

Metro Iloilo-Guimaras Tourism Action Plan

1.0 INTRODUCTION

1.1 Background of the PoA

Tourism has been identified as a priority development sector by the Metro Iloilo-Guimaras Economic Development Council (MIGEDC) for its capacity to stimulate economic growth quickly and to contribute to poverty reduction. The MIGEDC has received assistance, under Phase 1 of the Philippines-Australia Local Governance Development Program (LGDP), for the preparation of an Integrated Tourism Strategy and Action Plan for the Metro Iloilo-Guimaras region.

The overall direction of the Integrated Tourism Strategy and Action Plan has been guided by the following mission statement, which seeks:

“To develop the tourism sector in the Metro Iloilo-Guimaras region to deliver local economic benefits to the participating municipalities, in a manner that protects MIG’s cultural and natural resources.”

Given this, the stakeholders of Metro Iloilo-Guimaras tourism have crafted the following vision statement:

“Metro Iloilo and Guimaras is an internationally-recognized destination, known for its attractions that sustain its culture and environment and whose tourism industry shall contribute to the economic growth of all sectors of society.”

1.2 Overview of MIGEDC

The Metro Iloilo-Guimaras Economic Development Council (MIGEDC) is an alliance of the City of Iloilo, the Municipalities of Leganes, Oton, Pavia, Santa Barbara and San Miguel and the Province of Guimaras. It was formally established by Pres. Gloria Macapagal Arroyo through Executive Order No. 559 signed on August 28, 2006 and was designed to help address the area’s emerging problems brought about by rapid urbanization and the spatial development challenges of tourism and economic development.

As a working and strategic alliance, the MIGEDC formulates, implements, coordinates, and monitors programs, projects, and activities that support the Mega-Region Economic Development Strategic Framework of the national government.

2.0 STRATEGIC CONTEXT

2.1 Goals and Objectives of the Strategy

Given the overall directions and priorities of MIGEDC, the objectives for MIG Tourism are as follows:

1. To develop the Metro Iloilo-Guimaras (MIG) area as a leading destination in the Philippines for international and domestic tourists.
2. To stimulate investment, income, employment opportunities, and enhanced linkages between tourism and other economic sectors of the MIG area.

3. To sustain and enhance the natural and cultural heritage of Metro Iloilo and Guimaras.
4. To effectively manage and mitigate the negative impacts of tourism in the MIG area.
5. To build a tourism industry that is socially inclusive and benefits all sectors of the MIG community.
6. To enhance and sustain partnerships between the key stakeholders in MIG development.

2.2 The Strategic Framework for MIG Tourism

The overall approach to achieving the vision and objectives for the Metro Iloilo-Guimaras tourism sector involves three general strategies:

- Build Metro Iloilo and Guimaras Province as complementary destinations making up the primary gateway to Panay Island, and Western Visayas as a whole;
- Adopt a sustainable development approach to tourism in the Metro Iloilo-Guimaras area; and
- Institutionalize a partnership-based, stakeholder driven approach to the development, marketing, and promotion of MIG as an integrated tourism destination.

Positioning and Destination Development Strategy. The proposed strategy builds on Metro Iloilo's current function as the primary urban center of Western Visayas. As the hub of economic and political activity in the region, Metro Iloilo (specifically Iloilo City) will continue to be the most important destination for corporate travel, meetings, conferences and conventions, exhibitions, sporting events and festivals in the Western Visayas. In addition, the growing fields of language tourism and medical tourism are areas of opportunity for Metro Iloilo. As a leisure and recreation destination, Metro Iloilo's main resources are geared towards urban tourism activities with cultural themes. Shopping, dining and evening entertainment opportunities will be important urban activities for leisure and business travelers to Metro Iloilo, not to mention the large segment of tourists who come to visit friends and relatives in the area (VFR).

Guimaras will be developed as a true complement to Metro Iloilo, offering tourist activities and attractions that are not found in sufficient quantity or quality in Metro Iloilo. Guimaras will be differentiated from Metro Iloilo because there will be more beach, adventure, and ecotourism-oriented attractions on the island. All of these can be packaged or promoted to complement the Province's agritourism thrust. In this manner, Guimaras' rural/agricultural lifestyle and products serve to distinguish it from destinations in Central Philippines offering comparable beach and marine-based attractions.

Sustainable Development as Tourism Development Strategy. Given the positioning strategy for Metro Iloilo and Guimaras Province, the strategy for developing the region's tourism product will be based on sustainable development principles. This will ensure that the focus of tourism development in the MIG will have a three-pronged measure of success: economic growth, environmental sustainability, and social equity.

Economic growth through tourism will require a competitive MIG tourism product. Over the six-year time frame of the strategy, the focus will be on upgrading the quality of MIG's tourism attractions, amenities, and services. This will include improving the standards for hotel accommodations, presentation of tourist attractions, and competencies of tourism industry workers.

These tourism products will be supported with infrastructure to create tourism circuits that will encourage visitor movement throughout the MIG, and hopefully facilitate greater distribution of economic benefits to all areas of the region. Important clusters of cultural, historical and natural heritage resources in the MIG area will be identified and established as heritage tourism zones. Infrastructure, policy, and capacity-building support will be provided to these destinations for the conservation and proper management of their cultural and natural heritage resources.

Finally, social equity in tourism development will require strategies for managing and mitigating the negative social impacts of tourism. Related to this, the Strategy explicitly seeks to assist disadvantaged and displaced groups, such as women, children, and ethnic communities, by facilitating their access to economic resources and opportunities through tourism. In addition, communities will be empowered, through institutional and capacity-building programs, to participate in the tourism planning and development initiatives in their respective localities.

Partnership-based Approach to Tourism Development. The overall approach to tourism management and development in Metro Iloilo-Guimaras will be partnership-based and stakeholder-driven. The approach for ensuring the long-term viability and implementability of the Strategy will be to build and strengthen partnerships, on various levels, related to different requirements of the tourism sector.

Thus, the strategy will involve strengthening the links between and among the public and private sector members of the MIG tourism industry. Within the MIG structure itself, the partnerships between the LGUs must be strengthened through the Tourism Committee. A critical element of the Implementation strategy will be the establishment of a public-private sector partnership-based institution to oversee and coordinate the implementation of MIG-wide tourism marketing and development initiatives.

An investment promotions plan will seek to engage development partners and private investors in implementing the key projects of the Strategy. Finally, the strategy recognizes that the long-term sustainability of the tourism sector will require the active participation and full support of the residents of Metro Iloilo and Guimaras. Thus, programs for building pride of place in the MIG communities have been built into the Tourism Strategy.

2.3 Strategic Programs.

More specific strategies have been developed to flesh out the the three general strategies described above. These specific strategies have been organized into ten (10) programs: 1) Marketing, 2) Tourism Product Development, 3) Infrastructure Development, 4) Heritage Conservation, 5) Managing the Negative Social Impacts of Tourism, 6) Environmental Management for Tourism, 7) Human Resource Development and Institutional Capacity-Building, 8) Implementation, 9) Tourism Investments Promotion, and 10) Building Pride of Place.

Strategy 1 (Positioning and Destination Development): *Build Metro Iloilo and Guimaras Province as complementary destinations making up the primary gateway to Panay Island, and Western Visayas as a whole.*

PROGRAM	SPECIFIC STRATEGIES
Marketing	<ol style="list-style-type: none"> 1. Develop Iloilo City and the other municipalities of Metro Iloilo as an urban tourist destination built around the key themes of culture and heritage; urban tourism; MICE; festivals; health and wellness; education; and community-based tourism. 2. Build up the tourism destinations and attractions of Guimaras Province around the key themes of marine (island and beach) resort vacations, adventure tourism, ecotourism, agritourism, health and wellness, and cultural encounters (e.g. with Ati communities, farming communities, or spiritual communities) 3. Promote Metro Iloilo as a gateway or staging area to other tourism activities and circuits in Iloilo Province and other parts of Western Visayas. 4. Implement a clicks-and-bricks strategy for disseminating tourism information on Metro Iloilo-Guimaras through a MIG Tourism website, complimented by a network of tourism information centers (TIC) around Metro Iloilo-Guimaras. 5. Design and produce collateral materials (tourist brochure/map) for the MIG area, to complement the existing set of informational materials available for the respective member LGUs.
Tourism Product Development	<ol style="list-style-type: none"> 1. Develop tourism circuits based on the key tourism clusters or destinations of Metro Iloilo-Guimaras: <ul style="list-style-type: none"> • Iloilo City Heritage Loop to link the historic commercial and Port areas of Iloilo city with the heritage districts of Jaro and Molo; • Metro Iloilo Heritage Circuit linking town plazas and heritage churches of the MIG LGUs • Guimaras Province Agritourism Circuit with linkages to the island's Beach Resort Areas. • The 1,714 ha. marine conservation areas of Guimaras including the marine sanctuaries. 2. Diversify Metro Iloilo's urban tourism product through the development of new tourism and leisure precincts in areas such as: <ul style="list-style-type: none"> • The Iloilo River Zones 1 and 2 (as identified in the Iloilo River Development Plan), with possible link to the Iloilo City Commercial Business District (Calle Real heritage district) • Old Iloilo Airport Site (Megaworld Development) and KAPIDECO site in Mandurriao • Proposed Iloilo Province development site in Sta. Barbara (several sites available for consideration) 3. Develop pilot community-based tourism programs or community-based livelihood programs (tourism-related) in each of the Metro Iloilo and Guimaras municipalities, with emphasis on creating economic opportunities for women and other disadvantaged groups and on promoting heritage conservation.

Strategy 2 (Sustainability): Adopt a sustainable development approach to tourism in the Metro Iloilo-Guimaras area.

PROGRAM	SPECIFIC STRATEGIES
Infrastructure Development	<ol style="list-style-type: none"> 1. Upgrade and enhance transportation infrastructure to facilitate tourist circulation along the priority tourism circuits. 2. Upgrade and enhance transportation infrastructure to allow the linking of Metro Iloilo-Guimaras with other destinations in Iloilo Province through provincial tourism circuits such as a Western Iloilo Coastal Heritage Loop, a Central Iloilo Tourism Circuit, and an Eastern Iloilo Coastal Tourism Line. 3. Enhance the visitor experience by upgrading the existing visitor facilities and infrastructure at key entry and transit points along the priority tourism circuits 4. Provide a package of destination utilities to ensure the sustainability of priority tourist sites in each MIG LGU. These utilities include sewage treatment plants, water distribution systems, solid waste management systems, and other necessary infrastructure in the following sites: 5. Provide a package of public tourism support infrastructure and amenities at key tourism stops along the priority tourism circuits. These packages can include parking, landscaping, alternative energy, package sewage treatment, signages, etc.
Heritage Conservation	<ol style="list-style-type: none"> 1. Implement cultural resource mapping programs in the MIG LGU's to identify the local heritage resources, and to establish the foundations of local heritage awareness, appreciation, and conservation programs. 2. Design and implement a demonstration project to highlight the principles of heritage conservation, redevelopment, and community effort for a selected pilot site in the Iloilo City CBD heritage area.
Managing the Negative Social Impacts of Tourism	<ol style="list-style-type: none"> 1. Facilitate access to resources, facilities, and services by displaced and disadvantaged groups. 3. Institutionalize gender- and group-specific (e.g. cultural communities, poverty, etc.) frameworks in the tourism development and planning processes in the MIG area.
Environmental Management	<ol style="list-style-type: none"> 1. Design a network of existing marine and terrestrial protected areas in the MIG and strengthen its management and enforcement capacity 2. Reorient tourism towards an environmentally sustainable one by allowing environmental costs to be internalized, particularly aid for activities which damage the environment (e.g. oil spill); 3. Adopt a consistent methodology for monitoring and evaluating the relationships of tourism activities with environmental conservation.
Institutional and Human Resource Development	<ol style="list-style-type: none"> 1. Provide a structure to strengthen institutional capacity of MIGEDC in Tourism. 2. Develop an HRD Plan for Tourism in MIGEDC 3. Build leadership capacity of public and private tourism institutions in MIG 4. Build tourism skills of public tourism institutions in MIG 5. Build skills capacity of private tourism institutions in MIG 6. Facilitate recruitment & selection qualified employees in tourism

PROGRAM	SPECIFIC STRATEGIES
	<p>industry</p> <ol style="list-style-type: none"> 7. Upgrade capacities of MIG-based artists, crafts people, souvenir manufacturers, and retailers to package, display, and market local products for tourists. 8. Build capacities of local government officials, community leaders, natural resource managers, and natural resource developers on the sustainable use of habitats, development of sound resource management structures in the MIG, and mechanisms and procedures for addressing trans-boundary institutional challenges.

Strategy 3 (Implementation and Partnerships): *Institutionalize a partnership-based, stakeholder-driven approach to the development, marketing, and promotion of Metro Iloilo-Guimaras as an integrated tourism destination.*

PROGRAM	SPECIFIC STRATEGIES
Implementation	<ol style="list-style-type: none"> 1. Establish a public private partnership-based institution to oversee and coordinate the implementation of MIG-wide tourism development and marketing programs. 2. LGUs to institutionalize the position of tourism officer with staff and budget appropriation.
Tourism Investments Promotion	<ol style="list-style-type: none"> 1. Partner with landowners and developers in Metro Iloilo-Guimaras, Iloilo Province, and Metro Manila for a coordinated approach to tourism investment/development 2. Initiate a campaign to inform and educate owners of MIG-area heritage buildings on the possibilities for conservation and creative, commercial re-use of their buildings. 3. Produce and disseminate investment portfolios of priority tourism projects for public and private investment.
Building Pride of Place	<ol style="list-style-type: none"> 1. Mobilize citizens to help implement the tourism strategy and action plan by echoing tourism appreciation workshops to various sectors of civil society. 2. Introduce tourism awareness and tourism appreciation programs at the barangay levels, starting with the barangays in the priority tourism development areas. 3. Use media as a channel for increased tourism awareness and appreciation and for harnessing public support for the tourism strategy. 4. Partner with the local primary and secondary education institutions to incorporate heritage and tourism appreciation in social studies Sibika and Kultura subjects. 5. Hold tourism awareness month celebrations in conjunction with cultural and heritage months (with public and school participation) in order to highlight the linkage between tourism and cultural heritage.

3.0 ACTION PLAN

The following Tables outline the three-year workplan for implementing the various programs of the Metro Iloilo-Guimaras Tourism Strategy. This Action Plan covers a three-year timeframe. It identifies the key tasks and activities that must be undertaken – for each year, from 2008 to 2010 – in order to achieve the objectives and associated outputs of the Strategy.

For each activity, the Action Plan identifies or recommends the public and/or private stakeholders who should be responsible for completion of the task. Where appropriate, success criteria have been suggested as possible monitoring and evaluation measures.

METRO ILOILO-GUIMARAS (MIG) TOURISM 3-YEAR ACTION PLAN (2008-2010)

STRATEGIC PROGRAM: MARKETING AND PROMOTIONS

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
<p>1. Implement a clicks-and-bricks strategy for disseminating tourism information on Metro Iloilo-Guimaras</p> <p>Outputs:</p> <ul style="list-style-type: none"> ▪ Design and launch a website for MIG tourism ▪ Establish a network of tourist information centers around Metro Iloilo-Guimaras to welcome, assist, provide information, and promote MIG tourism destinations and products to visitors, as well as residents 	a. Design MIG Tourism website	X			Consultant, in consultation with MIGEDC, LGUs, and other stakeholders	MIG Tourism web site functioning and fully operational. Material is regularly updated
	b. Train web administrator for MIG website	X				
	c. Launch MIG Tourism website	X			LGUs	
	d. Update MIG Tourism website material (to include data on small- and micro-enterprises, especially community-based livelihood programs)	X	X	X	LGUs, Tourism Officers, and community-based organizations	Tourism information kiosks and Tourism office computer systems installed
	e. Identify MIG tourism information center sites	X				
	f. Install tourist information kiosks and train tech support staff	X			Consultant	Training programs implemented
	g. Procure and install Internet-ready computer systems in MIG LGU Tourism offices	X			Consultant	Regular budgets and staff assigned for MIG TICs
	h. Design and implement institutional and HR capacity-building programs for administrators and front-line staff of TICs	X	X	X	MIGEDC and individual LGUs	
<p>2. Develop and implement a marketing campaign to position Metro Iloilo and Guimaras Province as complementary destinations making up the primary gateway to Panay Island, and Western Visayas as a whole</p>	a. Establish public-private sector partnership-based institution to coordinate marketing and promotion of MIG tourism as a whole to complement existing local, provincial, and DOT marketing campaigns.	X			MIGEDC in partnership with ICCVB, IHRA, AITTO, GRA, Iloilo Economic Development Council	MIG Tourism Office opened, and Executive Director appointed.
	b. Agree and implement mechanisms to ensure sustained funds for MIG tourism	X	X	X	MIGEDC and MIG	

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
	marketing institution(s)				Tourism institution to be determined	
	c. Produce MIG area collateral materials (e.g. map and brochures).	X	X	X		Production of MIG tourism maps and brochures
	d. Conduct MIG product briefings for travel trade from the MIG area, as well as from the key source markets to introduce Metro Iloilo-Guimaras as a whole destination	X	X	X		Travel trade launch of MIG tourism

STRATEGIC PROGRAM: TOURISM PRODUCT DEVELOPMENT

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
1. Develop Tourism Circuits based on key tourism clusters or destinations of Metro Iloilo-Guimaras Output: <ul style="list-style-type: none"> • Iloilo City Heritage Loop • Metro Iloilo Heritage Circuit • Guimaras Province Agritourism Circuit • Guimaras Marine and Coastal Tourism Circuit 	General Tasks/Activities For All Priority Zones And Clusters 1. Organize meeting of the different stakeholders (tour operators, hotels, heritage house owners, tour guides, church administrators)	X			MIGEDC, Department of Tourism Regional Office, Guimaras Provincial and Local Tourism Offices, Metro-Iloilo Local Tourism Offices, Heritage Council, Owners of heritage houses/ resorts/salt/agri farms, Church Administrators, ICCVB, IHRA, AITTO, GRA, Iloilo Economic Development Council MIGEDC, Department of Tourism Regional	Documentation of the experience(s) with the existing tours, i.e. lessons learned, areas for improvement, ways to address the problems identified

	<p>2. Identify the specific tourism sites and activities to form part of the clusters and new small and medium-scale businesses that can be supported</p>	X			<p>Office, Department of Trade and Industry, Local Tourism Offices, Heritage Council, Owners of heritage houses/resorts/salt/agri farms, Church Administrators, ICCVB, IHRA, AITTO, GRA, Iloilo Economic Development Council</p>	<p>New Tour Packages (Sites and Activities)</p> <p>Zonal Tourism Cluster Plan</p> <p>New business or Expansion of business (e.g. high quality souvenir items, restaurant, and other retail services), additional jobs created and supplementary income generated from tourism for the local communities</p>
	<p>3. Develop tourism-site infrastructure facilities and amenities, i.e. road access, visitor's/host centers, toilets, lighting, signages, etc..</p>	X	X	X	<p>MIGEDC, DPWH, Tourism Offices, Consultants</p>	<p>Improved and/or good quality tourism-site infrastructure</p> <p>Financing plan for long-term maintenance developed and implemented</p>
	<p>4. Identify the training needs for each tourism cluster including those proposed by the stakeholders (i.e. cultural and natural heritage tour guides, heritage and environmental conservation (i.e. best practices), data collection and processing, research and documentation</p>	X	X		<p>MIGEDC, Guimaras Provincial and Local Tourism Offices, Metro-Iloilo Tourism Offices, Tourism Associations, Community Stakeholders, Academe, Consultants</p>	<p>Development and Implementation of Manual on Data Collection and Processing for Heritage Tourism</p> <p>Documentation and dissemination of the experiences/practices of the MIG</p>

	5. Organize the local community stakeholders i.e. barangay, youth, church leaders, heritage house owners, farm and salt farm and resort owners to engage communities in daily maintenance, security and sustainability of the clusters	X	X	X	MIGEDC, Heritage Council, NGOs Tourism Offices, ICCVB, IHRA, AITTO, GRA, Iloilo Economic Development Council LGUs, Consultants, Academe	Increased awareness on heritage (natural and cultural) conservation and high level participation of the communities in product development, daily maintenance, security
	6. Determine and formulate ways or mechanisms by which the local community can benefit from tourism to fund maintenance of the tourism areas	X	X	X	MIGEDC, Heritage Council, NGOs Tourism Offices, Tourism Associations, LGUs, Consultants, Academe	Local Ordinance on Creation of Heritage and Environmental Trust Funds
	7. Determine how the mechanism(s) will be implemented within the existing fiscal management framework of the local governments or proposed framework	X	X	X	MIGEDC, Heritage Council, NGOs Tourism Offices, Tourism Associations, LGUs, Consultants, Academe	Integration of the Mechanism in the Fiscal Management Framework of the LGUs and the MIG
	8. Monitor the implementation of the mechanism	X	X		Heritage Council, NGOs Tourism Offices, ICCVB, IHRA, AITTO, GRA, Iloilo Economic Development Council LGUs, Consultants, Academe	Monitoring and Evaluation Report Local communities generate economic benefits from being part of the clusters More than adequate funds available for conservation activities and projects
	9. Conduct training/workshops on impact assessment (economic, environmental and social)	X			Heritage Council, NGOs Tourism Offices, ICCVB, IHRA, AITTO, GRA, Iloilo Economic	Manual on Impact Assessment for the MIG tourism clusters

					Development Council LGUs, Consultants, Academe	Development of pool of local experts who can implement joint surveys and assessments of the sites
	10. Regularly monitor and evaluate the impact of the tours and activities	X	X	X	Tourism Offices, MIGEDC, Consultant	Integration of Impact Assessment in Annual Reports of the Tourism Offices
	11. Include the new products in the tourism websites, brochures, and materials	X	X	X	Tourism Offices, MIGEDC, Consultant	Inclusion of new products in the MIG, LGU and private tour operators' tourism websites and collaterals
•	a. Iloilo City Heritage Loop and Metro Iloilo Heritage Circuit					
	1. Identification and mapping of historical/heritage structures/buildings and historically significant sites (for updating of existing database and for nomination for official listing, approval, and acknowledgement of the NHI)	X			Historical Conservation NGOs, LGU, DOT, NHI, PO, private sector, owners of historical structures, consultant	▪ a comprehensive database and map of historical/ heritage structures and historically significant sites
	2. placement of identification or markers for historical/heritage structures/buildings and historically significant sites	X	X		LGU, ICCHC, NHI, owners of historical structures, private sector	▪ recovery of and conservation efforts towards identified histo-heritage areas/structures
	3. drafting, approval and	X	X	X	LGU, ICCHC, NHI	▪ implementation of

	<p>implementation of historical conservation guidelines (MIG-wide and per LGU)</p> <p>4. creation of Historical Conservation Committees or Offices (per LGU)</p>	X	X	X	<p>LGU in coordination with NHI, DOT, NGOs, POs, private sector</p>	<p>historical conservation guidelines</p> <ul style="list-style-type: none"> ▪ creation of a governing body to enforce conservation guidelines, and work with private and civil society groups on conservation projects and public awareness programs
	<p>b. Guimaras Province Agritourism Circuit</p> <p>1. creation of an Agri-tourism Committee that will be responsible for coordinating between agriculture-related groups/industries</p>	X			<p>component LGUs, PENRO, NGO, PO, private sector</p>	<ul style="list-style-type: none"> ▪ the improvement and linkages of and within the agriculture industry
	<p>2. conduct technical and skill enhancement programs for the Agriculture Officers in Guimaras (for technology transfer and others)</p>	X			<p>component LGUs Agriculture Offices, DA, Consultant</p>	<ul style="list-style-type: none"> ▪ possible increase in efficiency, production and manufacturing, and trade of goods
	<p>3. construction of Guimaras Exposition Center for product showcase and trade center</p>		X		<p>consultant, component LGUs, NGOs, PO, private sector</p>	<ul style="list-style-type: none"> ▪ increased investors and trade activities
	<p>4. identification and mapping of existing/registered agriculture-related industries and their product output and product input needs (for creating linkages between agri-economies)</p>	X			<p>component LGUs, NGOs, POs, private sector, DA and other concerned agencies</p>	<ul style="list-style-type: none"> ▪ database of agriculture-related economic activity; increased linkages between agriculture sector (production, manufacturing, and processing)

	<p>c. Guimaras Marine and Coastal Tourism Circuit</p> <ol style="list-style-type: none"> 1. creation of a Coastal and Marine Resource Management Committee that will be responsible for coordinating between coastal establishments and groups/industries that involve using coastal resources as site and input to their activities, among others 2. technical and skill enhancement programs for the Coastal and Marine Management Officers in Guimaras (for technology transfer and others) 3. identification and mapping of coastal establishments and groups/industries that involve using coastal resources as site and input to their activities 4. Coastal Resource Assessment and institution of a Community-Based Coastal Resource Management (CBCRM) Program 5. draft and approval of a coastal and marine guidelines for regulating the use and activities in marine (off-shore) and coastal areas 	X			<p>component LGUs, NGOs, POs, private sector, and other concerned agencies such as the Coast Guard</p> <p>component LGUs, NGOs, POs, and other concerned agencies such as the Coast Guard</p> <p>consultant, component LGUs, NGOs, POs, and other concerned agencies such as the Coast Guard</p> <p>component LGUs, NGOs, POs, , private sector PENRO, and other concerned agencies</p> <p>component LGUs, NGOs, POs, PENRO</p>	<ul style="list-style-type: none"> ▪ regulation of marine and coastal activities; create strong linkages between related establishments/ activities ▪ proper management/stewardship and improved coastal and marine resources/ecological balance ▪ database and map for coastal and marine establishments/ activities for better regulation and implementation; creation of linkages of industries ▪ proper regulation of resource use; increased local awareness or resource use
<p>2. Diversify Metro Iloilo's urban tourism product through the development of new tourism and leisure precincts</p> <p>Outputs:</p> <ul style="list-style-type: none"> • Generate more visitors, specifically high-yield and better 	<p>River Rehabilitation Program</p> <p>a) Prepare Terms of Reference for Technical Assistance to:</p> <ul style="list-style-type: none"> - conduct cruise demand and supply research - prepare Iloilo River Tourism Masterplan 	X			<p>MIGEDC, Iloilo Business Club, DOT, Consultants</p>	<p>Technical Assistance TORs immediately prepared</p> <p>Full Development of TORs already</p>

<p>quality visitors</p> <ul style="list-style-type: none"> Higher level of participation of stakeholders in developing and sustaining new products like river cruise, MICE, wellness and medical tourism Position Metro Iloilo as a premier destination for river cruise, MICE, wellness and medical tourism Generate economic opportunities for the communities along the Iloilo River and the others for cultural activities such as festivals 	<p>- survey and design the infrastructure needed (i.e. cost and impact – economic, environment, social) and public-private partnership arrangement (wherever applicable) to support the Masterplan</p> <p>- conduct feasibility studies of the components of the Iloilo River Zones 1 and 2 implement the infrastructure and regulatory components of the projects</p> <p>-prepare the local communities for the implementation of the plan</p> <p>-propose an integration plan of the local communities, particularly women along the river in the Iloilo River Tourism Program</p> <p>-proposed an effective and transparent fiscal management approach that will enable the MIG to utilize the gains from river tourism in the maintenance of the river</p>					supported by development partners
	b) Approve the TORs for the Technical Assistance	X			MIGEDC, MIGEDC, Iloilo Business Club, DOT, Consultants	TA TORs incorporate the sustainability issues and concerns
	c) Submit the proposal for TA to development partners for funding	X			MIGEDC, MIGEDC, Iloilo Business Club, DOT	Package of TA TORs submitted for funding TA approved for funding
	d) Meet with development partners to solicit financing support for the TA	X				Funding is released
	e) Implement the TA	X	X		MIGEDC	TA completed as scheduled
	f) Discuss results and	X	X		MIGEDC	TA incorporates the

	recommendations from the TA with MIGEDC and stakeholders					
	g) Generate funds/investments for the projects to be implemented	X	X		MIGEDC, Tourism Sector, Local Communities, Consultants	salient inputs from the consultations Funds are generated and disbursed as scheduled
	h) Construction and implementation of the projects in Zones 1 and 2	X	X		MIGEDC, Iloilo Business Club, Government Agencies, LGUs, Consultants	Completion of the Projects
	i) Undertake the integration plan and mitigating measures	X	X	X	MIGEDC, Iloilo Business Club, Government Agencies, LGUs, Consultants MIGEDC, LGUs, Consultants	Concrete and doable program to effectively integrate the local communities particularly women and other marginalized sectors in the Iloilo River Tourism Plan
	i) Monitor and evaluate project implementation	X	X	X	MIGEDC, Consultants, Investors	Desired Financial and Economic Returns Achieved

<p>Outputs:</p> <ul style="list-style-type: none"> • Develop Calle Real as leisure/ commercial destination through creative re-use of heritage components. • Create the Old Iloilo Airport Site and KAPIDECO site in Mandurriao as a catalyst of new developments in the area/region 	<p>Revitalization of Calle Real as a Heritage District and as a Central Commercial District</p> <p>Planning and implementation of Old Iloilo Airport and KAPIDECO Investment Parks</p> <p>Planning and Implementation of an Urban Connectivity Project. A project making Iloilo City a walkable community through connected urban parkways</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>		<p>LGU, NGOs, POs, private sector, concerned national agencies such as NHI and DOT, consultant</p> <p>LGU, POs, private sector, concerned agencies such as PEZA</p> <p>LGU, CENRO, private sector, NGOs, POs, consultant</p>	<ul style="list-style-type: none"> ▪ increased accommodated logistics traffic , increased economic activity ▪ local tourist visibility ▪ proper identification and conservation of historical structures and sites ▪ implementation of use and structure reuse guidelines ▪ increased economic activity and diversification with possible specialization ▪ improved area utilities provision ▪ creation of a connected parks and open space network
<p>3. Develop pilot community-based tourism programs or community-based livelihood programs (tourism-related)</p> <p>Output:</p> <ul style="list-style-type: none"> ▪ Generate more visitors, specifically high-yield and better quality visitors ▪ Generate economic opportunities for the local communities either as tourism destinations or suppliers of tourism products and services ▪ Higher level of participation from public and private stakeholders and local communities (poor and marginalized sectors) 	<p>a) Validate the training and financing needs of the pilot communities identified in the investment program/ Identify the training needs of additional communities</p> <p>b) Organize the local communities to be</p>	<p>X</p> <p>X</p>			<p>DTI, DOT, TESDA, DOST, NGOs, Local Communities</p> <p>DTI, DOT, TESDA, DOST, NGOs, Local</p>	<p>Training Needs Prioritized</p> <p>Training Programs Implemented</p> <p>Visible Transfer of Technology and Know-How (i.e. design creation, quality control, management and marketing)</p> <p>Greater and visible participation of the</p>

	involved in the day to day management of the livelihood programs				Communities, Barangay Councils	local residents in the day-to-day operations of the project sites or livelihood activities
	c) Prepare detailed proposal for financing support to be submitted to development partners	X	X	X	DTI, DOT, LGUs, Local Communities	Proposal prepared by local communities
	d) Arrange financing support for the project from development partners	X	X	X	DTI, DOT, Local Communities, LGUs	Project approved and supported by development partners
	e) Implement the projects	X			DTI, DOT, Local Communities, LGUs	Higher quality and value-adding products produced
	f) Improve existing market access and create access to new markets	X			DTI, DOT, Local Communities, LGUs	MIG community products are accessible to tourists in various locations
	g) Inclusion of community-based programs and livelihood programs in the websites of MIG, DTI, DOT and in the brochures and marketing materials	X			DTI, DOT, Local Communities, Tour Operators, LGUs	Visits to community-based tourism sites and higher expenditures for the products on site or in partner establishments
	h) Study feasibility of implementing mechanisms to support conservation programs (i.e. collecting entrance	X			DTI, DOT, Local Communities, Tour Operators, LGUs	Strategy and mechanisms to implement specific community-based tourism programs in place in 3 years

	fees from visitors for community-based tourism programs , budget appropriation)					Self-sustaining and equitable distribution of opportunities to community members, particularly the women, out of school youth and elderly
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STRATEGIC PROGRAM: INFRASTRUCTURE DEVELOPMENT

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
1. Upgrade and enhance transportation infrastructure to facilitate tourist circulation along the priority tourism circuits Outputs: <ul style="list-style-type: none"> ▪ Agritourism Road Circuit in Guimaras and access roads to key resort areas and boat jetties ▪ Network of boat jetties around Guimaras Island ▪ Water Taxi service along the Iloilo River 	a) Updating and implementation of a Guimaras Agri-tourism Development Master Plan * identification of existing and potential agri-tourism areas *creation of physical linkages to these identified sites (road development, jetty development, etc.)	X	X	X	Guimaras LGUs, resort Owners, NGOs, POs, concerned agencies such as PENRO and DA, Consultant LGU, City Engr's Office, Iloilo Business Club, POs, Private Sector, concerned agencies such as DPWH, Consultant	-Identification and registration of Agri-tourism areas in Guimaras -construction of a network of roads and boat jetties connecting agritourism loop with beach resort areas -increased accessibility to areas along the Iloilo River -physical redevelopment and beautification of the Iloilo River waterfront
	b)Formulation and implementation of a Iloilo River Water Taxi Master Plan *identification of potential sites for Terminals, stations, and jetties *market research and business plan formulation * design and construction of water terminal/station *creation of a use regulation and design guidelines for riverfront development * information and education campaign	X	X	X		
2. Upgrade and enhance transportation infrastructure to allow the linking of Metro	a) Identification and Construction of "Metro-Iloilo Tourism Highway". A highway connecting major		X	X	LGU, NGO, POs, Private Sector, concerned agencies	-increased economic activity -increased human traffic

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
Iloilo – Guimaras with other destinations in Iloilo Province	destinations and urban centers of the Metro-Iloilo to the rest of Iloilo Province				such as DPWH, consultant	going to and from Metro Iloilo -ease of travel from Metro Iloilo to the rest of the Province
	b) Design and construction of inter-modal transit terminals that serves/accommodates inter-provincial traffic (this creates linkages and ease in the use of public transport--travel) as well as improvement/enhancement of existing terminals		X	X	LGU, NGO, POs, Private Sector, concerned agencies such as DPWH, consultant	-decreased traffic prone and accident prone areas -aesthetically pleasing street –level environment -efficient road level of service
	c) Formulation and implementation of a Ports Redevelopment Master Plan (enhancing the major seaports and ports of entry to the Metro-Iloilo area)			X	LGU, NGO, POs, Private Sector, concerned agencies such as DPWH, PPA, ATO, consultant	
	d) Implementation of Roads Standardization and Streetscape Enhancement (this aims for road right of way recovery and expansion to accommodate present and anticipated traffic as well as creating an aesthetically pleasing environment)	X	X		LGU, NGO, POs, Private Sector, concerned agencies such as DPWH, consultant	
3. Enhance the visitor experience by upgrading the existing visitor facilities and infrastructure at key entry and transit points along the priority tourism circuits Outputs: <ul style="list-style-type: none">Organize Iloilo Port Area, including the Parola and Ortiz Wharves	a) Design and Construction of the Redevelopment of: <ul style="list-style-type: none">Iloilo Port Area including Parola and Ortiz WharvesJordan and Buenavista Wharves *design area allotment and facility requirements for passenger terminals, parking space, tourist information center and tourist amenities, etc.	X	X	X	Concerned LGUs, Provincial Government of Iloilo, PPA, Private Sector, Consultant	Increased tourist arrivals, and economic activity; increased efficiency in water transportation (port accommodation), safe and organized entry and exit points to and from Metro Iloilo and Guimaras (seaports)

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
<ul style="list-style-type: none"> Improved arrival and departure facilities at the Buenavista and Jordan Wharves Welcome signage with design standards at all visitor ports (air and sea) Better and modernized bus terminals for provincial buses 	b) Placement of wayfinding and informative signage at all visitor ports, terminals, landmarks and other tourist destination areas <ul style="list-style-type: none"> identify entry and exit points design of entry landmarks/signages construction of landmarks/signages 	X			LGUs, concerned agencies such as DPWH, Consultants, Private Sector	Informative and wayfinding signage are in place
	c) Formulation and implementation of Public Transport Terminal Design Standards and Guidelines *allows for design of inter-modal transport terminals, parking space allotment, commercial support facility requirements, passenger waiting/loading/unloading design requirements, etc.	X	X		LGUs, Private Sector, concerned agencies, such as DPWH, DOTC, consultant	Improved user approval/acceptance ratings, increased users of public transport
4. Provide a package of destination utilities to ensure the sustainability of priority tourist sites in each MIG LGU. Outputs: <ul style="list-style-type: none"> Necessary infrastructure and utilities (STP, solid waste management, water distribution systems, power facilities, etc) in the following sites: <ul style="list-style-type: none"> Villa Beach in Arevalo District Iloilo City Commercial Business District Locations in other Metro Iloilo LGUs to be determined based 	a) Evaluation and assessment of the existing infrastructure and utilities of the areas specified (identify coverage and development needs based on anticipated/projected use)	X			LGU, Private Sector, concerned agencies such as DPWH, power distribution agency, water distribution agency, consultant	Identified development needs and supply needs
	b) Strict implementation and monitoring of the provisions of the RA 9003 (Ecological Solid Waste Management Act) such as recycling, waste segregation and the establishment of materials recovery facilities	X			LGU, Private Sector, NGOs, POs, concerned agencies such as PENRO, consultant	Controlled resource use and waste generation as well as final waste disposal procedures
	c) Information, Education and Communication (IEC) programs on Solid Waste Management in barangays, schools and work	X			LGU, Private Sector, NGOs, POs, concerned agencies such as PENRO, consultant	Increased waste management awareness and resource use (power,

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
on the identified functions and potential tourism sites of these communities.	places.					water, waste generation, etc.)
	d) Implementation of ISO for waste management for all business establishments, especially to those with high resources use and waste generation	X			LGU, Private Sector, NGOs, POs, concerned agencies such as PENRO, consultant	Waste generation control at source
	e) Coordination of Solid Waste Collectors and organization and redevelopment of Iloilo Sanitary Landfill	X	X	X	LGU, Private Sector, NGOs, POs, concerned agencies such as PENRO, DPWH, consultant	Improved collection rate, material recovery, recycling, and efficient final disposal of waste
	f) Expansion of water distribution system or level 3 piped water coverage		X	X	LGU, Private Sector, NGOs, POs, concerned agencies such as DPWH, consultant	Improved water coverage distribution system
	g) Installation of water recycling facilities and alternative energy source facilities (e.g. solar panels or bio) for large commercial establishments and high resource use/waste generating establishments/industries		X		LGU, Private Sector, NGOs, POs, concerned agencies such as PENRO, DPWH, consultant	Improved resource use efficiency, long-term cost efficiency
5. Provide a package of public tourism support infrastructure and amenities at key tourism stops along the priority tourism circuits Outputs: • Assign parking spaces at key tourism stops • Landscaping of identified areas • Identification of possible	a) formulation and implementation of development design standards and guidelines for: * Resort Development * Ports Development * Urban Center Development * Tourism Center Development - these guidelines shall include provisions for proper allocation of parking spaces, transport circulation, streetscaping, open space and built-	X	X	X	LGU, Private Sector, NGOs, POs, concerned agencies such as DENR, DPWH, DOT, consultant	Controlled growth and development of said areas, regulated use and activities within the areas, aesthetically pleasing environment, pedestrianized (pedestrian-friendly)

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
<p>sources of alternative energy, package STP</p> <ul style="list-style-type: none"> signages <p>Identified areas include:</p> <ol style="list-style-type: none"> Iloilo City Port area, including Parola Wharf, Ortiz and Fort San Pedro Buenavista and Jordan ports in Guimaras Town plazas in Oton, Leganes, San Miguel, Sta. Barbara, Pavia, Jaro and Molo Priority beach resort areas identified in the Guimaras Area-Specific Tourism Master Plan 	<p>up ratio, Floor Area Ratio allotment, building massing harmony and complementary use regulations, pedestrian facilities allotment and location, lighting, signage installation and standardization, landscaping/planting</p> <ol style="list-style-type: none"> Urban streetscaping of tourism destinations and port area. (Includes design and construction of street furnitures, pedestrian circulation areas, sidewalks, waiting sheds, informative and directional signages, and landscaping of pedestrian movement areas) Formulation and implementation/ construction of Metro Iloilo Parks Development Master Plan <ul style="list-style-type: none"> - includes identification of potential areas and areas for redevelopment/improvement - design of parks and parkways - monitoring and maintenance of parks and other landscaped public area development 					
		X	X		LGU, Private Sector, concerned agencies such as DENR, DPWH, DOT, consultant	Aethetically pleasing environment, pedestrian-friendly , safe development, identifiable and memorable development
		X	X		LGU, Private Sector, NGOs, POs, concerned agencies such as DENR, DPWH, DOT, consultant	Visible parks improvement and open space maintenance

STRATEGIC PROGRAM: HERITAGE CONSERVATION

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
<p>1. Implement a participative Cultural Resource Mapping Program at the Barangay Level</p> <p>Outputs:</p> <ul style="list-style-type: none"> Establishment of the cultural significance of the heritage of intangible and tangible resources Map showing locations of all cultural resources of significance to the barangay which can serve as a good basis for livelihood and development programs Barangay cultural maps to contribute to the criteria in regulating building permits and demolition permits in the city/ municipal level 	a) Enhance the previous cultural resource map by conducting workshops at the barangay level per workshop per resource map.	X			LGU, people's groups, academe, NGO's, private corporations, and facilitated by consultants	A full blown map made showing locations of all intangible and tangible heritage resources and posted in the Barangay Hall
	b) Public hearings to be made regarding declaration of tangible and intangible resources of valuable significance with implementing rules and guidelines		X		LGU, People's groups, academe, NGO's, consultants	Barangay ordinances declaring the significant cultural resources as heritage elements in need of conservation
	c) As part of implementing rules and regulations of the ordinances declaring the tangible and intangible resources, Barangay clearances will be needed prior to any form of development that concern heritage resources		X		LGU	Issuances of clearances to be included in barangay council meetings agenda implemented
	d) Conduct workshops with the engineering department and the office of the building official informing them of heritage related ordinances, and infusing these in the building/demolition permit process		X		Local council, Office of the Building Official Staff, Engineering department, Environment Officer, DILG	Demolition by neglect no longer allowed. Building permit processes will now require owners to submit conservation impact statements/ conservation plans for their developments
<p>2. Implement a Participatory Strategic Action Planning Workshop</p> <p>Outputs:</p> <ul style="list-style-type: none"> Shared Practical Vision for the barangays Community plan to develop and manage the cultural resources 	a) Review of Barangay Cultural assets, assessing current conditions of these assets	X			LGU, People's groups, NGO's, Academe, Private sector	Media information program implemented
	b) Define collective vision as to how/ what they would want to do with their heritage resources within a given time frame	X			LGU, People's groups, NGO's, Academe, Private sector	Ordinances passed reflecting the shared collective vision for the community, prioritized sustainable projects

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
of the community using simple and highly participatory process.						
<ul style="list-style-type: none"> Routine scheduled neighborhood planning for projects that are simple and doable in the barangay level 	c) Develop concrete plans/programs based on agreed strategies that are acceptable to all.		X		LGU , People's groups, NGO's, Academe, Private sector	Infusion of the development programs in the Community(Barangay) development plan
3. Pilot Area Indicative Action Plan located in the Inner City (Historic Urban Core)	a) Brainstorm and agree on a proposed physical redevelopment plan of the pilot area	X			LGU, Heritage Council, or Tourism council, PPDO, Academe	Perspective drawings showing proposed look of pilot area
Outputs	b) Presentation of plan to owners/ LGU/other stakeholders to seek their comments and cooperation	X			LGU, Heritage Council, Academe, Utility companies , other Stakeholders	MOA's with stakeholders for proposed collaborative work
<ul style="list-style-type: none"> Visual presentation incorporating heritage conservation principles where the public can easily understand and appreciate, and in the future support heritage conservation programs 	c) An ordinance creating the pilot project passed and indicating its proposed redevelopment with full support from the LGU		X		LGU	Ordinance passed
	d) Cleaning up of Pilot area, start of redevelopment		X	X	LGU, Heritage Council, Academe, Utility companies , other Stakeholders	Physical redevelopment evident
4. Institutionalization of Heritage Conservation in Metro Iloilo and Guimaras	a) With above ordinances in place, the LGU and the heritage conservation council to meet on agreeing to create a body independent of government, with a common vision , to serve as conduit entrusted with the care of heritage resources.		X		Heritage conservation council, LGU, Advocates of heritage conservation	Registration of the Trusts as a non profit, community organization in Metro Iloilo, and Guimaras
Outputs:	b) Membership to the TRUST be marketed – open to all individuals willing to collaborate		X		Heritage conservation council, LGU, Advocates of heritage conservation	Membership with dues paid, regular meetings taking place
An authority, independent of government, acting as a community organization, called the Iloilo Conservation Trust and a Guimaras Conservation Trust composed of public and private individuals acting on their desire to pursue heritage conservation (c) With funding, a secretariat will be created, an office to handle all information/communication needs,			X	Heritage Trust	A web page launched
	d) Engage the Catholic Church (on the Diocese, and individual Parish level) as member-partners of the Conservation Trust, given its role as	X	X	X	Heritage conservation council, LGU, Parish councils, Advocates of heritage conservation	

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
	owner-steward of heritage churches, convents, and other buildings, as well as religious traditions such as festivals.					
5. Infusion of heritage conservation principles in the Academe Outputs: From grade school level, up to high school, a new approach to appreciation of heritage in history classes	a) Conduct seminars for teachers and academic staff on the teaching approach toward the appreciation of heritage conservation principles	X	X	X	LGU, NCCA, Experts, Academe staff	Heritage conservation taught in grade school and high school history classes.

STRATEGIC PROGRAM: STRATEGIES FOR MANAGING THE NEGATIVE SOCIAL IMPACT OF TOURISM

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
1. Facilitate access to resources, facilities, and services by displaced and disadvantaged groups. Outputs: <ul style="list-style-type: none"> • New commercial spaces or distribution and marketing venues for community-based products (e.g., OTOP) • Organization and re-training for groups at risk of displacement (e.g., Guimaras boat operators, vendors at the old Iloilo Airport) • System for identifying 	<ul style="list-style-type: none"> ○ Provide a workshop for inventory and development of new ideas for all OTOP producers ○ Establish shops at the following locations: <ul style="list-style-type: none"> - Iloilo City Airport and the Port Area (for products of MIG) - Main tourist spot of each town (e.g., church, convento, plaza) for the town's main products • Arrange for consignment contracts with the Iloilo Producers' Association (IPA) 	X			LGU, DTI, producers, cooperatives Airport and port management, producers and cooperatives, parish priests, LGU, IPA management	Establishment of distribution and marketing venues combined with economic sustainability

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
<p>beneficiaries of livelihood and skills training programs in communities.</p> <ul style="list-style-type: none"> Website with a directory listing of all categories of tourism-related establishments (including properly certified micro- and small enterprises). Partnerships with relevant government agencies (e.g., Department of Health, Bureau of Quarantine, local health units) in tourism initiatives in order to protect the health of tourists and host communities. 	<ul style="list-style-type: none"> Organize a cooperative for livelihood groups at risk of displacement, which will then have access to capital and aid, provide training on business management, upgrading of skills and services), and speak for the group vis-à-vis third parties 	X	X	X	Development agencies, NGOs, LGUs (through social development/tourism officers)	Members fare better from initial status in the poverty map, Cooperative being credited as main source of social upliftment
	<ul style="list-style-type: none"> Approach a local NGO involved in poverty reduction to cooperate with baranggay captains and mayors to develop/update a poverty map (which include data on gender, age, ethnicity, skills) which can be used for classifying beneficiaries of livelihood and skills training programs and monitor its proper implementation (such a system exists in Bohol as developed by the Bohol Local Development Foundation c/o Mr Nestor Pestelos) 	X	X	X	Development agencies, NGO, LGUs, ICT for development practitioners	Establishment, constant updating, and utilization of poverty map
	<ul style="list-style-type: none"> Cooperate with the Department of Health to produce or access print materials on public hygiene to be distributed by information officer 	X			Health and information officers	General health statistics in the MIG and the quality of its air and bodies of water
	<ul style="list-style-type: none"> Review building guidelines to ensure proper drainage and liquid and solid waste management (e.g., construction and regular emptying of septic tanks) and charge "environment tax" on those who do not have septic tanks 	X			Municipal/city/provincial engineer, environment and natural resources office, urban planner, health department	
	<ul style="list-style-type: none"> Establish local minimum required standards and regular monitoring air quality and water quality of all rivers, 	X			LGU, expert on water and air quality	

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
	and seawater near resorts					
	<ul style="list-style-type: none"> ▪ Each municipality/city to allocate an area for a “Trade Center” – an area which can accommodate stalls featuring community-based products and an Exhibit Hall to introduce new products 1. Prepare feasibility study for the design and construction of the proposed Center 2. Conduct consultation with micro-entrepreneurs, DTI for possible product development, packaging, marketing strategies 3. Allocate/ acquire funding for the construction of the Center 4. Design and Construct Trade/Expo Center 	X			LGU, Private Sector, NGO, PO, Consultant	The constructed or created Trade Center will invite more participants from the local municipality which can also be a conduit to match prospective buyers (wholesalers, both national and international buyers) with the manufacturers; improved economic linkages and increased opportunities for economic activities and product improvement through technology transfer
<p>2. Institutionalize gender- and group-specific (e.g., cultural communities, poverty groups) frameworks in tourism development and planning processes in the MIG area.</p> <p>Outputs</p> <ul style="list-style-type: none"> • Institutionalized collection and organization of gender-disaggregated and group-specific data for use by planning and tourism officers. • Organization of women and groups (e.g., disabled, ethnic 	<ul style="list-style-type: none"> • Training of planning and tourism officers to use the poverty map in matching beneficiaries with proposed projects • Development assistance provided to be justified along criteria shown in the poverty map, where appropriate • Based on the poverty map, assist interested poor individuals to form cooperatives/self-help organizations according to livelihood skills, while prioritizing assistance according to the following criteria: <ul style="list-style-type: none"> 1) highest number of women 	X	X	X	Development agencies, NGOs, planning and tourism officers, ICT for development specialist	Review of development assistance/investment patterns showing that selection criteria of beneficiaries are based on the poverty map
		X			MIGEDC , Development agencies, NGOs, LGUs (social development/tourism officers)	Members fare better from initial status in the poverty map, cooperative being credited as main source of social upliftment

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
<p>minority) identified in the databases into cooperatives or self-help community organizations for consultation on proposed projects for the community and their eventual involvement in these projects. These cooperatives should then provide women and children alternatives to unfair labor and trade practices.</p> <ul style="list-style-type: none"> • Sponsorship of systematic discussions on local tourism development plans with inputs from the local women's studies center, cultural studies center, and Iloilo City's heritage council. Discussions should be a venue for reconciling possibly conflicting interests of different actors. • Introduction of local ordinances to protect women in the commercial sex sector (e.g., a pink card that provides access to comprehensive health services and not only monitors sexual diseases) 	<p>members</p> <p>2) highest number of ethnic minority</p> <p>3) highest number of poor individuals</p> <ul style="list-style-type: none"> • Organize an umbrella organization of all cooperatives/community organizations in a given area to help investors and development assistance providers link up with existing human resources 	X			Cooperative leaders, development agencies, NGOs, LGUs	Proportion of development projects and private investments going through cooperatives vis-à-vis those who do not go through cooperatives
	<ul style="list-style-type: none"> • Organize a regular (e.g., monthly, quarterly, but at least once annually) forum/workshop where local tourism development plans are discussed 	X	X	X	LGUs, women's studies experts, cultural studies experts, heritage council	Incorporation of ideas generated in the fora incorporated in the implementation of development plans and guidelines
	<ul style="list-style-type: none"> • Work within the commercial sex worker community providing information materials, contraceptives, run safehouses, provide legal advise, and assist those who want to discontinue in the trade 	X	X	X	Sangguniang Bayan/Sangguniang Panglungsod, especially member in charge of women's issues in cooperation with gender focal points, women's studies experts, Metro Iloilo Association of Sex	Survey among prostitutes revealing that their situation has improved
	<ul style="list-style-type: none"> • launch information campaign in rural areas on methods of women traffickers 	X	X	X	Entertainment Establishments, women's and children's desk of police departments, social development workers	

STRATEGIC PROGRAM: ENVIRONMENTAL MANAGEMENT FOR TOURISM

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
1) Design a network of protected areas (PA) in the MIG & strengthen its management & enforcement capacity Outputs: <ul style="list-style-type: none"> ▪ Identified specific training needs & target groups for adaptive environmental co-management vis-à-vis tourism ▪ Developed best practices models for effective community environmental law enforcement ▪ Developed training program on sustainable financing for the Bantay Dagat, fish wardens & park managers ▪ Adequate funds adequately leveraged & harnessed for sustaining network 	a) 2 Intensive site-based Training Needs Analysis (TNA)	X		X	Consultants, UPV (biology), PA managers, communities, tourism sector	Written material on profile of target groups
	b) 2 Intensive fellowships & training courses on adaptive environmental co-management, community empowerment vis-à-vis tourism	X	X		Consultants, LGUs, UPV, resorts, communities, religious sector, tourism, PA managers	More community-led tourism initiatives catering to actual, local needs
	c) 1 intensive workshop on documentation of best practices models on community law enforcement	X			LGUs, UPV, resorts, communities, religious sector, tourism, PA managers, indigenous peoples, youth	Published IEC materials on PAs
	d) 2 paralegal trainings (with corresponding 'cliniqing')	X	X		Consultants, LGUs, Bantay Dagat, Police, NGOs, POs, barangay captains, resorts	More arrests, higher law compliance rates; more patrol boats/vehicles
2) Reorient tourism towards an environmentally sustainable one by allowing environmental costs to be internalized, particularly aid for activities which damage the environment (e.g. oil spill); Outputs: <ul style="list-style-type: none"> • Understanding of the 	a) 2 Training courses/workshops on innovative financing mechanisms (finding balance between incentives & disincentives)	X		X	Consultants, LGU (planning), DoF, business sector, UPV (economics), PA managers, communities, resorts	Enhanced presence of stakeholders in meetings, innovations in local tourism activities, productive joint celebrations, enhanced budget
	b) 2 Intensive training course on cost-benefit analysis, cost-revenue analysis & sustainable financing	X		X	Consultants, LGU (planning), DoF, business sector, UPV (economics), PA managers, communities, resorts	Active participation in mock contingent valuation exercises;

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
<p>framework & methodologies in formulating an environmentally sustainable financing mechanism</p> <ul style="list-style-type: none"> Ability to prepare, analyze, & critique the various aspects of a cost-benefit analysis. 						Draft sustainable financing plan
<p>a) Adopt a consistent methodology for monitoring & evaluating the relationships of tourism activities with environmental conservation.</p> <p>Outputs:</p> <ul style="list-style-type: none"> The scientific & local communities in the MIG more involved & proactive in public debates concerning environment in relation to tourism; Communities sharing scientific information & analysis in issues of social concern, vis-a-vis tourism; Policy procedures for effective environmental impact studies re resources & tourism. 	<p>a) 2 Intensive training courses on M & E for mid-level personnel</p> <p>b) 3 intensive workshops on environmental sustainability vis-à-vis tourism</p> <p>c) 3 intensive training courses on tourism-oriented EIA</p>	X	X		Consultants, MAOs, FARMCs, CENRO, communities (barangay), UPV Biological sciences	Data regularly gathered, analyzed, synthesized for policy formulation
		X	X	X	Consultants, LGU (MAO, planning), Bantay Dagat, NGOs, UPV (science, economics), legal/institutional sector, resorts, barangay captains, tourism sector, IPs	'Green', 'blue' tourism, accreditation, more IEC materials
		X	X	X	Consultants, LGU (MAO, planning), Bantay Dagat, NGOs, UPV (science, economics), legal/institutional sector, resorts, tourism sector	Informed decisions, high compliance rates to EIA requirements

STRATEGIC PROGRAM: INSTITUTIONAL AND HUMAN RESOURCE CAPACITY BUILDING

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
<p>3. Provide a structure to strengthen institutional capacity of MIGEDC in Tourism</p> <p>Outputs:</p> <ul style="list-style-type: none"> ▪ Legislation institutionalizing tourism officer and tourism committee for MIGEDC 	<ol style="list-style-type: none"> 1. Create a multisectoral tourism committee for MIGEDC 2. Source funding and staff for tourism office 3. Appoint HRD champion within tourism committee 4. Clarifying role and institutionalize position of tourism officer in each LGU 5. Create a multi-sectoral tourism committee in each LGU 	X			<p>MIG Executive Director</p> <p>MIG Executive Director</p> <p>MIG Executive Director</p> <p>Mayors</p> <p>Mayors HRD Champion</p>	<p>Tourism Committee and Champion in MIGEDC</p> <p>Tourism Officers in each LGU</p>
<p>4. Development of an HRD Plan for Tourism in MIGEDC</p> <p>Outputs:</p> <ul style="list-style-type: none"> ▪ HRD Plan 	<ol style="list-style-type: none"> 1. Appoint a qualified institution to conduct training needs analysis of both public and private sector and an assessment of current providers of management education and training 2. Conduct a workshop with educational institutions, and other training providers to identify gaps and improve programs and offerings 3. Development of a curriculum for tourism sector 4. Development of HRD Plan and identify resource requirements for HRD 	X			<p>HRD Committee</p> <p>Service Provider</p> <p>Service Provider</p> <p>HRD Champion</p>	<p>HRD Plan</p>
<p>5. Build leadership capacity of public and private tourism institutions in MIG</p>	<ol style="list-style-type: none"> 1. Identify priority programs for tourism leaders in public and private sector 2. Source funding for leadership 	X			<p>HRD Champion</p>	<p>Number of participants in trained/ developed</p>

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
Outputs: <ul style="list-style-type: none"> ▪ Leadership programs/scholarships 	capacity building programs & scholarships for public sector leaders 3. Select qualified institution to conduct leadership development programs 4. Determine criteria for selection of participants & select participants for leadership development programs 5. Implementation of leadership capacity building programs	X			HRD Committee HRD Committee HRD Committee Service Provider	Increased competencies of leaders in public tourism institution
6. Build tourism skills of public and institutions in MIG Outputs: <ul style="list-style-type: none"> ▪ Training programs for public sector 	1. Identify priority programs for public tourism institutions 2. Coordinate with DOT regarding implementation of tourism capacity building programs for private sector 3. Select qualified institution to develop training programs and manuals 4. Designing of training programs and manuals 5. Selection of trainer's pool 6. Conduct of trainer's training and coaching for MIG trainers 7. Conduct of training for public sector	X X			HRD Committee HRD Champion HRD Committee Service provider HRD Champion Service Provider Tourism Councils, Committee, Officers	Number of participants in trained/ developed Increased competencies of public tourism institutions
7. Build skills capacity of private tourism institutions in MIG Outputs: <ul style="list-style-type: none"> ▪ Training programs for private sector 	1. Identity priority areas for private tourism institutions 2. Coordinate with ICVB, ITO, IHRA, DOT regarding implementation of tourism capacity building programs for private sector 3. Select qualified institution to develop training programs and manuals 4. Designing of training programs and	X X			HRD Committee HRD Champion HRD Committee	Number of participants in trained/ developed

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
	manuals 5. Selection of trainer's pool 6. Conduct of trainer's training and coaching for MIG trainers 7. Conduct of training for private sector		X X X		X	Service provider HRD Champion Service Provider Participants Increased competencies in private tourism institutions
8. Facilitate recruitment & selection qualified employees in tourism industry Outputs: <ul style="list-style-type: none"> ▪ Assessment standards and systems 	1. Collaborate with TESDA and its partners to install competency assessment mechanisms to facilitate the recruitment and selection of prospective hospitality industry employees 2. Implementation of vocational testing and assessment		X X		HRD Champion TESDA/Service Provider Number of competent employees in tourism industry	
9. Upgrade capacities of MIG-based artists, crafts people, souvenir manufacturers, and retailers to package, display, and market local products for tourists. Outputs: <ul style="list-style-type: none"> ▪ New tourism products 	1. Collaborate with DTI & Design Center to select qualified institution to provide assistance/ 2. Collaborate with NGOs and community based organizations to select participants 3. Conduct workshops for community based producers 4. Coaching of souvenir manufacturers and retailers		X X		X	HRD Champion Tourism Officer Service Provider Service Provider Income generated from sales of tourism products
10. Capacities of local government officials, community leaders, natural resource managers, and natural resource developers on the sustainable use of habitats, development of sound resource management structures in the MIG, and mechanisms and procedures for addressing transboundary institutional challenges	1. Appoint a qualified institution to conduct an assessment of current capacities of local government officials 2. Conduct of training for public sector 3. Coaching of local officials		X X		X	HRD Champion Service Provider Service Provider Environmental indicators (pollution, volume of waste, etc) Legislation and action plans on sustainable development

STRATEGIC PROGRAM: TOURISM INVESTMENTS PROMOTION

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
Implement portfolio of investments that will enhance the tourism value chain of MIG – from production to marketing - and provide opportunities to reduce poverty in the region Outputs: <ul style="list-style-type: none"> • Generate more visitors, specifically high-yield and better quality visitors • Higher level of participation of stakeholders • Generate economic opportunities for the communities 	a) Identify potential sources of grants/funding for the portfolio of investments	X			MIGEDC	Database of development partners, private sector contacts and NGOs
	b) Prepare marketing plan for each group of projects to ensure that the various aspects of the value chain are covered	X			MIGEDC	Marketing plan for each group of potential investors/partners and plan to prepare local communities for the projects Equitable distribution of projects in MIG
2. Engage the private sector, local communities, government, international development agencies and civil society as partners in the successful implementation and sustainability of the projects Outputs: <ul style="list-style-type: none"> ▪ Generate more visitors, specifically high-yield and better quality visitors ▪ Generate economic opportunities for the stakeholders and the local communities ▪ Higher level of participation from public and private stakeholders and local communities (poor and 	a) Schedule individual exploratory meetings with private developers and presentations with development partners for either individual or co-financing ventures	X			MIGEDC	Private developers: Conduct of feasibility studies and release of funds for the projects Development Partners: Approval and implementation of grants/funding for technical assistance in specific projects
	b) Prepare, approve and submit TORs to development partners for TA in projects that will require bidding	X			MIGEDC, Consultants, Government Agencies	Release of funds and project implementation
	c) Implement projects	X	X	X	MIGEDC, Consultants,	On-time Completion

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
marginalized sectors) in conserving natural and cultural resources • Create platform for the institutionalization of natural and cultural heritage programs in MIG tourism and the academic institutions • Build capacity of local institutions/ stakeholders in managing the impact of tourism development in these clusters					LGUs, Government Agencies	of the projects
	i) Undertake the integration plan and mitigating measures	X	X	X	MIGEDC, LGUs, Consultants	Community-based project interventions are an integral component of project implementation Integration plan and mitigating measures are implemented
	j) Monitor and evaluate project implementation	X	X	X	MIGEDC, LGUs, Consultants	Improvement of tourism value chain (lower costs of doing business, lower transport costs, higher quality of goods and activities, higher level of visitor satisfaction, higher volume of visitors, diversified markets, high yielding visitors, better access to destinations and communities, greater access to non tourism markets for community-based projects, higher quality of life for communities) Job creation and integration of marginalized sectors (poor, women, out-of-

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
						school youth, elderly) in the projects Desired Financial and Economic Returns Achieved
<p>3. Enable a business and investor-friendly environment that will support timely and transparent implementation of the projects</p> <p>Output:</p> <ul style="list-style-type: none"> ▪ Generate more visitors, specifically high-yield and better quality visitors ▪ Generate economic opportunities for the local communities either as tourism destinations or suppliers of tourism products and services ▪ Higher level of participation from public and private stakeholders and local communities (poor and marginalized sectors) 	i) Create one-stop shop for investors down to the barangay levels (i.e. website, investor relations facility) and monitor implementation	X	X	X	MIGEDC, DTI, DOT, LGUs,	Interactive Website Investment Kit with copies of rules/ordinances
	j) Benchmark and monitor investment environment in MIG with best practices	X	X	X	MIGEDC, DTI, DOT, LGUs, Barangay Councils, Consultants	Efficient business application procedures and at par with best practices Good governance in project bidding, implementation and evaluation

STRATEGIC PROGRAM: INSTITUTIONAL ARRANGEMENTS/REGULATORY REFORMS

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
<p>1. Ensure implementation of strategy/action plan</p> <p>Output:</p> <ul style="list-style-type: none"> ▪ Agreement amongst stakeholders on action plan ▪ Appoint tourism officers with staff in Oton, Leganes, Sta. Barbara, Pavia, San Miguel ▪ Executive Order issued by Mayors re institutionalizing position of tourism officer ▪ Job description of tourism officer and staff 	<p>Allocate budget for an Executive Director with staff who will be responsible for carrying out the strategy/action plan</p> <p>Search and hire qualified Executive Director</p> <p>Provide office and equipment for Executive Director and staff</p> <p>Draft Executive Orders Identify tourism staff from existing staff complement or hire new staff</p>	X			<p>MIGEDC with business sectors in Iloilo like IBC/ILED</p> <p>Mayors/Municipal Councils</p> <p>MIGEDC Tourism Committee with Executive Director</p>	<p>Executive Director with staff hired and implementing strategy/ action plan</p> <p>Full-time tourism officers with staff actively developing and promoting tourism in their respective municipalities</p>
<p>2. Ensure key stakeholder participation in tourism activities</p> <p>Output:</p> <ul style="list-style-type: none"> ▪ Creation of city/ municipal/provincial tourism councils via E.O. (if applicable) ▪ Revitalize existing tourism councils 	<p>Draft Executive Order creating tourism council institutionalizing private and public sector partnerships DOT Region 6 or other LGUs may already have EOs which may be basis for the draft</p>	X			<p>Mayors/Governor</p>	<p>Tourism Councils actively advising the Mayor/Tourism Officer/Committee on Tourism on tourism development/promotions/investments. Tourism Councils</p>
<p>3. Widen membership in MIGEDC Tourism Committee</p>						

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
Outputs: <ul style="list-style-type: none"> ▪ Executive Order reconstituting the Tourism Committee 	Draft executive order reconstituting Tourism Committee to include Iloilo Convention and Visitors Bureau; Iloilo Economic Development Foundation, and major private sector interests in tourism	X			MIGEDC Chairman with Tourism Committee	have strong private sector An expanded and revitalized Tourism Committee ready to implement the MIG Tourism Strategy and Action Plan
4. Update existing tourism ordinances to bring them in line with MIG Tourism Strategy and Action Plan Outputs: <ul style="list-style-type: none"> ▪ New and updated tourism ordinances Examples of ordinances: tourism regulations/licensing; promoting private sector investment in the provision of tourism infrastructure; participation of local communities in the operations and maintenance of small-scale infrastructure facilities; ensuring the safety/security of tourists and host communities; promoting standards of tourist facilities and services; mandating cooperation with other LGUs in tourism development and promotions	Each LGU to review their ordinances to see which ones have to be updated or new ones crafted and passed in line with MIG tourism policy, strategy and action plan. Each LGU to craft a comprehensive and consistent set of tourism regulations in support of the MIG tourism policy and strategy.	X	X	X	Each LGU; Committees on Tourism of SB/SP; MIG Committee on Tourism; newly-appointed Executive Director for Tourism of the MIG; Heritage Council; Tourism Councils of each LGU	Ordinances with Implementing Rules and Regulations (IRRs) which are in being implemented and which are in line with the new tourism policy, strategy, and action plan

STRATEGIC PROGRAM: BUILDING PRIDE OF PLACE AND COMMUNICATIONS PLAN

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
<p>1. Disseminate the strategy and action plan to all sectors of the community (schools, business, NGOs, barangays, etc.</p> <p>Outputs:</p> <ul style="list-style-type: none"> ▪ Fliers summarizing strategy and action plan ▪ Regular features in print media ▪ Features in broadcast media 	Form a task force to draw up communication/dissemination plan	X			Tourism Executive Director/MIGEDC Tourism Committee	All sectors of society aware of and support the strategy/action plan
<p>2. Partner with universities, colleges, high schools, grade schools to build pride of place</p> <p>Outputs:</p> <ul style="list-style-type: none"> ▪ Field trips around the MIG and Iloilo province with emphasis on natural and cultural heritage ▪ Hold culture and heritage awareness month campaigns ▪ Sponsor contests amongst school children on MIG heritage and culture 	Enter into agreements with academic and secondary/primary institutions	X			MIGEDC Tourism Committee	Memoranda of Agreement actively implemented
<p>3. Wide dissemination of book: "Iloilo: A Rich and Noble Land"</p> <p>Output:</p> <ul style="list-style-type: none"> ▪ Affordable paperback edition 	Lopez Group Foundation to print paperback edition of book for high schools. Iloilo City and Province School Boards to distribute book to high schools	X	X		Iloilo Heritage Conservation Council/Dept. of Tourism/Museo Iloilo	Schools program field trips in their yearly activities Culture/heritage month campaign becomes a yearly activity and is institutionalized
		X	X		Iloilo Economic Development Foundation with LGUs of MIG/DEPTED Region 6	High school students in MIG use the book for their "Sibika at Kultura" subjects Book is in public and private school libraries in MIG

Action Plan Description & Outputs	Tasks/Activities	Work Plan			Responsible Stakeholders	Success Criteria
		Year 1	Year 2	Year 3		
4. Instill tourism appreciation amongst all sectors Outputs: <ul style="list-style-type: none"> ▪ Tourism appreciation seminars amongst stakeholders up to the barangay level 	Design appropriate training program on tourism appreciation depending on audience Appropriate budget for sustained training programs	X			MIGEDC Tourism Committee to lead and schools, LGUs, DOT, Iloilo Heritage Council to implement	Sustained and continuing training programs amongst all sectors/stakeholders Students/ tourism frontliners can answer questions about MIG's tourism Attractions/facilities/ services Residents of MIG know what tourism offerings the region has and can explain these to visitors Residents of MIG know where to get information about MIG
		X	X	X		
		X	X	X		