley. Boatmen at Pagsanjan receive about \$3 for each tourist that they paddle up the river. Additional tips are often given to the boatmen as well. Hundreds of boatmen in Pagsanjan earn incomes well above the national average. At every nature-oriented tourism destination, numerous secondary businesses (e.g., restaurants, craft shops, T-shirt and clothing shops, picnic areas, cottages, transportation, and tour services) spring up to capture additional tourist spending for the rural communities (Novera 1980).

##### 5. Structure of the Supplier Firms (Tour Operators)

Manila has dozens of travel agents and tour operators. Nearly all them actively promote nature-oriented activities. Information on popular destinations is readily available.

Most of the travel offices simply act as booking agents for the dozen or so active tour operators that serve tourists. Tour operators offer commissions to agents for each booking they pass on to the company.

Many of the travel agents and operators also have overseas contacts or offices. A large number of travelers (most notably those with Japanese and Taiwanese tour groups) arrive in the country with their itineraries already established (often including trips to Pagsanjan or Hidden Valley, for example).

Over 60% of the visitors to the Philippines, however, travel independently and are not part of package tours (MOT 1985). Many of these travelers are influenced to visit nature destinations after arriving in the country. To capture these clients, agents aggressively compete using posters, brochures, newspaper advertisements, and direct sales pitches. Larger hotels allow one or more travel or tour companies to maintain booking offices in their lobbies. Even smaller hotels and guest houses maintain notice boards advertising the services of various nature tour operators.

Outside the Manila area, several local groups serve tourists' interests in natural history and adventure travel. Most local operators work on an informal basis (e.g., individuals that guide hikers to the top of Mt. Mayon, boatmen that ferry travelers around the Hundred Islands or to Taal Volcano), and have no formal ties to Manila-based travel agents. Their services and availability are not widely known. Travel agents in Manila are rarely able to book the services of provincial operators in advance of their clients' trips. This undoubtedly discourages many travelers who want to minimize the risk of being stuck without local tour services.

A few exceptions to this pattern exist. The Mountaineer Society of the Philippines, for example, arranges several climbs each year at Mt. Apo, Mt. Canlaon, Mt. Mayon, and other peaks. The trips are well organized and are coordinated with the MOT, the BFD/PWD, and Manila-based travel agents. Similarly, the Horibon Society (a non-profit organization) occasionally sponsors well-organized natural history trips to provincial destinations.

Some U.S.-based natural history and adventure tour operators are known to be interested in tours to the Philippines, but are currently discouraged from doing so because of deteriorated peace and order conditions.

## 6. Growth Opportunities in Nature-Oriented Tourism

A number of opportunities exist for expanding nature-oriented tourism in the Philippines. Near-term development is most feasible at sites near the population centers of Manila and Cebu. Several private sector spokespersons report existing projects or plans to develop resorts at new destinations in the mountains east of Manila, for example.

In the longterm, tremendous opportunities exist for nature-oriented enterprises in more remote areas of the country. Development of Camiguin Island as a major tourist destination, for example, will rely heavily on the island's natural resources (Appendix B, p.21, 22). Other appealing areas are in Samar, Palawan, and Mindanao, where forest cover remains relatively intact and population densities are low (Figure 1).

A big advantage the Philippines enjoys over many countries competing for tourists is the fact that English is widely spoken and understood in the country. Other advantages are the country's relatively well-developed infrastructure, communications, and transport networks. Combined, these factors make travel in the Philippines much easier for foreigners than it is in other Asian countries.

A final advantage the Philippines currently enjoys is the tremendous amount of positive exposure the country received during the February revolution. People who had barely heard of the Philippines prior to February, are now aware of its location, its resources, and its hospitable people. Many foreigners are curious to visit the country and meet the people who succeeded with a unique, largely non-violent revolution that is sure to be remembered as a major event of the 1980's. In general, the country and the new government are viewed favorably by the rest of the world. Tourism planners hope this reservoir of goodwill will lead to increased numbers of foreign tourists (Appendix 3, p. 23, 24).

## 7. Growth Constraints

Most constraints to the growth of nature-oriented tourism in the Philippines relate to management and supply of tourism resources, although some marketing and organizational problems also exist. Among the most frequently mentioned constraints are: (a) lack of peace and order in rural areas, (b) image problems, (c) shortage of infrastructure and facilities in and near parks and natural areas, (d) shortage of park personnel and park management plans, (e) shortage of trained and experienced natural history guides, (f) locational disadvantages, and (g) organizational problems. The new government is pursuing a cooperative approach with the private sector to overcome these constraints (Appendix B, p. 25).

A. Peace and Order. The continuing crime and insurgency problem remains the most serious constraint to tourism in the Philippines. Visitors numbers have declined consistently since 1980, primarily as a result of real and perceived dangers from bombings, hotel arson, hostage-takings, shootings, riots, and robberies. Newspaper clippings and cartoons (Appendix B, p. 26) indicate the problem is critical even in Manila. The situation is even more serious in the rural areas where nature-oriented tourism would otherwise be most viable. Until a solution to the insurgency problem is found, prospects for the growth of nature-oriented tourism are not good.

B. Image. Related to the peace and order situation is the associated violent image that is often projected worldwide. Despite the relatively peaceful February revolution, images of demonstrations, aborted coups, assassinations, and political instability remain in the minds of travelers around the world. Tourism authorities are especially concerned that the country is acquiring an image as being unsafe for tourists. To be fair, the country's negative image in this respect is not fully warranted. There are many areas of the country where the safety of visitors is not seriously threatened. As long as untoward incidents continue in any part of the country, however, the unfavorable images will be difficult to counter.

The Philippines also suffers in some circles from an image as a center for prostitution and bawdy nightlife. While this image certainly serves to attract certain groups of tourists, it does little to attract most nature-oriented tourists, and has a generally negative impact on potential female visitors. The Aquino government talks of stopping the promotion of sex as a tourist attraction (Appendix B, p. 27, 28), but changes will likely be slow in coming.

C. Infrastructure and Facilities. Although transportation networks are relatively well developed in the Philippines, tourism at national parks and natural areas suffers because of poor access roads, a shortage of nearby lodging, and a lack of visitor centers, picnic areas, restaurants, and trails. Only limited development has been made at the six parks designated as "priority development areas" by the PWD.

D. Park Personnel and Park Management. Prior to 1972, the PWD was autonomous and highly visible. In 1972, however, the PWD merged with other agencies to form the Bureau of Forest Development (BFD). Officials contend that the PWD has since been "lost in the shadows" of the BFD, which is heavily oriented toward timber production and utilization. Conservation leaders complain that personnel assigned to work at the national parks are often unqualified and have little interest in the goals and objectives of the PWD.

Almost the entire PWD budget is used for park protection. Continued illegal logging, poaching of wildlife, and encroachment by settlers at most parks attest to the inadequacy of the PWD budget for even the most basic park protection.

The lack of operating funds hinders the PWD's efforts to develop interpretive programs, trails, and other visitor facilities. Resource inventories have not been completed at most parks. And the PWD has just begun drawing up its first two comprehensive management plans (i.e., for Mt. Apo and Mt. Iglit National Parks).

User fees are currently charged at only one national park (i.e., Mt. Arayat), although expansion of the fee structure has been proposed (Udanga and Natividad 1980). The PWD faces a "Catch-22" situation, however, since it manages few park facilities capable of commanding user fees and it does not have the money to develop additional facilities. Fees can therefore be charged only on the basis of existing natural attractions, an option that requires more study before implementing.

A major task of the PWD is to convince budget officers to appropriate more money for park development and management. Given the difficult economic conditions in the country, this is not likely unless convincing evidence can be presented showing that high economic rates of return are possible from investments in parks. The PWD is currently unable to provide such empirical evidence.

E. Tour Guides. It is difficult to find individuals that have the ability to interpret nature, can speak English or other foreign languages, and have knowledge of local park, and natural areas. Furthermore, there are reportedly only a few university programs designed to train park managers and naturalists. The Philippines is fortunate to have a large pool of educated, English-speaking candidates from which it could select and train future nature interpreters. At present, however, this reserve of talent is not being utilized because training is not available and the PWD can only absorb a small number of additional employees.

F. Location. The Philippines shares an important disadvantage with its Asian neighbors. Situated far from the traditional nature-oriented tourism markets of North America and Europe, it is difficult to rapidly expand the industry. The problem is even more pronounced for the Philippines since it is more isolated than insular Asia and is not a major hub for air traffic. Perhaps the greatest growth potential for the Philippines therefore lies, not with the traditional nature-oriented tourism markets, but with the relatively close and potentially lucrative Japanese and Taiwanese markets.

G. Organizational Problems. Most government agencies are currently being restructured. Personnel are being shuffled, positions are being abolished, and responsibilities are being reassigned. The MOT is perhaps experiencing the most dramatic reorganization of all the ministries, while the MNR is facing a less severe, but still significant, restructuring. While the end result may prove beneficial, the interim confusion and lack of direction restricts efforts to expand nature-based tourism.

## 8. Statistics and Data Base

The MOT has primary responsibility for compiling general tourism statistics. A detailed annual report is published each year describing tourist arrivals, expenditures, country-of-origin, length-of stay, etc. Additional studies of regional travel in the Philippines were also conducted by the MOT in the past, but were discontinued in 1984 because of funding shortages. The MOT still cooperates with the Pacific Area Travel Association (PATA) on regional market studies.

A recent study by the Asian Pacific Travelers and the Intramar Asia Pacific surveyed nearly 1500 travel executives to learn how the Philippines is perceived by travelers. The report, titled "Image of the Philippines," indicates the most frequently identified image of the Philippines is as a "cheap travel destination." Also high on the list were the country's beautiful women, interesting night life, and friendly people. The scenic beauty of the country ranked in the middle of the 13 attributes identified (Appendix B, p. 29).

Specific data on nature-oriented tourism are almost non-existent. Formal market studies are lacking, and even data on the number of visitors to the national parks is sketchy. Data describing economic impacts of tourism are sorely needed to help policy makers and planners.

## 9. Marketing and Promotion

A. Markets. Just over 773,000 foreign visitors arrived in the Philippines in 1985, continuing a steady decline that has average 5% per year since the peak tourism year of 1980. Americans account for about one-fourth of all foreign visitors to the Philippines, but 40% of the American visitors are "Balikbayans" (i.e., Filipino-Americans returning home for visits). Japanese make up the second largest group of visitors with a 20% share of the total. Residents of Hong Kong, Australia, and Taiwan comprise about 7%, 6%, and 5% of the total, respectively. Two-thirds of all foreign visitors to the Philippines are males, and over half are repeat visitors. The average visit lasts 9 days. North Americans, Europeans, and Australians stay the longest (11 to 13 days on average), while Japanese and Taiwanese make the shortest visits (only 5 days on average) (MOT 1985).

The MOT and private tour operators indicate a belief that Europeans are more interested in natural history than tourists from other regions, although no marketing research is cited to support this claim.

B. Ministry of Tourism. The MOT is a large ministry with numerous bureaus, boards, and authorities (Appendix C). The ministry is overstaffed and is currently undergoing major reorganization and staff reductions.

The total budget for the MOT for 1986 is about US \$5.5 million, of which about \$1 million is earmarked for tourism promotion. The MOT maintains 13 overseas promotion offices and takes part in numerous trade conferences, fairs, travel shows, and exhibits around the world.

The MOT produces a large number of promotional materials, including a series of black and white brochures on mountaineering and the national parks. Color photos are common in all general tourism brochures.

Several "fam" trips for foreign travel agents, writers, and officials of travel organizations are arranged by the MOT each year. In recent years, invitations have been extended to presidents of European camping and caravanning clubs and to Australian diving experts.

For 1986 and 1987, promotion is being focused on the primary markets of Japan, Hong Kong, and Taiwan. Secondary targets for promotion are the U.S., Australia, and the ASEAN nations.

C. Images. The MOT and the airlines serving Manila actively promote a number of images for the country. Several current themes build on the idea of a "new spirit" and "new beginnings," hoping to capitalize on the worldwide outpouring of goodwill toward the Philippines. Other images consistently promoted by the MOT are the friendliness, warmth, and hospitality of Filipinos. One of the most successful themes of the past invited visitors to the Philippines, "where Asia wears a smile." Other themes highlight the country's low prices, diverse handicrafts, and quality beach and diving areas.

A current promotional effort of the MOT is aimed at foreign women. Dozens of women have been invited to visit the Philippines as guests of the MOT in an effort to encourage more women visitors and improve the country's rather negative image as a destination for women.

D. Promotion by the Airlines. Manila is served by more than a dozen international airlines. Several of the airlines have featured various Philippine natural attractions in their in-flight magazines.

Philippine Airlines (PAL) is the major carrier for domestic air travelers. Because of the country's many islands, PAL is used extensively by foreign visitors to get around the country. PAL produces a number of beautiful posters promoting its domestic routes. Most of these posters feature natural attractions. In addition, PAL cooperates with local hotels and tour operators for its PALAKBAYAN program. Under the program, travelers are offered reduced rate package tours that include air fares, hotel accommodations, and land tours. Many of these tours feature vacations to nature destinations.

E. Marketing and Promoting by Individual Firms. Nature-oriented enterprises do a good job of promotion and marketing in the Philippines. Thanks to brochures, posters, advertisements, and personal efforts by marketing representatives, potential clients have easy access to information about a wide range of destinations. Several firms aggressively distribute their brochures and posters to travel agents, hotels, guest houses, restaurants, and MOT offices. Most firms also participate in "fam" tours for journalists and travel agents. Not enough contact with private firms was made to learn about their marketing practices and connections overseas, but it is obvious that some companies maintain such contacts.

## 10. Relations Between Private and Public Sectors.

Relations between the government and the private sector appear to be good. The government is making a strong effort to encourage private investment in tourism (Appendix B, p 25) and cooperative planning boards are operating at most levels. Recognizing its budgetary problems, the PWD has recently approved liberal policies guiding private investment in concessions at the national parks. Private sector spokespersons have no complaints with the policies or actions of the MOT or the PWD, although they frequently bemoan the lack of infrastructure provided by the government.

The MOT actively distributes promotional materials provided by private firms. Company representatives acknowledge outstanding cooperation with the MOT in this effort.

The MOT also sponsors several training workshops for tourism industry employees. Recent training courses include:

- (a) Multi-Lingual Tour Guiding Seminar
- (b) Hotel and Restaurant Management Course
- (c) Foreign Language Basic Courses (Japanese, German, French, Fookien, Mandarin)
- (d) Tourist Driver/Guide Seminar
- (e) Food and Beverage Operations
- (f) Marketing and Efficiency in the Travel Business

In addition, the MOT and the Asian Institute of Tourism occasionally cooperate to provide training for the private sector (Appendix B, p. 30).

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APPENDIX A: CONTACTS IN THE PHILIPPINES

Dina Avatra, Sales Manager, Hidden Valley

Ramon P. Binamira, General Manager, Philippine Tourism Authority

Rizalew Castillo, Guest Relations Officer, Camelot Hotel

Marilyn Garcia, Tourist Reception, Information, and Facilitation Division,  
Ministry of Tourism

Luz Gonzales, In-Charge, Office of the Asst. Chief, Parks and Wildlife  
Division, Bureau of Forest Development

Elizabeth P. Itucas, Reservation/Account Executive, Travelscope, Inc

Maria Ramona L. Ty, Special Assistant to the Deputy Minister,  
Ministry of Tourism

Rene de los Santos, Planning Service, Ministry of Tourism

Cirilo B. Serna, Asst. Director for Technical Services, Bureau of Forest  
Development

Nellie P. Subido, Supervising Planning Officer, Planning Service, MOT

Briccio Tamparong, Jr., Special Assistant to the Deputy Minister,  
Ministry of Natural Resources

## 6-year plan

# MOT launches tourism program

By FRED M. LOBO  
Correspondent

The Ministry of Tourism (MOT) has come up with a medium term tourism development plan for the country which envisions to maximize "economic and cultural benefits" from the industry while at the same time minimizing "social costs".

The six-year tourism plan generally projects positive growth for the industry through an "organized tourism development and promotion program" that envisions increased international tourist arrivals and substantial perk-up in domestic tourism.

However, the "rosy" forecast appears headed for the tests as could easily be gleaned from the perceptions of both the government and the private sectors.

By its own admission, the MOT said that the tourism plan and its outcome "will largely be dependent upon the projected and perceived political and economic stability within the country and the economic climate in the major markets."

And on the other hand, private sector observers maintain that the projected figures on tourist arrivals appear "too optimistic" if not "extrapolated," that domestic tourism could hardly enjoy a boom considering the harsh economic realities affecting Filipino families and that some policies and strategies, if not subjected to open and intelligent review, could militate against the realization of desired tourism goals.

The MOT, in a press conference the other day, said that the tourism plan for the next six years seeks to provide a key contribution to the government economic recovery program through the generation of foreign exchange earnings and employment, and the dispersal of tourism's benefits to as many Filipinos as possible, while at the same time minimizing "social costs" like prostitution.

MOT Deputy Minister for Planning Narzalina Lim pointed out that the tourism plan seeks:

1) To increase foreign exchange earnings through a more intensive and scientific approach in developing the Philippines as a primary tourist destination and convention center and making the industry an attractive area for entrepreneurial activity;

2) To accelerate employment generation and promote a more equitable distribution of tour-

ism benefits by promoting domestic tourism and development of small and medium-scale tourist projects in the regions;

3) To develop awareness of domestic tourism's role in forging a sense of nationhood among Filipinos.

Lim said that to realize these objective, a more organized tourism development program will be implemented by both the government and the private sector.

She pointed out that the government will focus its efforts on infrastructure development and maintenance of peace and order.

Likewise, she said that the government will exercise limited regulatory functions and encourage self-regulation by the local tourism and at the same time, harness the private sector in all developmental and promotional aspects.

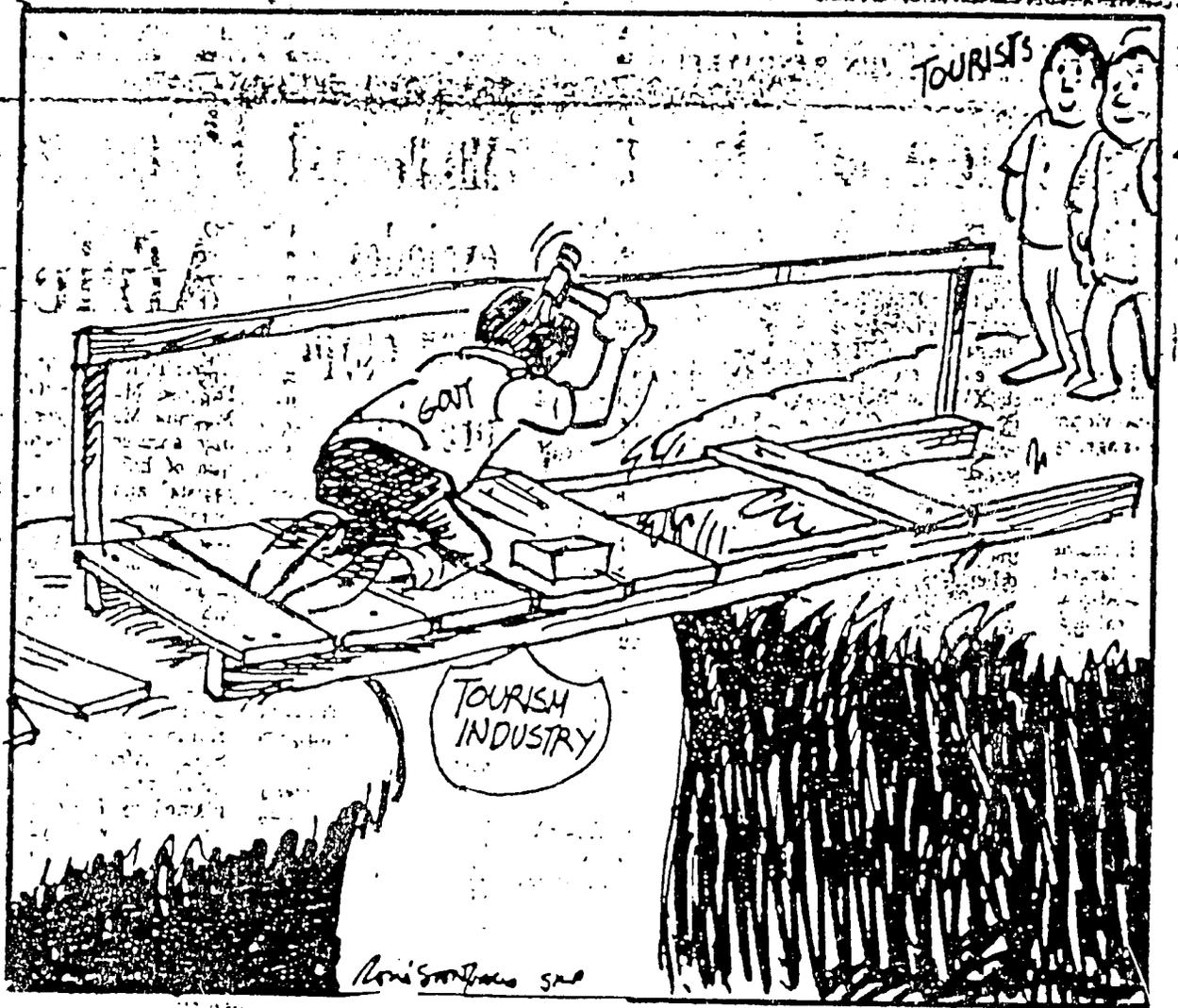
In its projections, the MOT said that tourist arrivals this year could reach about 745,000 and that the figure could increase further in 1987 from between 750,000 to one million as projected earlier by Tourism Minister Jose Antonio U. Gonzalez, through the promotion of the Philippines as an "ideal and wholesome destination" primarily through sales blitzes in high-yield markets.

However, private sector observers said that the one-million target for 1987 could hardly be realized considering peace and order problems, the lack of necessary tourist-drawing reforms in terms of cleanliness and sanitation, and some flaws in promotion.

Likewise, the MOT said that domestic tourism will be developed and promoted through a general awareness and drive to generate interest in the country's natural attractions and the establishment of cheap board and lodging facilities like pension houses.

However, private sector observers say that economic problems would discourage Filipinos from going out of town for tourism purposes and this would serve as a major obstacle to the domestic tourism program.

As the MOT pushes with its tourism program, private sector observers say that policies and strategies should be carefully studied and reviewed so that tourism goals are realistically achieved for the benefit of the industry and the country as a whole.



MANILA BULLETIN  
Oct 16, 1986  
Vol 16, No 16

# Tourism faces a bright future under new gov't

The development of Philippine tourism, ushered in by an ecstatic buildup of facilities such as hotels, resorts, cultural and arts centers, is among the maligned programs of the past regime that need crucial streamlining as one major component of the socio-economic development package under the next administration.

Former Tourism Minister Jose Aspiras, had been credited for the past regime's success in the industry. But the vacuum created by the assassination of former Senator Benigno Aquino in 1983 was as far the most dismal blow to the business, with foreign tourists skipping the country due to generally bad publicity abroad.

The sudden rise of 'people power' that installed the new political leadership has revived hopes of resuscitating the industry which new Tourism Minister Jose Antonio Gonzalez describes as marked by "waste and extravagance." Instead, Gonzalez said, the ministry

under him shall now be associated with practicality and prudence in project implementation. He goes on to explain that the industry plays an important role in the improvement and restoration of the economy and will thus cater only to projects which are economically viable with clear social and cultural benefits. It shall, however, divest itself from hotels and other tourist facilities and leave investment opportunities to the private sector, he said.

The new tourism leadership seem to have garnered enough muscle from the famous February revolution that under its marketing and promotions program, the theme, 'Come celebrate our new spirit,' has been evolved. With this, tourism officials hope to lure at least one million visitors in 1987. (The peak in tourist arrivals was posted in 1980 with a record high of one million, the first and only time the Philippines reached that mark, thereafter followed by a consistent decline).

The new optimism is somehow supported by a rise in hotel occupancy during the past six months, of between 60 and 80 percent in June, July and August, the traditional lean months, from average lows of 20-40 percent. The favorable response by other countries, from neighboring ASEAN members to Europe and America, to President Aquino and her government is another selling point. In fact, her foreign visits have brought home not only goodwill but vital investment pledges and aids necessary to prop up local efforts towards national recovery.

Being a recognized economic factor that it is, and given the new favorable environment for growth, high hopes and brighter prospects are thrown to the industry. But while the new directions are, as spelled out, geared towards those prospects, there is still need to make clear the ministry's priorities.

Minister Gonzalez, in his bid to ride on the euphoria of 'people power' and catch

the curious 'new Philippines' fever abroad, has himself been deeply immersed in the 'sales blitz,' leaving out other industry problems that he must personally attend to. People in the know have pinpointed these problems as the upgrading of tourist facilities, hotels and reports; an effective streamlining of the ministry to suit its new needs and thrusts; a massive information campaign to erase the negative social aspects of tourism such as child prostitution and the so-called 'sex-tours'; and a voluntary effort to coordinate with the national government in improving the peace and other situation.

On the peace issue, there are strong sentiments that if the ongoing peace talks between the government and insurgents continue to be grounded, it could be a strong deterrent against tourism's growth. Chances are, they said, the country may not only be losing on tourist receipts, but most of its investment pledges as well.

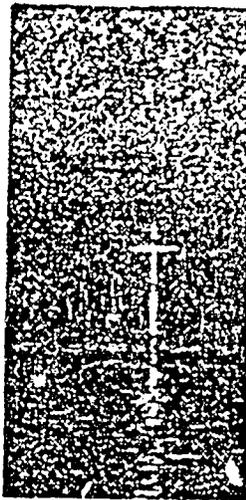
# Camiguin island recommended for tourism dev't

The recent conference of Regional Development Council (RDC) of Region 10, composed of governors, city mayors, and regional directors in Northern Mindanao, unanimously passed a resolution recommending that Camiguin island be made a pilot province for national tourism development.

RDC Chairman Carlos O. Fortich said the 400-square kilometer province is packed with almost all tropical scenic spots, moving the council to approve the unprecedented resolution, copies of which will be furnished all national government agencies concerned including the office of President Aquino.

Camiguin's new governor, Antonio Gallardo, said the province is the most peaceful in the region, if not the whole country, but needs basic infrastructure development, including roads and agricultural diversification.

The island is fast becoming a dollar-earner



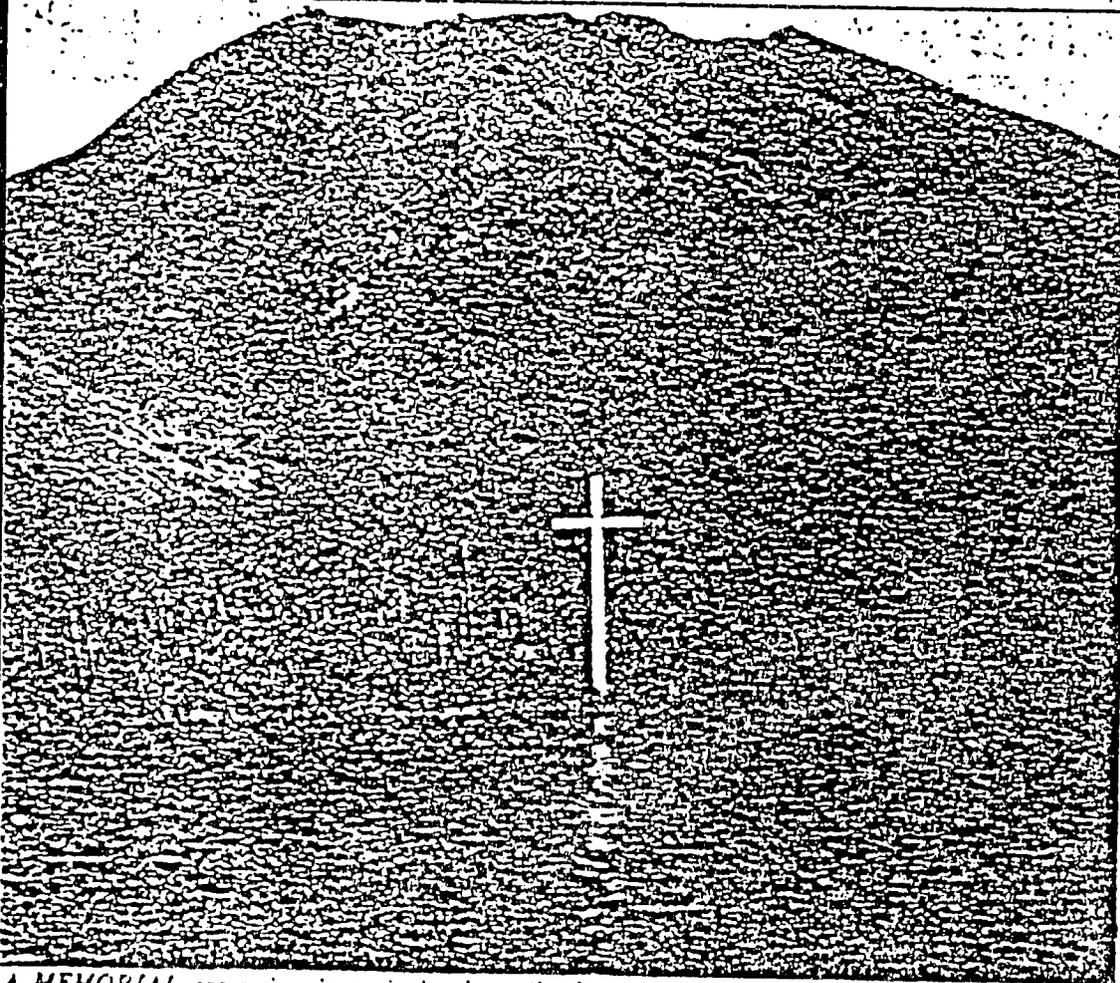
CROSS stands above Camiguin's undersea cemetery

because of its growing popularity among foreign tourists, he said.

Camiguin province is a pear-shaped island with waterfalls, caves, rain forests, cold and hot mountain springs, volcanic peaks, islets with white sand beaches, lagoons, an undersea cemetery, ancient church ruins, and its famous sweet-tasting lanzones — packaged within a 12-mile radius.

Oct. 9, 1982

10 THE MANILA TIMES



A MEMORIAL cross rises imposingly above the famed undersea cemetery sunk by the devastation wrought by the fury of Mt. Vulcan in the early 1600s.

## LIVING

### Island in the Pacific

# Camiguin

CAMIGUIN province is a pear-shaped island paradise with waterfalls, caves, rain forests, cold and hot mountain springs, volcanic peaks, islets with white sand beaches, lagoons, an undersea cemetery, ancient church ruins, and its famous sweet-tasting lanzones -- packaged within a 12-mile radius.

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RDC Chairman Jos O. Fortich said the 400-square kilometer province, dubbed "Foreigners as Paradise" in the Pacific, is packed with almost tropical scenic spots, thus moving the council to approve an unprecedented resolution. Copies of the resolution will be furnished to national government agencies concerned, including the Office of the President Aquino.

Camiguin's Governor Antonio Lardo said the province is the most peaceful in the region, if not the whole country, but needs basic infrastructure development including roads and agricultural diversification. Lately, he added, the island is fast becoming a dollar-earning

# President Aquino's US visit to boost tourism

By NICK T. ENCISO

NEW YORK — Philippine President Corason Aquino's visit to the United States, is expected among others to boost the tourism industry in her country.

This favorable prediction has been advanced by local travel agencies which specialize on travels to the Asian countries, including the Philippines. There are some 400 travel agencies in this city, known as the trade center of the world, which can be influenced by President Aquino's visit to help lure tourists to visit the Philippines.

Larry Littman, associate editor of the Travel Agent Magazine, one of America's leading tourism magazines, said its about time that the American tourists, aside from the Filipino balikbayans, be exploited to improve the tourist trade of the Philippines.

"It's a pity that the various outposts of the Philippine Ministry of Tourism in the United States do not get the full backing of the Philippine government and the private sector of that country which can be used to a great advantage in attracting tourists to the Philippines," Littman said.

Jose Mari G. Mercader, Philippine tourism attache in this city, despite meager facilities, has been hailed by local travel agents in the way he is conducting an information drive regarding the unusual advantages of travel to the Philippines.

He pointed out that with the high cost of the US dollar compared to the peso, one will realize that going to the Philippines can be the cheapest way to enjoy holidays. He has to pay only some \$25 for a room in a first class hotel

as compared to a \$100-room hotel in the US and other countries, he stressed.

What the local travel agencies here are keenly expecting so that they can encourage their clientele to visit the Philippines, which is so rich with natural tourist attractions, is an assurance from President Aquino that all is well in the Philippines, it was gathered from tour operators sources.

From various official and private sources, this writer was able to gather the following essential facts that can help the Philippines tourist trade:

1. There is a dire need for an information campaign regarding the Philippines tourists attractions that would include an assurance that tourist spots to be visited are in areas safe from insurgency and other peace and order problems;

2. The offices of the different tourism attaches are ill-equipped with facilities, including funds to wage effective campaigns to attract tourists, unlike those of other countries which are well financed and supported to the hilt by their home governments;

3. Some tourism personnel are less competent because they are appointed to their present jobs not on the basis of qualification but by political connection;

4. These Philippine foreign-based tourism offices do not get enough support from other agencies of the Philippine government where they are located because of professional jealousies and ineptness and arrogance of the personnel assigned in the areas.

VOL. 25, NO. 18, MANILA BULLETIN, SEPT. 18, 1976, P. 17

10/1/86

Aftermath of US visit

# RP to gain more from tourism trade

The highly-successful US state visit of President Corazon C. Aquino will further improve not only the image of the Philippines as a tourist destination that will draw more tourist from various parts of the world, but also its political and economic stability, the head of one of the country's reputable travel agencies said today.

Elpidio T. Dizon, president and general manager of E. T. Dizon Travel Service, based his rather optimistic perception on reports of President Ronald Reagan's reaffirmation of the United States' commitment "to help rebuild the Philippine economy" and "to work for increased economic and military aid" designed to provide greatest benefit without exacerbating the country's foreign debt burden.

He said it is not remote that the targeted one million tourist arrivals in 1987 under the 5-year tourism development program (1987 to 1992) of the Ministry of Tourism will be reached.

The prediction, according to Dizon, is bolstered by a recent evaluation made by the Asian Pacific Travelers and the Intramar Asia

Pacific for the year 1986-87 showing that the Philippines is a not expensive as a travel destination.

In that report called "Image of the Philippines," some 1,480 travel executives nominated at least 4,231 specific assets which can best describe the country. Among other things, the image of the Philippines as a "cheap travel destination" received more than 45.4 percent nominations, 39.9 percent and 39.8 percent for its beautiful women and for its interesting night life, respectively, Dizon said.

The realization of tourist arrival levels assumed in the said development plan, Dizon said, will largely depend upon the perceived and projected political and economic stability within the country and the economic climate that will prevail in the major tourist market.

If the present market development thrusts of the MOT through its "sales blitzes" are maintained, and if the Philippine situation dramatically improves through the initiatives being undertaken by Pres. Aquino, even the over 3 million tourist arrivals targeted in 1992 will be realized, Dizon said.

At the same time, Dizon said, foreign exchange receipts will likewise increase proportionately in contribution to the success of the national economic recovery program.

# Aquino plans to de-regulate tourism industry

By DEEDEE M. SIYANGCO

The tri-sectoral convention of the tourism industry giants — the Board of Airline Representatives (BAR), the Hotel and Restaurant Association of the Philippines (HRAP) and the Philippine Travel Agencies Association — which ends this evening with a gala dinner, got off to a running start with the keynote address of President Cory C. Aquino.

As pointed out by Ofri Canlas, chairman of the organizing committee in his opening remarks, it was the first time that the president of the country honored the tourism forum. It was also the president's first public appearances since her successful US trip. She didn't disappoint the delegates in the Manila Peninsula ballroom last Tuesday morning. In a baby blue summer suit and a new, shorter hair-do, Mrs. Aquino was her usual simple, charming self.

Mrs. Aquino told the delegates that "We expect tourism, along with every other sector of the country, to give its efforts to the task of national reconciliation, even as we expect tourism, along with other sectors to pull its own weight where it can." In short, the president said, "There will be no more concessions to this sector than to any other, with the obvious exception of agriculture, and at the same time we have the highest expectation of what tourism should contribute to the national effort."

The private sector, she said, is called upon to tap the potential of tourism. Her government, she revealed, was making plans to divest itself of hotels and other tourist facilities which she said, it had no business running. She would also de-regulate the industry as a whole, to the extent where it would be beneficial to the public.

The part to be played by the government would be to provide infrastructure and services that private enterprise cannot, Mrs. Aquino said, like roadways, health services, communications and peace and order. Tourism should be a joint effort of all the agencies and ministries, she added.

What the country could offer tourists, she advised, would be "a country good to its people." She said that no one wants to visit misery, so if the government could succeed in

uplifting the lot of the people, foreigners would come to share in the people's delight of their own country. But she reminded them, "Let me make it clear, we shall not trade, for tourist dollars, in the misery and desperation of our women and children. The tourists will come to share in our achievements and in the past."

Earlier, Ermin Garcia Jr. PTAA president and chairman of the convention read an open letter to Aquino on the state of the industry.

Garcia reported that only a year ago, the industry was already "close to a coma." He blamed the persistent media reports about political unrest and the deteriorating peace and order conditions as enough reasons to scare tourists away. For five years, the industry faced an annual decline of five percent in arrivals.

The bleak picture changed with the new government, Garcia said, and now the industry was raring to go again. While other industries adopted a "wait and see" attitude, the people involved in tourism were confident that they can bring in the tourists and the dollars. Even with the dismal performance of the industry, tourism still ranked as the number three dollar earner last year.

Garcia then asked the president for support to demonstrate that the government has the will and capacity to sustain the growth in tourism.

The government must establish in "no unmistakable terms its policy towards tourism as an industry." He asked that the Ministry of Tourism not be abolished as has been bruited about in the ConCom. The PTAA president also cited the need to upkeep and maintain the security of the airport, the containment of the insurgency problem so that key destinations are not affected, improvement of existing access road to tourist spots, sanitation and environment be made a priority of local governments. Garcia also asked that hotels, restaurants and transport facilities duly licensed to cater to tourists be protected from illegal strikes.

Other measures by which the industry could be protected would be for police agencies to curb crimes against tourists, laws and prostitution and hospitality services be rigidly enforced and tax incentives be given to investors and practitioners to sustain the viability of tourism ventures. He also batted for more promotional funds to expose the country abroad.

Melba Valenzuela gave the invocation. The rest of the morning and afternoon were devoted to working sessions. The convention speaker for today at 9 a.m. is Defense Minister Juan Ponce Enrile. In the afternoon, Pampanga governor Bran Guiso will

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OPINION

ANTONIO MA. NIEVA, Editor

# SEE MANILA AND DUCK!



...AND THIS IS ONE OF OUR TOURIST SPOTS NAMED AFTER ONE OF OUR HEROES.

*Yndoyra 10/15/62*

MANILA TIMES  
OCT 8, 1962 7/12

# Tourism men told to stop promoting sex as attraction

PRESIDENT Aquino yesterday told leaders of the tourism industry to stop promoting sex as a tourist attraction of the country.

Speaking at the first tri-sectoral convention of the Board of Airline Representatives, the Hotel and Restaurant Association, of the Philippines and the Philippine Travel Agencies Association, Mrs. Aquino said: "Let me make it clear, we

shall not trade, for tourist dollars, in the misery and desperation of our women and children."

Her statement indicated her government will not tolerate "sex tours," to entice tourists to visit the country.

The President stressed that unlike the previous administration, her government will avoid giving any concession to the tourism industry. The private sector, she said,

should be the one to lead in tapping "the tremendous potential of tourism."

However, the President said this lack of concession should not be construed as downgrading the tourism industry.

The government, Mrs. Aquino said, "has no intention of downgrading any effort that shows great potential in helping us achieve recovery."

Instead of involving

itself directly in the industry, her government, she said, will promote tourism by providing "the infrastructure and services that private enterprise cannot provide." She mentioned "passable roadways linking our resorts, health services, communication facilities, and peace and order."

She also assured them the government will give

To Page 2

## Tourism

From page 1

tourism "basic support that every other business activity is entitled to."

These include, she said, "a general direction and policy, fair rules and regulations, and, the coordination and guidance of the Ministry of Tourism."

## EDITORIAL

# Tourism and the Philippine image

**T**OURISM should enhance the image of a country. In the People's Republic of China, tourism is not looked upon as a dollar-earning industry. Its main purpose is to show visitors the actual conditions of the country. People who have visited the Chinese mainland have generally been impressed with the economic gains that the nation has made.

Under the Marcos regime, tourism was classified as a dollar-earning industry. There is nothing wrong with that. The trouble is that they made prostitution one of the pillars of the tourism industry. Prostitution was unofficially classified as a dollar-producing profession. The internationally-vaunted Filipino hospitality became a mark of shame when prostitutes came to be known as hospitality girls.

Filipino hospitality had its origins in the old belief that one should be kind to strangers for they may be gods in disguise. Under the tourism program of the deposed regime, hospitality became equated with prostitution. Ermita, a district that got its name from the holy hermit that used to live in the place became the notorious red light district that it is to this day.

Marcos' Tourism Ministry attracted the international underworld. Ermita drew the Fat Cats from Australia and the Yakuza from Japan. You don't see moneyed tourists in Ermita. What you see are foreign beachcombers and stumble bums in short pants and rubber slippers.

It was the tourism industry that changed the image of Manila from the Pearl of the Orient to the Sin Capital of the World. Child prostitution was unknown in this country before Marcos's time.

Now, President Aquino has told leaders of the tourism industry to stop promoting sex as a Philippine attraction. Her statement shows what tourist promoters became under Marcos — godfathers of hospitality girls. President Aquino didn't succeed in closing the casinos. We hope she succeeds in making tourism respectable again.

PHILIPPINE DAILY  
**INQUIRER**  
**TOURISM**

CHIT L. MACAPAGAL, EDITOR

TUESDAY, SEPTEMBER 16, 1986

## Why they come to the Philippines

A NOT expensive travel destination; this is how the Philippines is known to foreign tourists. This description ranked first among 49 other concepts and attributes, according to a recent evaluation made by the Asian Pacific Travelers and the Intramar Asia Pacific for the year 1986-87.

Around 1,480 travel executives nominated at least 4,231 specific assets which can best describe the country in the report called "Image of the Philippines."

The image as a cheap travel destination received 45.4 per cent nominations from the respondents who also named 12 other attributes which greatly contributed to the country's success as a tour destination.

Some 39.6 per cent chose the Philippines because of its beautiful women while 39.9 per cent rated it fourth in terms of interesting night life.

For its warm and friendly people, the country received a high 36.1 per cent; and for the opportunity for romance, 27.8 per cent or fifth in the rank of attributes.

The respondents gave the Philippines 21.1 per cent for its many scenic attrac-

tions; good facilities for visitors, 18 per cent; interesting culture and history, 17.4 per cent.

Good food, on the other hand, rated 14.3 per cent earning a low 34 in the ranking.

Other assets listed down included: good potential for business (13.2 per cent); good shopping (12.7 per cent); and the lowest, that it is an advanced and developed country with 3.3 per cent.

## TRAVEL NOTES

### Seminar on Alternative Tourism

THE three-day First MANILA CONSULTATION WORKSHOP ON ALTERNATIVE TOURISM will be held on Sept. 26-28 at the Sublaco Seminar and Retreat House on Vito Cruz corner Sandejas Streets, Malate, Metro Manila.

The consultation workshop is organized and sponsored by the CENTER FOR SOLIDARITY TOURISM (CST) in cooperation with the General Assembly Binding Women for Integrity, Emancipation, Leadership and Action (GABRIELA) and the CENTER FOR SOCIAL CONCERNS (Assumption College).

CST Chairman Crescencio A. Yaco said that it will be participated in by advocates, practitioners and those with related keen interest and concerns for tourism. He added that most of the participants will be coming from such communities like Sagada in the Mountain Province, Puerto Galera in Oriental Mindoro, Pagsanjan in Laguna, Boracay in Aklan, Bohol in the Visayas and some parts of the Bicol region.

Mr. Yaco stressed that these people will be gathered in order to "assess in the most intelligent manner" the prevailing trends and directions in tourism in the world, in the developing nations' bloc and, more particularly, in the Philippines.

Senator Eva Estrada-Kalaw is expected to deliver the keynote address while Sister Mary John Mananzan, OSB (GABRIELA), Ms. Dra Laurel-Loewen and Mr. Yaco will serve as panelists on the first day.

Interested parties are advised to call telephone number 59-62-66 for registration and other details; or see the Secretariat at the Participatory Research Desk of the ASIAN SOCIAL INSTITUTE, 1518 Leon Guinto St., Malate, Metro Manila.

### Homestay program picks pilot areas

THE Homestay Program of the Tourism Ministry's Office of Product Development marked two places as pilot projects: Antique for September and Kallibo for October.

Using existing residential houses as lodging places for foreign and domestic tourists, the project aims to facilitate cross-cultural contacts between Filipino homeowners and foreign visitors and to know more the Filipino lifestyles.

The MOT will tap the assistance of the Asian Institute of Tourism (AIT) to train volunteer families in these two areas on various aspects like

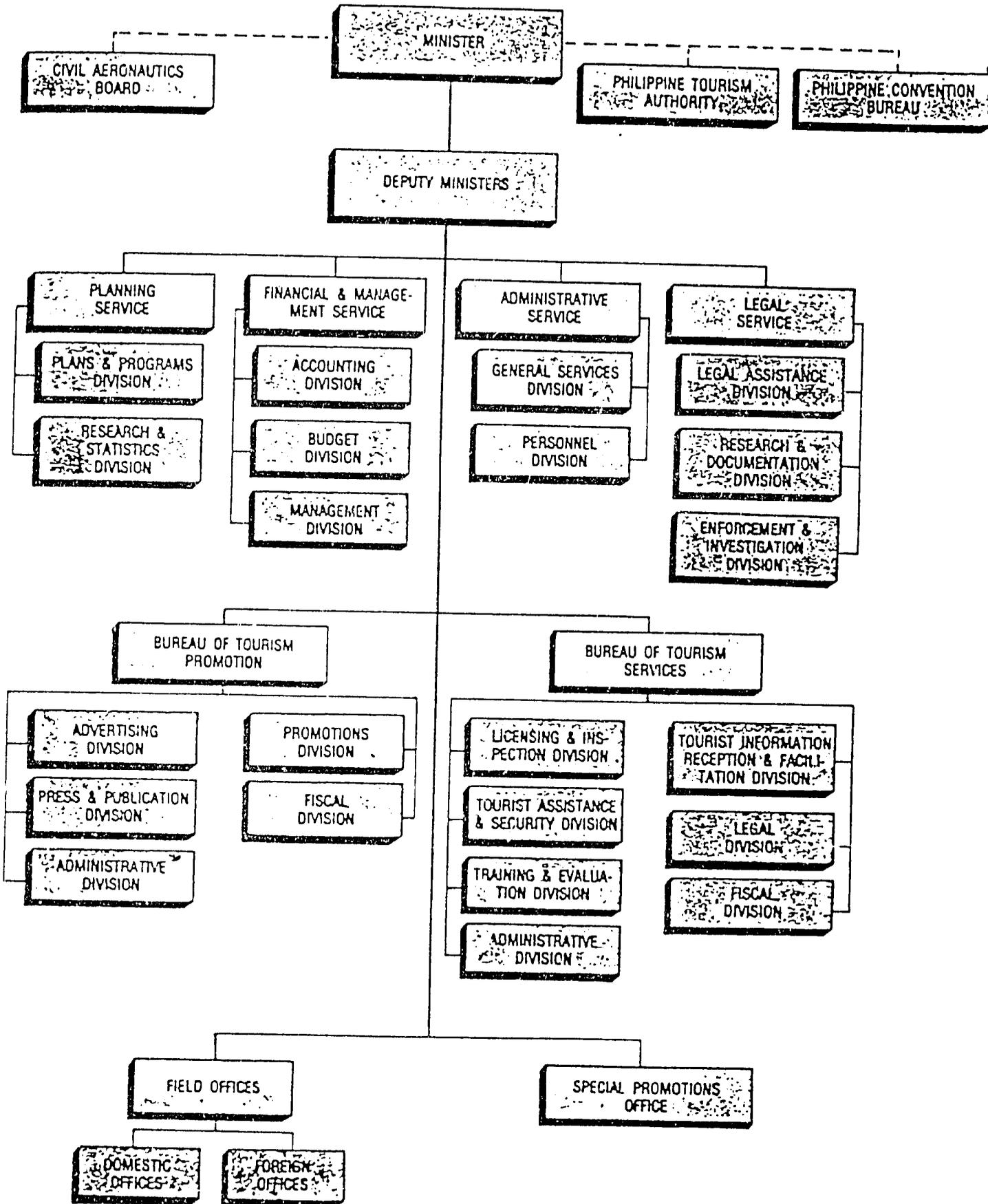
proper table manners and entertaining guests. There are at least 20 volunteer families who have already agreed to attend the seminar set up by MOT.

Deputy Minister Narzalina Lim said the Homestay Program will also require participating families to serve native dishes and to avoid European "bed and breakfast style."

Under the program, participating families will offer one or two of their extra rooms in their house for the tourists who may want to go to the provinces and witness any of the festival attractions such as the Ati-atihan.

# MINISTRY OF TOURISM Organizational Chart

## APPENDIX C



Source of Data: Financial & Management Service