SUSTAINABLE TOURISM INDICATORS AND DESTINATION MANAGEMENT

NATIONAL WORKSHOP
Tagbilaran City Bohol Philippines, 15-18 October 2007

FINAL REPORT

Alona Beach

Chocolate Hills
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Foreword

Bohol is a multifaceted emerging tourism destination. Like other destinations worldwide, it can benefit from good planning and management. The ability to deliver strong sustainable tourism in robust destinations depends on good information.

The UNWTO program on Indicators of Sustainable Development for Tourism Destinations is now over a decade old. Indicators of Sustainable Development for Tourism Destinations - a Guidebook, published in 2004, consolidated progress and methods based on the study of best practice and indicators applications worldwide and is the basis for UNWTO training and case applications. The core of the process is a hands-on workshop in a specific destination, designed to take participants and local stakeholders together through an actual case.

The workshop in Bohol Philippines used a participatory approach, where local conditions were analyzed and indicators evaluated through active debates during group discussions. These discussions involved tourism practitioners and managers from many parts of the Philippines, national and visiting experts, local stakeholders, the community, and officials led by the UNWTO experts. The involvement of local tourism stakeholders in preparation of the workshop and the event itself was essential in order to create a real situation that demonstrates the use of indicators; specific concerns raised have provided a focus for the workshop discussions and a laboratory for the generation of meaningful and useful indicators.

The results of this exercise will be of direct use to Bohol and more generally as an example for those who plan and manage tourism throughout the Philippines. The practical and participatory event contributed to local and national tourism planning processes, and in strengthening the capacity of tourism planning at a national level. The workshop demonstrated the process for applying indicators with the expectation that the experience can be replicated in other destinations in the country. It is also hoped that this report will be of use as a point of reference for other destinations who face similar challenges in the design and management of sustainable tourism in similar destinations around the world.

This report summarizes the results of the discussions and provides a series of recommendations.
AKNOWLEDGEMENTS

UNWTO is particularly grateful to the Department of Tourism of the Philippines, for supporting the workshop and especially their considerable efforts in organising the event.

The UNWTO team of experts facilitating the workshop included:

- Mr Gabor Vereczi, UNWTO, Sustainable Development of Tourism Department, Madrid
- Dr Edward (Ted) Manning, President, Tourisk Inc., Ottawa, Canada
- Ms. Eunji Tae, Regional Representative Asia and the Pacific, UNWTO
- Mr. Joseliito Supangco, Consultant, Manila Philippines
- Mr. Alex Macatuno, Department of Tourism, Philippines

The good workshop results are thanks to the active participation and contributions by representatives from public and private sector organizations of Bohol and its municipalities and other regions of the Philippines in the working groups and plenary debates. Dr. Edward (Ted) Manning, UNWTO expert, President of Tourisk Incorporated, was instrumental in the technical preparation and conduct of the workshop.

The report was prepared by Edward Manning, with input from Gabor Vereczi and Joselito Supangco and from the working group results. The document was edited by Margo Manning, of Tourisk inc.

*Photos ©Ted Manning, Tourisk Inc.*

*Simply Butterflies - Bohol*
1.0 INTRODUCTION

Bohol is a large island located in the central Philippines. Its 3825 Km² makes it similar in size to Majorca in Spain, Bali in Indonesia, Kangaroo Island in Australia or Long Island in New York, USA). It is an emerging tourism destination and has been identified for significant future tourism development. It benefits from a warm sunny climate, good beaches and reefs, an interesting and varied landscape, and a rich cultural heritage. It is also easily accessible from major cities in the Philippines and increasingly from cities of northeast Asia. As an emerging tourism destination, Bohol has interesting challenges to meet, if it is to create sustainable tourism to the benefit of its people for the long term.

In October 2007, the World Tourism Organization, in conjunction with the Department of Tourism of the Philippines, held a workshop on Sustainable Tourism Indicators and Destination Management in the island destination of Bohol. The four day event, held in the island capital of Tagbilaran was attended by some 80 delegates from Bohol, the Central Visayas region of the Philippines and other tourism destinations in the nation. The participants included local and regional officials, and local stakeholders from key sites and communities affected by tourism. The workshop was the centerpiece of an initiative to help establish indicators of sustainable tourism for Bohol and its emerging planning process and to use Bohol as a laboratory for training in destination planning and indicators for key tourism officials and stakeholders from the Philippines.

Asia is one of the fastest growing tourism regions, Philippines has also experienced a dynamic increased in international and domestic tourism, but has not received so far as much tourism growth as many of its neighbours in Southeast Asia. Experience worldwide shows that tourism is a powerful agent of change; it has significant impacts on natural and built environments and on the wellbeing and culture of host populations. These effects can be positive or negative, depending on how tourism is developed and how well it is planned and managed. At the same time, the concept of sustainable development has become widely accepted as the central principle which can lead to better social economic and ecological futures for a destination, and as a framework within which tourism must be planned and managed. There is a growing belief that tourism can play a significant role in sustainable development, particularly at the level of destinations such as Bohol. The World Tourism Organization, in its capacity as Specialised Agency of the United Nations, encourages all countries to ensure that their policies and actions for the development and management of tourism fully embrace the principles of sustainability. In this context, UNWTO has been increasingly placing sustainability at the centre of its activities, undertaking research and capacity building activities on tourism policies and implementation methods, and the development, management, regulation, and direction of benefits from tourism.

In order to ensure the long-term sustainability of the tourism sector, there is a need for effective policies and plans at all levels, especially at the local destination level, where tourism activities take place, tourists interact with service providers and with communities, and where most of tourism’s positive and negative impacts are felt.

Destinations like Bohol are complex, with a wide range of different sites, attractions and activities serving tourist needs. Many stakeholders are involved, including the public, private and civil sectors; all affect the environmental and socio-economic resource base of the tourism sector. Sustainable development for a destination requires a coordinated effort between all interest groups, through systematically developed and comprehensive plans for the destination and its tourism, and cooperation in management implementation and enforcement. UNWTO’s Sustainable Development of Tourism Department has developed a range of technical guidelines and manuals for sustainable tourism policies, with practical tools which can be used by destinations to support their own efforts to achieve sustainable
tourism development. Among these, indicators are a key component in the tourism planning, management and monitoring processes, providing accurate information for improved decision-making.

The Workshop on Sustainable Tourism Indicators and Destination Management in Bohol was designed to be both a training exercise for participants and a practical experience in elements of destination planning. Participants were led through hands-on exercises in order to experience the use of practical approaches to the identification of indicators in the context of the destination’s real problems and opportunities and management challenges. Bohol and specific tourism sites within it, including the Chocolate Hills, the Loboc River and Alona beach on Panglao Island were used as a training laboratory to demonstrate a range of techniques within a framework of participatory planning. Indicators were used as the focus for many of the exercises, to provide clarity to the definition of issues and solutions. Both field exercises and working groups with the involvement of national and local stakeholders, led by the UNWTO experts, were part of the experience. The workshop methodology was designed in a way that can be replicated and adapted to other locations.

*Bee Farm Panglao (restaurant, cottages and craft centre)*
Background: The importance of indicators in the sustainable development of tourism destinations (from WTO Guidebook).

UNWTO has been conducting research and capacity building activities in the field of sustainable tourism indicators for more than a decade. The essence of the indicators program of UNWTO is risk management and provision of critical information to those in planning and management so that they can anticipate and prevent unacceptable and unsustainable outcomes. Better information through indicators provides the ability to define risks to key assets, to communities, to the values most important to the communities and tourists, and the levels of preparedness of destinations in the event of problems or as a means to anticipate and prevent them. The UNWTO Guidebook on Indicators of Sustainable Development for Tourism Destinations (2004) is designed to help identify key issues and the indicators which can help managers respond effectively to them and sustain what makes a destination viable and attractive.

Indicators are defined as “measures of the existence or severity of current issues, signals of upcoming situations or problems, measures of risk and potential need for action, and means to identify and measure the results of our actions. Indicators are information sets which are formally selected to be used on a regular basis to measure changes that are of importance for tourism development or management.” (UNWTO Guidebook, 2004 p8).

Used properly, indicators can become key management tools – performance measures which supply essential information both to the managers and to all of the stakeholders in tourism. Good indicators can provide in-time information to deal with pressing issues and to help guide the sustainable development of a destination. At each tourism destination, there exist certain data and information that can serve as sustainability indicators if their relevance is understood.

Tourism professionals work regularly with indicators. The most commonly used and understood indicators are volumetric, including tourist arrivals, overnights spent, and accommodation capacities, or economic, such as tourism revenues and expenditures. These are reference points for business decisions and for ongoing management of the industry. There are many existing indicators that can be used as sustainability indicators, when their relevance to sustainability issues is understood. For example, the number of tourists, a baseline figure, can be considered a sustainability indicator, when it is related to infrastructure capacity at a certain site (e.g. the airport) or to measure tourist response to efforts to change use patterns.

Some of the benefits from good definition and use of indicators can include:

- Better decision-making - lowering risks or costs
- Identification of emerging issues - allowing preventative action
- Identification of impacts - allowing corrective action when needed
- Performance measurement of the implementation of plans and management activities – evaluating effort and progress
- Greater accountability – providing credible information for wise public decision making, widely accepted
- Constant monitoring – leading to continuous improvement and building solutions into management.
2.0 SUSTAINABLE TOURISM FOR BOHOL

Bohol has been identified by the Philippines at the national level as a key growth area for tourism, and also for a number of specific ecotourism products. As well, it has a new tourism development plan which identifies key assets and provides a framework for future development. Significant growth is anticipated, linked to the establishment of a new airport with international status, projected to be in place by 2010.

This report summarizes briefly the key points identified by the UNWTO team from their review of existing reports, and discussions with local stakeholders before and during the workshop.

2.1 National strategic framework

National plan
The medium term Philippine Development Plan (2004-2010) identifies tourism as one of the most important sectors for it to achieve its social and economic goals, and further delineates a range of incentives which may be accessed to help the tourism sector to work as a building block for national goals. The Central Visayas, including Bohol have been identified as a key location for tourism growth.

Ecotourism Strategy
For several years, the Philippines have been developing a National Ecotourism Strategy designed to help develop new products in areas amenable to nature tourism and low impact forms of tourism. (See presentation by Dean Evelyn B. Panting in section 3 of this report for more about the contents and intent of this strategy). Bohol has been identified as one of the prime areas to be developed for ecotourism, based on its varied fauna and flora and unique natural features. Bohol is designated a Banner site in this strategy – earmarked for priority ecotourism development.

2.2 Planning at the Bohol level

Bohol Sketch plan.
In 1998, the Province of Bohol commissioned an extensive “sketch plan” designed to help define future tourism development in the province. It began with a Provincial Vision Statement: “Bohol as a prime eco-cultural destination and a strong agro-industrial province in the Visayas with an empowered and self-reliant people who are god-loving, law-abiding, proud of their cultural heritage and committed to the growth and protection of the environment”. The sketch plan contained a comprehensive description of Bohol, its geography, climate, physical, social cultural resources and current economic performance. The sketch plan also provides a good snapshot of tourism in Bohol – visitor arrivals, attractions and support facilities. These are supported by many annexes which document most aspects of tourism in Bohol as of 1998. In addition, the Sketch plan provides a planning framework and methodology for prioritization of tourism development. It suggests a long term strategy involving “the establishment of Bohol as a major destination for eco-cultural tourism with a strong agro-industrial support through an effective government-private sector collaboration “and goes on to examine potentials in the areas of Eco-tourism, culture, new potential attractions and tourist circuits. This sketch plan
Workshop on Indicators of Sustainable Development for Tourism Destinations

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has been an important point of reference for recent tourism development activity in Bohol. This document contains considerable data on the society, economy and environment of Bohol and as such can provide a good point of departure for monitoring of change in many important variables.

Bohol Tourism Master Plan 2007
A new tourism master plan is in preparation which builds on the previous Sketch Plan and also links to an updated provincial socio-economic profile, updated provincial medium term plan and updated provincial physical framework plan. The new Master plan is in draft form and, as of the date of the workshop, had yet to receive official approval. The extensive draft and comprehensive annexes can be a rich source of data for indicators. The SWOT from the plan is included as a reference to the key issues – and a potential focus for indicators (which can serve as performance measures for the new plan, once implemented).

Provincial Medium Term Development Plan
The medium-term development plan (2004-2009) identifies the tourism sector as a component in poverty reduction. “With its current focus on eco-cultural tourism, the sub-sector has the potential to provide cash benefits to more people which can, in turn, be channelled to improve nutrition and food security, housing, health and, on the whole, to an increase in the standard of living in the rural areas. Eco-cultural tourism also promotes the conservation, protection and further development of the environment by the rural people themselves. With the emphasis on heritage sites, the new thrust can also lead to more effective preservation of centuries-old churches and towers, as well as other historical landmarks. Eco-cultural tourism can complement large-scale investments in tourism in the province. (From Executive Summary, Mid-term Development Plan for Bohol) The plan also highlights promotion of priority ecotourism and cultural sites as economic catalysts, and as a means to spread benefits to rural areas. In the plan, Panglao is to be established as a “tourism economic zone”. In this plan, a number of infrastructure upgrades – roads and bridges are also important to tourism as access is improved. Attention is also given to the monitoring of the potential socio-cultural impacts of tourism on the island as Bohol is promoted as a growth pole for tourism in the Philippines. Of particular relevance is the inclusion of the establishment of a new international standard airport in Panglao – directly related to the tourism emphasis. It is planned for completion by 2010 as part of the mid-term plan.

2.3 Local perspectives
Interviews undertaken by the UNWTO team with stakeholders in the area, including some private sector interests who were invited to the meetings, revealed the following local perspectives of relevance to future strategic priorities and sustainability indicators.

Expectations of Growth
There is a general expectation of increased tourism growth, particularly in Panglao, associated with the new airport and the recognition of Bohol as a growth area for tourism in the Philippines. The various planning documents have also identified tourism as a key component of growth and a source of revenues which may help the poor and help pay for infrastructure. Local stakeholders expect tourism growth and are interested in the pace and direction. They also are aware of impediments (such as infrastructure, training, language etc) which may have to be overcome for tourism development to be successful.

Knowledge of tourism product and performance
Because of the planning processes noted above, Bohol has a good source of information on key variables related to tourism. This is not, however, widely known and used. There are opportunities for better information sharing among various levels of government and private sector stakeholders. There is also little ability to benchmark Bohol tourism – quality and status – with others, although the capacity to do so does exist in places in the Provincial and National governments. Data, while good, tend to be one-time studies, although Philippine Tourism does collect a range of data on e.g., occupancy, properties etc. on an ongoing basis.

**The need to develop a diversified regional tourism product**
Bohol is agreed to be a varied and diverse destination. This was clear from all the written, electronic and interview sources. This provides excellent opportunities to develop a varied product and to market variety and diversity – everything in one place. Some of the written material and the island website are well presented and do showcase this variety. There may be opportunities for innovative packaging to foreign travellers (as is done by Thailand or Mexico) based on this diversity in place – and also co-marketing with other Philippine destinations, including those nearby in the Visayas.

**Inadequacy of current infrastructure**
Infrastructure is a current limiting factor for greater tourism development. Direct flights to Bohol are available only from Manila. While some visitors arrive internationally via Cebu, the need for a ferry transfer may deter some visitors (while for others it is a good part of the visitor experience). Water and sewage infrastructure is lacking in the key tourism sites, as are some desired tourism facilities (toilets, information, parking, signage, emergency access, help in other languages). The road infrastructure is generally adequate, but may be stressed by significant increases in tourism, particularly in some towns and in areas which are already congested near tourism sites (Blood Compact, Loboc, Alona beach roads). These received considerable attention in the workshop sessions (see section XXX)

**Concern about environmental degradation**
Environmental degradation is an important concern for Bohol tourism. Most of the island’s key assets are vulnerable and some are under stress. The principal reasons visitors arrive in Bohol are to see reef life, white sand beaches, vulnerable species like the tarsiers and dolphins, unique terrain, and jungle rivers. There are concerns regarding all of these assets – due to levels of use, abuse, and contamination – from both tourism and other sources. Problems of environmental degradation, including the adverse impact this can have on tourism, are widely recognized. In all municipalities, these include strewn litter and other aspects of waste and pollution, cutting of timber, and the poorly controlled spread of building development.

**Governance and enforcement**
Bohol and the Philippines in general are early in the process of establishing and enforcing the range of laws, regulations and guidelines to effectively support the maintenance of key assets and sustain tourism. There are a number of laws and regulations which pertain to tourism and the resources it uses, but often where is insufficient capacity and resources to enforce these effectively. The Philippines is a democratic system with a very dispersed form of governance – with the tools affecting tourism mandated at many different levels; National, Provincial, regional and local governments all are involved in tourism or in the regulation and management of the resources it uses. Coordination, as with most multi-level states, is a challenge, and the tourism industry will need to be a catalyst for coordination and cooperation to help keep tourism sustainable. “Political will” was raised by many participants and contacts – and having good information regarding risks and opportunities may help the appropriate levels of government and their leaders to better understand the issues related to sustainable tourism and to act where necessary.
Sustaining benefits for local residents
Most of the recent planning documents have identified tourism as an important component in development, and one which can bring benefits to local communities and to the island. To date, most investment is local or involves expatriates who live in Bohol or the Philippines. Much of the tourism is small scale, and as such brings direct benefits to those who work there. With improved access and rapid growth, it will be a challenge to retain the benefits at the local level.

2.4 The current approach to measurement and indicators
The main measures of tourism performance used in the country are tourism capacity including number of beds and volume and value (number of overnights and revenue). Studies are frequently done for specific purposes but the range of time series data available is limited.

At the national scale, figures show arrivals of 1.8 million international visitors to the Philippines from January to July 2007. Tourism satellite accounts are now operational and are able to calculate the contribution of tourism to Philippine GDP. At the national level, many economic indicators are calculated – including estimates of consumption and expenditure. There are plans to extend the satellite accounting to the Provincial and Regional levels; these will provide an enhanced capacity to power time series for key indicators regarding the economic sustainability of tourism and its contribution to the national and regional economies at the region and island level.

Regular reports relating to economic factors are available at Provincial level and can also be used as a source of e.g. employment, social welfare and business growth data.

While a number of specific studies have provided a rich baseline of environmental and social data at the island level, and in several cases for specific municipalities or watersheds, these are not generally available in time series for all parts of the island. Ongoing planning studies have provided considerable snapshot data for most important variables relating to sustainability of the destination and its tourism; these are valuable baselines or points of reference for future monitoring.

Tourism exit surveys has been conducted by DOT occasionally, but with the focus on demand and marketing information. The inclusion of questions on tourists’ satisfaction and sustainability issues would be a good opportunity to support many indicators.
3.0 RELATIONSHIP OF INDICATORS TO THE PLANNING PROCESS

The sustainable development of tourism destinations requires a sound planning process, as well as continuous management of the key elements that support tourism and its destinations. (e.g., maintenance of assets, involvement of the community, involvement of tourism in the planning process for the destination) Indicators are an intrinsic component of the planning process. The UNWTO approach to indicator selection and use can be applied in destinations where there is no existing tourism plan and in destinations, such as Bohol, where plans already exist. In the former situation, indicators can be a catalyst for planning and can be built into the planning process from the outset. In the latter, indicators can be introduced to add focus to the plan and help to determine progress and success with its implementation. This is explained in more detail below. Source: Indicators of Sustainable Development for Tourism Destinations, UNWTO, 2004

3.1 Where no tourism plan currently exists

Where no plan exists that includes tourism, the procedure by which indicators are developed is analogous to the first step in planning development. Both involve the identification of the key assets and key values associated with the destination. Both normally involve the assessment of the actual problems, current or potential impacts or risks associated with development, as well as documentation of the major current or expected trends or events which may affect these.

An indicators study can be the catalyst for development of a formal plan or planning process, beginning with identification of potential issues (pollution, loss of access, impacts of development in other sectors). Response will likely require some form of plan or management procedure.

An indicators exercise can help identify key elements that must be included in plans, such as the resource base for the industry, or risks to the assets or product, and help provide clarity for goals and objectives which will guide the planning process.

Performance indicators can be defined relative to the specific goals and targets of the plan. Each specific development project can integrate performance indicators in order to measure the success of management actions in the implementation phase. This information will serve to decide whether corrective actions are needed and also can provide a tool for continuous monitoring.

Indicators defined to analyze actual environmental and socio-economic conditions at the initial phase of the planning process can become performance indicators in the implementation phase. For example, indicators determining the actual state of seawater quality at beaches or actual levels of community income from tourism will serve later on to measure achievement relative to these goals.

3.2 Where there is a tourism plan

An indicators study can assist in evaluation of current regional or tourism plans, such as those in place and in development in Bohol, to determine whether all the key risks to sustainable development of tourism are covered.

The indicator identification exercise can be applied to already defined problems, issues and objectives to improve the provision of accurate data and information where needed.
Where no monitoring system or performance measures are included in an existing plan, the indicators development process can assist in identifying and clarifying key areas where performance measures are needed.

Indicators discussions can often stimulate greater precision in redefining goals and targets.

### 3.3 Indicators as tools for public information and education

Within and outside of the planning process, indicators are a form of education tool - helping to highlight key concerns for public information.

The results of indicators use may well foster demands for action - and lead to public support for more inclusive planning procedures to protect and sustain the key values in any destination.

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**Dolphin Watching Pamilacan Island**
4.0 WORKSHOP PRESENTATIONS AND VISITS

The Bohol workshop spanned four days. The first day involved introductory presentations and general guidance to the indicators and destination planning process. The second day was for field visits, meetings with key stakeholders and exercises to expose participants to some information gathering tools in specific sites. This chapter contains a short summary of the field experience.

The remaining two days of the workshop involved working group sessions focused on issue definition, the elaboration of indicators and tools to help in identification of solutions; the output of these sessions is presented in subsequent chapters.

4.1 Introductory Remarks

Hon. Eric Aumentado, Governor of Bohol
The Workshop was opened by Hon Erico Aumentado, Governor of Bohol, who welcomed the participants and stressed the importance of tourism to the future of Bohol. He noted the rich natural and cultural heritage of Bohol and its continuing interest in expansion of the tourism industry as a key element in sustaining Bohol, to the benefit of all of its residents.

Hon Oscar P. Palabyab, Undersecretary Department of Tourism
The undersecretary spoke of the growing importance of the Central Visayas as a focus for Philippine tourism and of Bohol as a centre of concentration for new tourism development. He welcomed the specialists and participants and stressed the interest of all in better planning and management of destinations and the need to take advantage of the growing tourism throughout Asia.

Mr. Gabor Vereczi, Chief, Environment and Quality Section, Sustainable Development of Tourism Department, United Nations World Tourism Organization
Mr. Vereczi spoke of the interest of UNWTO in sustainable tourism and the role of indicators in helping to create more sustainable destinations worldwide. He noted that Bohol is one of a series of workshops using the indicators as a focus around the world, each of which advances knowledge of both the destination and of the methods. He expressed hope that Bohol, as the most recent participant in this process, could join a growing list of “observatories” of sustainable tourism, designed to share information about tourism achievements and methods.

4.2 Presentations by the UNWTO team

Indicators of Sustainable Development for Tourism Destinations
By Dr. Edward(Ted) Manning, President Tourisk Inc. Canada and Lead Expert for the UNWTO Program on Indicators of Sustainability for Tourism Destinations
Dr. Manning addressed the concept of sustainability for tourism destinations, using examples from around the world. He stressed the role of indicators as a means to identify problems and opportunities, to help define management challenges, and to support the establishment and performance measurement for the tourism planning process. Indicators were defined as key information, regularly collected, which is used effectively to support decisions regarding tourism and the resources and places it uses. The process to develop indicators itself contributes to defining goals and objectives, to identifying the values and interests of key stakeholders, and to establishing accountability at many levels for the achievement of a more sustainable tourism. Dr. Manning noted that, once there is a consensus on goals and objectives
(and ideally targets), it can be much easier to mobilize both the public and private sector to actually achieve the social, economic and environmental aims which are central to sustainable tourism.

**Sustainable tourism policies and tools for destination management: principles and practice. by Mr. Gabor Vereczi, Chief, Environment and Quality Section, Sustainable Development of Tourism Department, United Nations World Tourism Organization**

Policy makers and managers in tourism destinations have to tackle a wide range of issues. It is broadly true that “what you cannot measure you cannot manage”. Sustainability indicators are information sets which are formally selected for a regular use to measure changes in key assets and issues of tourism destinations and sites. The identification of specific, measurable indicators helps to clarify issues and objectives and to communicate priorities and results between stakeholders. Indicators can be both qualitative and quantitative and relate to both the condition of a destination and to the actual management process itself. Mr. Vereczi outlined some of the deficiencies on the application of indicators in destinations (see box below) and the factors to be borne in mind in choosing appropriate indicators (including: feasibility, relevance, data availability, credibility, clarity and comparability). He drew particular attention to the use of indicators in assessing carrying capacity (quoting the example of Malta) and in adaptive management (with an example from Sydney). Some destinations, such as Calvia, Spain, have applied indicators in a truly comprehensive way to guide tourism planning, backed by public participation and supported by a specially established observatory.

### 4.3 Presentations from the Philippines

**Philippine National Ecotourism Strategy**

*Dean Evelyn B. Panting School of Tourism Philippine Women’s University*

Dean Panting provided a thorough overview of the new National Ecotourism Strategy. She noted that the Philippines, as one of the most biodiverse nations on earth, have considerable natural assets which could form the basis for ecotourism. At the same time, many of the key species and ecosystems are under duress, and many species are at risk. Under Executive Order 111, (1998) the Philippines began work on an ecotourism strategy for the nation. With an overall goal of support for sustainable development, the strategy embodied a number of related elements:

- Promote and mobilize support for ecotourism from all sectors-governments, businesses and general populace
- Develop a culture of tourism among the local people
- Institutionalize community participation in planning, development, implementation and monitoring of ecotourism projects
- Promote environmental education and ethics
- Develop capability of LGUs and local entrepreneurs
- Facilitate domestic and foreign investments to fill in facilities requirements
- Develop globally competitive ecotourism products for quality visitor experience
- Ensure benefits redound to the local community
- Selection of Key Ecotourism Sites
- Product Development
- Marketing and Promotions
- Education and Advocacy
- Establishment of Ecotourism Fund
- Provision of Support Programs
- Monitoring and Evaluation
The program has involved identification of key sites and banner sites of national significance. Bohol is one of the banner sites. – one of three in the Central Visayas. The presentation outlined the progress in site definition and in programs designed to help sustain these sites as part of an overall program for the nation.

The Philippine Tourism Satellite Account (PTSA)
by Dr. Romulo A. Virola
Satellite accounts are a vital means to show the importance of tourism to a nation like the Philippines. Dr. Virola outlined the progress in development and implementation of Satellite National accounts for tourism for the Philippines, as well as work towards more detailed regional accounts. Results of the accounts confirm the growing economic importance of tourism to the Philippines and to particular regions like region VII Central Visayas. It is increasingly possible to identify and analyze trends in tourism nationally and regionally – and support sophisticated analyses. The outputs of the satellite accounts can also be used to support indicators at many levels.

Bohol Experience on Sustainable Tourism Development
by Jo Remolador-Cabarrus, Bohol Tourism Office
The vision for Bohol is as “a prime eco-cultural tourist destination and a strong agro-industrial province with an empowered and self-reliant people who are God-loving, law-abiding, proud of their cultural heritage and committed to the growth and protection of the environment.” This vision is at the heart of efforts to develop Bohol’s tourism as a central component to its overall development. The presentation from Bohol Tourism office provided a good overview of tourism assets, social and economic trends, and activities aimed at tourism development within an overall island wide context. Key elements include a ten point development agenda for the island, including the following targets for the tourism sector:

- Increase tourist arrivals by accessing new markets
- Project Bohol as a family-oriented eco-tourism destination to increase domestic tourist arrivals
- Collaborate with LGUs and communities in developing and promoting eco-tourism sites
- Provide basic amenities in existing tourist sites consistent with international standards
- Promote Boholano cuisine, arts and crafts to spread economic benefits of tourism to our communities
- Development of Anda Peninsula to geographically distribute tourists and avoid overcrowding Panglao Island

Other elements – notably in infrastructure such as the proposed new airport built to international standards in Panglao - buttress these initiatives related to tourism, as do initiatives to support culture and creativity and to sustain key environmental resources, many critical to tourism (reefs, coastal zones). The presentation also covered a number of steps being taken to make overall governance more effective.

Issues and Concerns around Alona Beach, Panglao, Bohol Philippines
Holger Horn, President, Alona Beach Community Federation Inc.

The most intensively used beach destination in Bohol, Alona beach has many issues which can affect its sustainability. The most urgent are: 1. Lack of potable water, 2. Building and problems in the salvage zone (the 20 metre zone immediately adjacent to the waterline), 3.
Garbage collection, 4. Liquid waste management and 5. A range of issues focused on Balicasag Island.

In addition to these key issues, Alona and other parts of Panglao have problems related to access to establishments, traffic at beach, street lighting, ground water, hygiene and health, stray dogs, and noise pollution. The beach area in particular has issues regarding beach cleanliness, illegal anchoring, and failure to respect the swimming zone. Unregulated dolphin and whale watching and illegal fishing are placing the key resources in peril. While the tourist police have been established, supported by ABCFI, there remain issues related to coordination and governance, including the procedure being developed for environmental users fees.

Mr Horn stressed the need for better governance and cooperation between all levels of government and stakeholders to work together to resolve these issues. A more complete summary of the key issues for Alona Beach is included as Annex K.

The first day concluded with a plenary which showed how, in real time, a participatory process could be used to quickly establish the scope of:

- Key assets of the destination
- Key stakeholders
- Important policies and initiatives now in place

The exercise efficiently created a consensus list for each of these elements—developed on screen in real time, with copies provided to all participants.
4.4 Field visit

The second day of the workshop was designed as a field workshop – with the objective of both providing an overview of the Bohol destination and a chance to meet with stakeholders and to interact with local residents and tourists. The field visit was designed specifically to acquaint the participants with the major issues of the destination and to help them focus on the destination as a training laboratory.

Participants were given a model destination exit questionnaire and asked to refer to it during the field visit; to act as a tourist and to be aware of a broad range of factors which might impact upon the tourist experience. (See questionnaire in Annexes I) Some were asked to complete the questionnaire upon the end of the visits. (see results Annex J)

The field visit left Tagbilaran along the coast road with a stop at the Blood Compact Commemorative Shrine to see the historic site and coastal vistas. The road at the monument was lined with small shops selling tourist souvenirs – baskets, plush Tarsiers, and other items marked with Bohol. The group then proceeded via Loboc to a small tarsier display facility and had the chance to see live tarsiers and how they were displayed.

The tour proceeded up the hills through the large planted mahogany forest to the Simply Butterflies Conservation Centre. Participants had a short visit to the facility and a talk by the manager (Cristy Burlace) regarding butterflies in Bohol and their new venture into tourism with its challenges. The participants then proceeded to the Chocolate Hills, with time for a visit to the top of the site and a chance to see how the site was developed and managed and to speak with the manager of the small on-site hotel.

The group then proceeded to the town of Loboc to have lunch on one of the river boats while cruising up the river. While on the boat, the participants had a chance to see how tourism had developed on the river, to view the new landing facility and to hear a presentation regarding the logistics of providing a floating restaurant cruise service. Participants were able to see the level of use of the river (18 floating restaurant boats plus many other river cruise boats), the bridge to nowhere which ended at the historic church, and to see the issues regarding parking, bus access and use of the new facilities.

After the lunch the tour proceeded to Alona Beach on Panglao where David Baillie of the Alona Beach Community Federation Inc. made a presentation on key issues at the beach. Participants then were given time to visit all parts of the resort area, to walk on the beach and see the type and conditions of development and to view first hand some of the issues which had been described in the presentation. Participants were also divided into pairs, asked to take visitor and local questionnaires and interview at least one tourist or local resident. The results of this rough sampling were compiled and reported back to the plenary as a stimulus for discussion and also as a means to familiarize the participants with the local and exit questionnaire processes.

The final stop for the field trip was the Bohol Bee farm, an interesting ecotourism property on Panglao. The Bee Farm is a restaurant with a small number of rooms. All food served is local, most grown on site. The architecture is unique and totally integrated with the natural assets of the site. Many local foods and condiments are manufactured on site and sold at the Farm. The property is in an expansion phase – building a large new restaurant facility to accommodate larger tour groups – up to 300 at a time. The proprietor, Ms Vicky Wallace,
spoke to the group, explaining how she started very small and with her own funds had built the property to its current size. She also trained staff, craftsmen and women, and employs more than 100 on site.

Bohol Bee Farm craft sales area
5.0 METHODOLOGICAL APPROACH

The UNWTO Indicators Guidebook (2004) in its Part Two suggests a detailed procedure for the definition and application of indicators. It is a phased approach, resulting in operational indicators for a destination, ideally integrated with the ongoing planning and management process and reinforcing its effectiveness. The 12 stages are set out in the box below.

5.1 Stages in the indicator development process

Research and Organization
1. Definition/delineation of the destination.
2. Use of participatory processes.
3. Identification of tourism assets and risks.
4. Long-term vision for a destination.

Indicators Development
5. Selection of priority issues
6. Identification of desired indicators.
7. Inventory of data sources.
8. Selection procedures.

Implementation
10. Data collection and analysis.
11. Accountability, communication and reporting.
12. Monitoring and evaluation of indicators application.

Source: Indicators of Sustainable Development for Tourism Destinations, UNWTO, 2004

In practice, the full realization of all 12 stages will take several months and should ideally be an ongoing process. As a result, all aspects cannot be fully covered in a short workshop. Therefore the workshop held in Bohol was a condensed process which, while recognizing and reviewing all twelve steps, concentrated on an exercise entailing the identification of key issues and indicators relating to them, through a participatory approach. (Steps 5-8).

The workshop had more than one purpose:
- To provide training for tourism officials and experts on the identification and application of indicators for sustainable tourism development.
- To involve participants in a real, if abbreviated, stakeholder consultation and participatory process on behalf of the pilot destination, in order to strengthen tourism management and monitoring processes there.
- To provide some expert guidance in selecting appropriate indicators which may respond to the key goals for tourism development in Bohol

The Bohol workshop was based on a methodology applied by the UNWTO in various locations around the world in the last twelve years. A working group technique was applied, involving local stakeholders and national and international participants, which led them through a series of practical exercises, using different participatory group methods and some suggested forms and templates, with the guidance of UNWTO experts. These components of the workshop are described briefly below.
5.2 Destination overview and situation analysis
At the outset, participants were invited to engage in a brief assessment of Bohol as a tourist destination. A plenary participatory process was used to obtain a quick consensus on three key areas of information using the collective knowledge of the local and other participants:
. These were recorded on screen, using the Situation Analysis Worksheet (below) for basic form and covering:
- Tourism assets in Bohol
- Key stakeholders in Bohol tourism
- Key policies and other instruments in use in Bohol

Destination profile: Bohol

<table>
<thead>
<tr>
<th>Tourism resources:</th>
<th>Stakeholders:</th>
<th>Policy / management frameworks:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets Attractions, Unique/distinguishing features. Comparative advantages, Strengths</td>
<td>Government, Private sector, Community, NGOs. Development agencies, Others</td>
<td>Strategies, Plans, Regulations, Procedures, Coordination structures, Revenue generating schemes</td>
</tr>
<tr>
<td>• White beaches</td>
<td>• Tour guides Association</td>
<td>• Tourism Master Plan – Bohol</td>
</tr>
<tr>
<td>• Chocolate Hills</td>
<td>• Bohol Arts and cultural heritage council</td>
<td>• Poverty Reduction Framework</td>
</tr>
<tr>
<td>• Tarsiers</td>
<td>• Bohol tourism office</td>
<td>• Bohol Ecotourism Plan</td>
</tr>
<tr>
<td>• Heritage churches and houses</td>
<td>• Municipal and city tourism councils</td>
<td>• Tourism Sketch Plan</td>
</tr>
<tr>
<td>• Hospitable islanders</td>
<td>• Provincial tourism council</td>
<td>• Bohol Environment Code</td>
</tr>
<tr>
<td>• Dive sites</td>
<td>• Bohol Assoc of resorts hotels and restaurants</td>
<td>• Bohol Arts and Cultural Heritage Code</td>
</tr>
<tr>
<td>• Whales and dolphins</td>
<td>• Federation of tour operators and travel agencies</td>
<td>• Panglao Island Env User Fee</td>
</tr>
<tr>
<td>• Birds and butterflies</td>
<td>• Assoc of Bohol transport</td>
<td>• Marine PA Ordinance (draft)</td>
</tr>
<tr>
<td>• Caves (karst)</td>
<td>• NGOs – BANGON</td>
<td>• Panglao Island Tourism Estate Development Guidelines</td>
</tr>
<tr>
<td>• Waterfalls</td>
<td>• CCAD</td>
<td>• Pamilacan Island User Ordinance</td>
</tr>
<tr>
<td>• River cruising activities</td>
<td>• Office of Cultural Affairs development</td>
<td>• Accreditation— from National level-for guides, agencies, hotels and resorts, transport</td>
</tr>
<tr>
<td>• Good roads</td>
<td>• Alona beach foundation</td>
<td>• National ecotourism strategy</td>
</tr>
<tr>
<td>• Flora</td>
<td>• Tourists</td>
<td></td>
</tr>
<tr>
<td>• Good access</td>
<td>• Community organizations/peoples organizations</td>
<td></td>
</tr>
<tr>
<td>• Local culture (children choir)</td>
<td>• Whale watching organizations</td>
<td></td>
</tr>
<tr>
<td>• Marine resources – Friendly and knowledgeable tour-guides</td>
<td>• Bohol ecotourism club</td>
<td></td>
</tr>
<tr>
<td>• Strategic location</td>
<td>• Bohol council of prime movers</td>
<td></td>
</tr>
<tr>
<td>• High end resorts and restaurants</td>
<td>• NZ Aid</td>
<td></td>
</tr>
<tr>
<td>• Peace and order</td>
<td>• Australia Aid</td>
<td></td>
</tr>
<tr>
<td>• Low traffic levels</td>
<td>• World Bank program(s)</td>
<td></td>
</tr>
</tbody>
</table>

This exercise quickly generated a working list and acted as a rapid means to generate considerable information and share it with all participants.
To assist with the general understanding of the situation in Bohol, participants were also given a copy of the recent SWOT done as part of the 2006 work towards a Tourism Plan for Bohol (to be published 2007). The SWOT covered a wide range of concerns which will be important to any definition of key issues, and also can help provide a substantive background for discussions on necessary indicators and actions.

The SWOT from the new draft tourism plan is presented below in the table.

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Unique &amp; diverse natural/terrestrial marine environmental resources and ecological heritage</td>
<td>• Province may benefit from initiatives in Bohol and other provinces re tourism marketing/growth</td>
</tr>
<tr>
<td>• Winner of clean and green competitions</td>
<td>• National government is placing high priority on tourism development, particularly for Bohol</td>
</tr>
<tr>
<td>• Rich and unique historical heritage</td>
<td>• High possibility to combine tourism with other livelihood/economic activities</td>
</tr>
<tr>
<td>• Diverse tourism products and services</td>
<td>• Many opportunities for niche ecotourism products</td>
</tr>
<tr>
<td>• Friendly and hospitable people and good level of community involvement</td>
<td>• Opportunities for community based tourism enterprises</td>
</tr>
<tr>
<td>• Vast agricultural lands and marine resources</td>
<td>• New tourism ventures can generate employment</td>
</tr>
<tr>
<td>• Presence of government funded tourism development (infrastructure) programs</td>
<td>• Chocolate Hills seen as having high potential – for World Heritage status, improved conservation and protection</td>
</tr>
<tr>
<td>• Existence of protected areas and strong LGU support (Chocolate Hills)</td>
<td>• Potential for other “brands” without burden of market image history</td>
</tr>
<tr>
<td>• Good beaches and island settings</td>
<td>• Eco-cultural tourism plan may tap new cultural resources</td>
</tr>
<tr>
<td>• Fully functional land air and water access systems – generally in good condition</td>
<td>• Strong LGU leadership for new tourism and infrastructure</td>
</tr>
<tr>
<td>• Internationally recognized brand image</td>
<td>• Development of Panglao island airport as new gateway by 2010</td>
</tr>
<tr>
<td>• Excellent marine and freshwater resources</td>
<td>• New viaduct causeway may bring power, water and transport to Bohol (link to Cebu, Jetafe)</td>
</tr>
<tr>
<td>• Family oriented and wholesome destination</td>
<td>• Completion of coastal circumferential road will provide better connections for sites</td>
</tr>
<tr>
<td></td>
<td>• Existence of travel operators and tour guides</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEAKNESSES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• For some towns, lack of power, water, transport and communications services</td>
<td>• Poor state of overland linkages between Tagbilaran City and central and northern towns may harm appeal</td>
</tr>
<tr>
<td>• Poor roads in some inland areas</td>
<td>• Destructive livelihood practices – quarrying, settlement patterns may harm natural environment which is key tourism asset</td>
</tr>
<tr>
<td>• Small number of high quality hotels, resorts compared to some other provinces</td>
<td>• Undefined delineation of declared areas</td>
</tr>
<tr>
<td>• Lack of accommodation and restrooms in Chocolate Hills</td>
<td>• Negative publicity re possible over-exploitation without adequate protection can harm tourism</td>
</tr>
<tr>
<td>• Many town based establishments need upgrading; poor architectural design</td>
<td>• Peace and order concerns – NPA presence in some upland areas</td>
</tr>
<tr>
<td>• Limited marketing capability and materials</td>
<td>• Improper development may engender prostitution and drugs</td>
</tr>
<tr>
<td>• No international brand name resorts/hotels</td>
<td>• Unnecessary artificial intervention</td>
</tr>
<tr>
<td>• Need to upgrade Provincial, City and LGU capacity to plan/manage tourism</td>
<td>• Laws that compromise the socio-economic and cultural dimensions of affected lands and resources</td>
</tr>
<tr>
<td>• Human resources have limited skills</td>
<td></td>
</tr>
<tr>
<td>• Limited community involvement in some areas</td>
<td></td>
</tr>
<tr>
<td>• Land availability and ownership status is concern</td>
<td></td>
</tr>
<tr>
<td>• Full exposure to elements – monsoon in some parts of Province.</td>
<td></td>
</tr>
</tbody>
</table>
Where no SWOT exists, one is often done in the workshop setting to help define key issues – in this case, as a recent one was in place as part of the tourism planning process, it was used as the basis for discussion and not duplicated.

5.3 Identification of key issues related to sustainability objectives

The first working session of the workshop (paralleling the initial participatory meeting which would be done in an actual destination application) focused on the identification of the issues most important to the sustainability of tourism for the destination and its component sites. A framework for considering sustainability issues in tourism was presented to the plenary, based on the 12 aims for sustainable tourism set out by UNWTO and UNEP in their publication, *Making Tourism More Sustainable, A guide for policy makers* (2005). To assist the participants in understanding what was meant by each of the 12 aims, and what specific objectives fell under each, the aims were described in turn and the kinds of issues (and objectives) relating to it were identified. This was done to provide some structure to the following working group discussions and to act as a background checklist to make certain that no areas were missed in the workshop discussions.

Participants were then divided into four working groups; two groups were instructed to focus on economic issues, one on social issues and one on environmental issues, although due to some overlap it was understood that issues of each type may come up in each group. A framework worksheet (Annex
B) and guidance notes provided by UNWTO were provided to each group as a point of reference and, if needed, a menu. Each group was given the opportunity to place all issues of concern on the flip charts, with all issues noted and some discussion of each for clarification. Where issues were similar, some were grouped together. At the end of the session, participants were asked to vote for the issues which they felt should be given highest priority, through placing coloured dots against the respective items. (Each participant was given eight dots and could place them wherever they wished – ranging from placing all 8 on one issue they felt to be of pre-eminent importance to spreading them across several issues of concern to them) The dots were then counted and the scores recorded and fed back to the whole group in a plenary session. (See the results of the issue prioritization for each group in Part 6 of this report)

5.4 Identification and selection of indicators

The second participatory workshop session was designed to take participants through the actual process of selection of indicators to respond to some of the issues which they had identified as important to Bohol. The participants were presented with information on the indicators selection process and some examples where indicators are now in use. They were also apprised of some of the logistical challenges to address in choosing and making indicators work:

- Lack of data, inconsistency of collection (occasional or one-time surveys)
- Monitoring activity does not cover all key sustainability issues (e.g. more focus on economic performance and indicators)
- Lack of technical capacities, qualified staff, and equipment
- Lack of coordination between agencies collecting and using data (sometimes duplication), lack of involvement of private sector
- Not taking advantage of data collection and processing capacities (e.g. authorities can get support from educational and research institutions)
- Data and info available is not linked to planning and management processes, not used by relevant organizations
- Data is not processed sufficiently to support decision making (data rich and information poor situations) and communication needs

Each of the four working groups took two or three key issues as examples and discussed possible indicators that could be used to describe and measure the situation in the destination with respect to that issue. Examples of indicators were provided in Annex A, described for each of the 12 Sustainability Objectives. The groups discussed the different types of indicators, considering their importance to real needs and to the management and planning processes in Bohol. Indicators considered included measures of actual changes in tourism or in key resources it uses, measures of level/degree of the impact or tourism, measures of level of management effort, and measures of the results which may be attributed to management actions. The objective was to find indicators which would make a difference to the decision process and which would actually be used.
When considering the possible indicators, the groups discussed issues of:

**Relevance**: Who will use it and how will it influence decisions on the issue? Is it easy to understand and clear to users?

**Feasibility**: Are there available data sources? Which organizations can provide this? What technique can be used to collect and analyze the information, and is it practical and affordable? Is data available in time series? Are there any existing standards?

The results were recorded in the Indicators Selection Worksheet (Annex D). The deliberation on indicators and identification of those preferred by the groups were fed back at a plenary session. (See Part 6 for the combined results from each group). In an actual application, each indicator which appeared to be both relevant and feasible would receive further scrutiny regarding scientific accuracy, clarity, how it was to be phrased, and the ability to benchmark its use against other destinations. If indicators are to be implemented, a detailed implementation plan for each would be devised (see model in Annex E) likely done in negotiation with potential users and data providers.

### 5.5 Action planning

In the third workshop session, the focus was on action to resolve the issues which were identified and the measurement of performance in addressing them. The working groups met again to look in more detail at the selected priority issues and indicators they had identified, to discuss how these should be used to influence and guide action and measure progress. This involved discussion on trends and targets and on actions taken so far and possible strengthened or new actions for the future. Additional indicators were identified to measure and demonstrate the planned management responses. An Action Plan Worksheet was used to focus the discussion (Annex F).

The results of all the above workshop sessions are presented in Chapter 5.

### 5.6 Conclusions and recommendations from the workshop

In a final plenary session, participants were invited to give their reaction to the workshop and make recommendations. These are included within Chapter 7 of this report. Participants were urged to see the indicators as part of an overall destination planning process and a means to measure performance and lead towards continuous improvement. They were also encouraged to critically assess the range of participatory approaches, workshop methods and field methods used in the sessions – and to consider similar approaches where appropriate to their own work.
6.0 ISSUES AND INDICATORS FOR SUSTAINABLE TOURISM IN BOHOL

This chapter presents the results of the plenary sessions and working groups, based on the methodology outlined above. What is shown is a distillation of the results achieved in the working sessions. All of the ideas have been retained; some have been grouped for clarity.

6.1 Indicators Identification in a Workshop Situation

This classroom exercise was not intended to provide a comprehensive analysis but it served to illustrate to participants the complexity of a tourism destination and the consequent challenge of identifying sustainable tourism indicators. It was encouraging that the participants were already placing considerable emphasis on the important natural and cultural resources of the area. They were able, between them, to identify a large number of existing stakeholders who should be engaged in tourism planning and also an array of existing strategies, policies and legislation that should be taken into account and that might benefit from the identification of indicators to guide their implementation. The groups worked on specific issue sets. The specific workshop results have been augmented with suggestions of key potential indicators to respond to all issues which were identified in the first working groups, not just those explored more extensively as demonstrations in the second and third workshop sessions.

6.2 Key issues related to sustainability objectives

The results of the discussions within the four working groups have been amalgamated and organized under the 12 aims for sustainable tourism. The objectives and broader aims were provided to each group to help in understanding the scope of sustainable tourism and its components and to aid in structuring the results.

6.3 Priority issues from Working Groups

The voting system on the issues for Bohol revealed the following issues to be of highest priority within each working group: (In order of priority established by a voting procedure in each of the working groups)

Economic Group – issues receiving most votes in participatory process
- Need to improve existing products/ Develop new products
- Lack of/ Non-enforcement of policies by Local Government Units (LGUs)
- Poor product/ Craft quality
- Lack of/ Congestion of tourists
- Problem on solid waste management
- Low wages/ Lack of employment opportunities
- Land conversion/ No zoning of beach areas
Socio-Cultural Group – issues receiving most votes in participatory process

- Need to promote community-based and eco-tourism raising awareness on tourism opportunities in local communities
- Lack of continuity of plan/programme implementation Lack of consultation with local stakeholders (municipal level) and socially sensitive planning processes
- Need of restoration and fitting of traditional buildings and monuments for cultural tourism
- Safety and security in tourism establishments and activities (lifeguards, fire extinguishers) – lack of implementation of safety requirements
- Need for interpretation centers at sites Need to inculcate culture of tourism at all levels (local people see tourism very narrowly, to do with resorts and a few other types of businesses)

Environmental Group - issues receiving most votes in participatory process

- Legislation, regulation and enforcement to achieve environmental protection and sustainable tourism
- Contamination of key sites – Alona beach, Loboc river
- Protection of key wildlife assets (Tarsiers, Dolphins, Reefs)
- Liquid waste management
- Environmental education
- Provision of sufficient public facilities (toilets) at tourism sites

The issues and the indicators which have been identified as most useful to address them are elaborated below, organized under the twelve Aims for Sustainable Tourism

6.4 Economic Issues

1) ECONOMIC VIABILITY

(Enterprise profitability – competitiveness – business conditions – access to markets)

- Need to improve existing products/ Develop new products

There is a clear need for improvement in the products – quality and quantity. Discussions revealed a need for new sites to be developed (product development); improvement in interpretation (story-telling) and more image promotion for Bohol as a destination. Ability to market Bohol is harmed by the unsuitability of infrastructure and buildings to Bohol's natural setting with many non-conforming structures in and near tourist sites. There is an excellent range of vernacular architecture which is untapped and often unutilized; including loss of some prime properties and a general lack of consciousness for heritage. Bohol's range of products and variety attracts tourist, but there is a shortage of well defined and organized tours to take advantage of this variety. Work is also needed to increase the amount spent by tourists in Bohol.

Possible Indicators:

% of tourists who believe that Bohol has a good variety of products for tourists (Q)
% of tourists who believe that Bohol is good value for money
% of tourists who would recommend Bohol to their friends
Count of variety of tourism product offer
Survey of range of craft products available
- Lack of/ Non-enforcement of policies by LGUs. Lack of concern or commitment of the LGU official on tourism

The political and administrative framework within which tourism development occurs is insufficient. The industry lacks specific rules to follow and there is no aggressive implementation of policies and a lack of policies in key areas. Both officials and enterprises seem disinterested in the effective governance of tourism and there is frequent disregard for policies. Note that the key indicators suggested by the workshop participants measure actual outcomes – with real impact on sustainability. (See also the substantive issues re water and beach use listed below. (Note: table below is used where indicator selection and evaluation was done in the workshop)

<table>
<thead>
<tr>
<th>Possible Indicators</th>
<th>Relevance</th>
<th>Feasibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of structures inside 20 m salvage zone</td>
<td>Province/LGU (planning, action to enforce regulations)</td>
<td>LGU, BWU have easy access to figures. Annual survey would be sufficient</td>
</tr>
<tr>
<td>No. of households/ establishments with potable water supply</td>
<td>Bohol Water Utilities (BWU) (planning, action)</td>
<td>Easy to obtain from BWU data on annual basis. LPRAPP sources</td>
</tr>
<tr>
<td>No. of households/ establishments with sewerage connection</td>
<td>Investors (planning, investment)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Provincial Tourism Council lobbying, action)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BAHRR</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tourists</td>
<td>(1) Annual</td>
</tr>
</tbody>
</table>

- Congestion of tourists

Tourism is unevenly distributed across Bohol, concentrating at a few sites such as Panglao, Loboc, or the Chocolate Hills. At the main sites, there is often congestion of tourism establishments and overcrowding relative to the capacity of sites and their infrastructure. Control of entry and exit of tourists is often insufficient, leading to congested beach areas beach front and access points, overcrowding in sites. At the same time there is significant interest in increasing tourist numbers, without a clear understanding of the carrying capacity of the key destinations. (Note: table below is used where indicator selection and evaluation was done in the workshop)

<table>
<thead>
<tr>
<th>Possible Indicators</th>
<th>Relevance</th>
<th>Feasibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume of visitors (and per sq metre) in average and peak days</td>
<td>LGU (zoning, planning, local ordinance)</td>
<td>Because LGU charges entrance fee at e.g. Chocolate Hills, Loboc river it is simple to collect data on a daily basis. Less simple for sites where no entry fee is charged</td>
</tr>
<tr>
<td></td>
<td>Investors (planning, expansion)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>National Government Agency (planning, marketing, policy)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Civil Society (PTC) (Planning, policies)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Key sites such as Chocolate Hills</td>
<td></td>
</tr>
</tbody>
</table>
- **Problem of solid waste management** *(see environment section for other indicators)*
  Garbage disposal is seen as an economic problem – potentially affecting the viability of tourism in Bohol. Issues include the negative impact on the cleanliness of the destination including lack of community cooperation on solid waste management and maintenance of key sites such as the beaches.

  **Possible Indicators:**
  1. **% of tourists who agree that Bohol is a clean destination**
  2. Waste counts on tourist sites (Alona beach, roads to the Chocolate Hills, other visited places)
  3. % of LGUs with effective waste collection systems

- **Land conversion/ No zoning of beach areas** *(see environment section for other indicators)*
  There is a lack of proper zoning of the beach fronts and no effective implementation of laws applying to the salvage zones. There is also a lack planning applying to the business area. This can affect the image, pricing and sustainability of the tourism enterprises.

  **Possible Indicators**
  1. **Number of visitors (total, average and peak day)**
  2. % tourists who believe the site is well managed and protected
  3. % beach where structures correspond to salvage zone regulations

- **No potable water supply** *(Panglao, Pamilacan)*
  Panglao is not served with a reticulated potable water supply. As a consequence, development is limited and adversely affected by this lack of infrastructure. This is the most important constraint on development levels in the beach areas. *(See environment section for other possible indicators)*

  **Possible Indicators**
  1. % of tourism establishments which are on a central water system (none now)
  2. % tourists who agree that the island has clean safe drinking water
Lack of tourism statistics/ baseline data
Affecting the ability to deal with all these issues is the general lack of comprehensive data on key aspects of tourism (and ongoing monitoring)

Possible Indicators:
- % tourism sector officials and enterprises who are satisfied with the availability and accessibility of the data they need

2) LOCAL PROSPERITY
(Retention of tourism income in the area and spread of economic benefits)

Short tourist stays
Bohol visitors stay for short periods, limiting the benefits to the local economy. There is no unified business strategies and planning to try to retain tourists or to encourage them to spend more locally. Despite some good models (e.g. the Bee Farm) where local products and services are successfully sold, there is no integrated approach among stakeholders to create and sustain benefits more broadly. (See also the issues under economic viability above)

(Note: table below is used where indicator selection and evaluation was done in the workshop)

<table>
<thead>
<tr>
<th>Possible Indicators</th>
<th>Relevance</th>
<th>Feasibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length of stay</td>
<td>Hotel, travel agencies, transport, tour operators</td>
<td>Good data sources easily available from BAHRR and Bohol Tourism Office (BTO)</td>
</tr>
<tr>
<td>- Domestic</td>
<td>Investors (planning, expansion, marketing)</td>
<td></td>
</tr>
<tr>
<td>- Foreign</td>
<td>LGU (planning, marketing)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>National Government Agency (planning, marketing)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Academe (research)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Politicians (laws)</td>
<td></td>
</tr>
<tr>
<td>Occupancy rate by classification of establishment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purpose of visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age of visitor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expenditures</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: BAHRR – Bohol Association of Hotels, Resorts and Restaurants

Unregulated vendors
There are a number of issues related to the vendors at tourism sites. They are unregulated and have access without restriction. Persistent/insistent vendors/peddlers offend some tourists who have complained about pushy vendors in some sites. At times, the number of vendors may outnumber the number of tourists. At peak times, they add to the crowding of sites and may lead to unsafe congestion of roads and parking areas.

Potential Indicators:
- Number of vendors on site
- % of tourists who are unhappy about their interaction with vendors on key sites
- % of vendors who are licensed

3) EMPLOYMENT QUALITY
(Number and quality of local jobs – pay and conditions – labour supply – training)

- Poor product/ Craft quality
  - There is a limited range of inexpensive crafts available for sale to tourists. The offer is the same in all sites – with many small businesses and vendors selling mainly plush tarsiers and some wood and baskets. As a result, very little revenue is generated or retained locally (see also Local Prosperity above)
  Potential Indicators:
  - % of crafts sold which are made locally (in Bohol) – simple survey of craft markets
  - Number of persons employed in craft industry on the island
  - % tourists who are happy with the variety and quality of crafts available in Bohol

- Low wages/ Lack of employment opportunities
  Wages in tourism are low (but still attractive relative to for example agriculture or fishing). Tourism is seen as a sector with good potential to provide employment to Bohol residents.
  Potential Indicators:
  - Ratio of average wage in tourism to that overall (or relative to key alternative sectors such as agriculture, fishing, call centres)
  - % of local residents who believe that tourism offers good job opportunities for them

- Poor frontline services
  There is a lack of training among staff, particularly the of tourism front-liners – those who interact directly with the tourists. Gaps include poor management, lack of services and insufficient language skills (good communications)
  Potential Indicators:
  - % of tourists who believe that they received good service in Bohol
  - % of front line staff who have received tourism training (% of staff with appropriate training in the last two years)

4) SOCIAL EQUITY
(Directing tourism income/benefits to disadvantaged/poor people)

- Lack of incentives for business
  Effective business incentives are lacking (particularly for small and community businesses)
  There is a lack of capital for enterprise development for ecotourism enterprises and also a lack of support from private sector/LGU for new/ emerging tourism products. This is a barrier for enhanced access to the tourism sector by small enterprises and communities.
  Possible Indicators:
  - % of local entrepreneurs who are satisfied with the level of access to capital and support services
  - Value of support to small tourism enterprises in Bohol (per year)
No users’ fee
For use of many tourism sites and access to key natural and cultural assets there are no users’ fees. Sites such as the heritage churches, beaches, and natural sites rely on donations which are often insufficient to cover maintenance, much less fund improvements.
Possible Indicators:
- Number of sites with access control and fee collection (and % of eligible sites)
- Ratio of fees collected to total cost of maintenance of site

6.5 Social Issues
(Priority indicators shown in boldface)

5) VISITOR FULLFILMENT
(Security and safety – quality of experience – holidays for all without discrimination)

- Safety and security (Priority issue discussed in workshop)
Safety and security in tourism establishments and activities (lifeguards, fire extinguisher) are an issue: there is lack of implementation of safety requirements and insufficient access to safety equipment and emergency services. In emergency situations, response is not up to international standards (boat, traffic accidents, decompression chamber for divers, health and medical services) and there is a lack of services to comply with modern insurance practices.

(Note: table below is used where indicator selection and evaluation was done in the workshop)

<table>
<thead>
<tr>
<th>Possible indicators</th>
<th>RELEVANCE</th>
<th>FEASIBILITY</th>
</tr>
</thead>
</table>
| - Number of incidents related to tourists per year, per month in high season (per type, road, boat, activities, petty crime) | USERS:  
- Police force, LGUs, DOT, Media  
- Tour operators (tour planning, precautionary measures)  
- Tour guides (provide info, warnings to tourists)  
- Investors | Police has time series data, information on the proportion of police force per population/tourist can be provided easily. There was a recent meeting between police force and tourism stakeholders, but there is no regular report  
- LGU |
| - Ratio of medical, security, police personnel per tourists/population  
- % resorts with lifeguards | Direct use to marketing  
Tourists and operators will use | LGU business licensing. Inspection is not throughout, not completely reliable  
DOT accreditation is just voluntary, not representative |
| - % of establishments complying with safety and security requirements |  |  |
| - % of tourists who believe the destination is safe  
- % of residents with the opinion that safety is good  
- N. Lost-and-found cases (%found) | Exit questionnaire  
- Complaints and suggestion box  
- Survey was done last April – coordinated by the Office of the Governor, Tourism Office |  |
Tourist information and interpretation (Priority issue discussed in workshop)

There is a scarcity of pre-trip information available for visitors to Bohol. Most tourists find out about the variety of programmes and services available to them only on arrival. While some good information is available in print and on line, access is uneven, and there is a shortage of some detailed and trip-specific materials; information needs update and better distribution. As well, there is a shortage of trained guides at the community level (and a need for skill-development) To address these gaps, there is a need for better coordination between the public and private sectors on information material (e.g. Alona Beach Foundation produced a local guide – but it lacks a means for distribution of this to tourists and operators. As well, there is a need for interpretation centres at sites (esp. Chocolate Hills, and Tarsier center). The example of the Simply Butterflies Conservation Centre is a good model which could be followed. Participants identified a need to provide realistic tourist information so that tourists would be more likely to meet their expectations.

<table>
<thead>
<tr>
<th>Potential Indicators:</th>
<th>RELEVANCE</th>
<th>FEASIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. of POS (People’s Organizations) managing tourism</td>
<td>Measures of level of effort being done to address this issue</td>
<td>Easy to measure through local government units and Bohol tourism records</td>
</tr>
<tr>
<td>N. of ecotourism projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N. of locals engaged in ecotourism</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N. of training activities, level of participation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Accessibility for disabled people

Many facilities in Bohol are not adapted for people with disabilities. There are paths and stairs in poor condition, barriers to access and lack of accessible facilities at sites (see also environment section on toilet facilities) and in establishments (although required by law). There is a specialized dive shop for the disabled at Alona beach which is a good example which could be followed by others.

Potential Indicators:
- % hotels and restaurants which are wheelchair accessible
- % sites with accessible toilets
- Number of establishments with programs/tours for persons with disabilities

Blood Compact Commemoration Site
6) LOCAL CONTROL
(Local involvement in planning and decision making)

- Engagement of local stakeholders in planning processes (Priority issue discussed in workshop)
The discussions identified a general lack of consultation with local stakeholders and an absence of localization of master plans. Due to changes in executives and officials there is a perception of lack of continuity of plan/programme implementation. Also, while local tourism councils are mandated, few have been put in place and there is a need to activate the local tourism councils. As well, a need to prioritize and specify a local executive/legislative agenda to tourism (as defined, promoted by the Department of Interior and Local Government) was identified. There seems to be a lack of delineation of clear roles for public and private sector stakeholders and this may impede the optimal cooperation to create a sustainable tourism for Bohol.

<table>
<thead>
<tr>
<th>Potential Indicators:</th>
<th>RELEVANCE</th>
<th>FEASIBILITY</th>
</tr>
</thead>
</table>
| Planning procedures, participation | USERS:  
- All tourism stakeholders, DILG  
- LGU coordination within destinations: Panglao Island Tourist Estate Committee (includes 2 LGUs, national agencies)  
- River: Loi and Loboc Municipalities (needs coordination) –upstream, downstream)  
Need DOT guidelines for setting up tourism. councils (perhaps exists, but not well known) – need to accredit members | • Provincial Planning and Development Office has info on LGU processes  
• N. of meetings held, regularity: from minutes and reports – currently not collected – should be reported to Provincial Tourism Office  
• Could be quarterly, annual report (there are monthly council meetings)  
• Carmen LGU (Chocolate Hills) has a tourism technical working group | |
| ● N., or % of LGUs with formal consultation processes undertaken  
● Level of participation  
● Number or % of LGU’s having functional tourism councils  
● N. % of LGU Councils with designated t. officials  
● % of businesses satisfied with processes, feels involved | |

- Awareness of host community on tourism issues
The general low level of awareness of tourism and its impacts is a problem. There is a need to inculcate culture of tourism at all levels (local people see tourism very narrowly, to do with resorts and a few other types of businesses). As well, there is an opportunity to promote community-based and eco-tourism (raising awareness on tourism opportunities in local communities). The Bee Farm is a very promising example of what can be done with local products, crafts and participation.

Potential Indicators:

% of community who are knowledgeable about tourism  
Number of residents who have attended meetings regarding tourism for Bohol
7) COMMUNITY WELLBEING
(Effects on social structures, quality of life, access to resources)

- Cultural Impact of tourism on the community
  Bohol has benefited from economic growth in the past decade: tourism and other sectors have supported the overall development of Bohol (elevated the province out of the “Club 20” poorest provinces, the Municipality around Chocolate Hill from class 4 to class 2 – economic measures). At the same time, the growing tourism in Bohol has contributed to a large increase in property prices, and at the same time generated many employment and income generating opportunities. Participants reported that, along with the growth, there has come some disruption of children (school activity) in some places/events due to cultural performances in tourism (e.g. Loboc children's choir), stimulated some changes in religious values due to increased tourism demand (services, activities need to be provided during religious holidays) and raised community concern over visitors with sexual motivations.

Potential Indicators:
- % of local residents who believe that Bohol has benefited from tourism
- % of local residents who agree that tourism has helped to sustain Bohol culture
- % of local residents who believe that tourism has raised prices
- % of local residents who believe that they benefit personally from tourism

- Sexual Tourism (Priority issue discussed in workshop)
  Sexual tourism, including that targeting children, is an issue in many destinations throughout Southeast Asia. It can harm the local population and the image of Bohol. Because much sexual tourism is clandestine, it can be difficult to obtain reliable data.

<table>
<thead>
<tr>
<th>Potential Indicators</th>
<th>RELEVANCE</th>
<th>FEASIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume of visitors engaged in sex tourism</td>
<td>Can assist in understanding of level of problem and formulating solutions</td>
<td>Observation in tourism areas (dock, resort areas)</td>
</tr>
<tr>
<td>N. of incidents of sexually transmitted diseases</td>
<td></td>
<td>Mystery guest (asking in hotels)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medical clinics report (can be underestimated)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Forum was held recently on sexual trafficking of women on Bohol, programme supported by USAID</td>
</tr>
</tbody>
</table>

8) CULTURAL RICHNESS
(Conservation and presentation of cultural heritage)

- Maintenance and enhancement of built heritage (Priority issue discussed in workshop)
  Bohol has an extensive built cultural heritage – most notably in the many historic religious buildings. There is a need for restoration and retro-fitting of traditional buildings and monuments for cultural tourism, while retaining their heritage values. Participants identified a general lack of funds for the restoration and maintenance of monuments. and the
disappearance of some traditional buildings – due to a lack of general awareness about their value. As well, there is a need for more accurate presentation of historic sites and cultural heritage and efforts to maintain the authenticity of cultural manifestations (concern over the creation of cultural festivities staged only for tourism purposes).

### Potential Indicators:

| N. of traditional/historical buildings and monuments (inventory) | RELEVANCE |
| N. of buildings in deteriorated state | USERS: |
| Existence of awareness raising programmes and seminars on heritage protection | National commission for culture and arts- NCCA |
| Existence of organizations oriented to heritage preservation | Centre for culture and arts development (Bohol) – CCAD – under the office of the Governor |
| Budget allocated for heritage preservation | Bohol Arts and Cultural Heritage Council |
| N. of tourists visiting heritage areas | Provincial Tourism Council |
| Amount of revenue generated (per year) from visitors, % allocate for preservation /retained at the site | Provincial Planning and Dev. Office |
| | Tour operators, guides |
| | Conservation agencies, NGOs, aid and financial institutions, founders |

**Feasibility**

- Parish Pastoral Council (runs the museums, buildings)
- Museum administration (The National Museum established the Bohol Museum - Branch)
- Home owners (Bahandi – Association of Traditional Home Owners) – through surveys, interviews. Survey was done as part of the inventory carried out by NCCA. NCCA trained CCAD to do the survey in early 2000. It is being repeated now, supported by Ayala Foundation. Evaluated conditions, defined action plan to improve
- A few restorations made (Carmen, Loboc, Alborne, Back Lion)
- Dauis Convent: has a business plan, restaurant, coffee, souvenir shop-diversified. Run by Parish Church. Ayala foundation provided training, supply chain built up from local community. Ayala sponsors Loboc choir
- Visitation, revenue: number of tickets issued
6.6 Environmental issues
(Priority indicators shown in boldface)

9) PHYSICAL INTEGRITY
(Landscape quality – physical and visual degradation – cleanliness)

- Planning Regulation and Enforcement (Priority issue discussed in workshop)
  This issue also addresses concerns about political will and the need for good review processes. This issue received the greatest attention from the Environment working group, and it was seen to cut across most of the other issues. Specific problems cited below such as beach management, protection of fauna, regulation of tourist facilities and transportation all were affected by planning and enforcement issues.

<table>
<thead>
<tr>
<th>Potential Indicators:</th>
<th>RELEVANCE</th>
<th>FEASIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>% locals satisfied with planning and management of destination</td>
<td>Directly related to capacity to devise and deliver sustainable tourism</td>
<td>Would depend on a local questionnaire and use of an exit survey.</td>
</tr>
<tr>
<td>% tourists who agree that destination is well planned and managed</td>
<td>Planning impacts on the overall experience, as well as the benefits and costs associated with tourism</td>
<td>LGUs can easily supply annual information on state of planning for key sites and on budget for their planning and development (much from existing documents)</td>
</tr>
<tr>
<td>% LGUs with plans which include tourism</td>
<td>Main client is residents of Bohol, but key decision-makers are also important consumers of this information – or should be</td>
<td></td>
</tr>
<tr>
<td>Other indicators:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% tourism sites with site plans</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amount spent on planning and management of key tourism sites</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
• Chocolate Hills – protection and planning for tourism use
The Chocolate Hills are a unique asset and a nationwide attraction. Currently under consideration for World Heritage status, the Hills are an extensive Karst landscape largely unaffected by development. The main access site near Carmen is atop one of the hills and suffers from congestion. Other hills are undeveloped and seem to have sufficient protection to maintain the unique landscape and vistas.

Chocolate Hills Hotel

Potential Indicators: | RELEVANCE | FEASIBILITY |
---|---|---|
• Number of visitors (total, average and peak day) | Direct response to crowding issues and to perception of problems by tourists | • Easy to monitor tourist numbers due to entry control. Can also simply count vehicles and relate to space. |
• % tourists who believe the site is well managed and protected | Toilets are part of on-site crowding issue – may be inadequate at peak times (see toilet issue below) | • Perception would require exit questionnaire |
• % tourists who think site is too crowded |  | • Toilet ratio can be easily calculated from tourist numbers |
• Number of toilets per person (average and peak) |  |  |

• Beach management (Panglao) – including salvage zone issues
One of the principal attractions of Bohol is the sandy coast of Panglao. At beaches like Alona beach, development has occurred with little control, leading to a number of issues of congestion, access, building too close to the shore in the salvage zone, quality of construction – causing erosion, loss of sand and reef areas and contamination from insufficient wastewater control. (See longer list from Alona Beach example, Annex K) A need has been identified for improved planning and cooperation to sustain the beach resource and to prevent further damage

Potential Indicators:

Number of visitors (total, average and peak day)
% tourists who believe the site is well managed and protected
% beach where structures correspond to salvage zone regulations
% reef area in good condition
Number of toilets per person (average and peak)
% of local residents who believe the site is in good condition and well managed
(See also water provision and sewage)
Number of boats anchored too close to shore
% of tourists who would recommend the beach area to their friends

- **Traffic congestion at tourism sites**
  Traffic congestion is evident at most tourism sites – Chocolate Hills, beach areas, Blood Compact area, Tarsier sanctuaries, Loboc, Tagbilaran. In some cases, it is dangerous for tourists and locals as roads are blocked by those parking and visitors need to cross main arteries. There is insufficient parking for peak periods. Local vendors at most sites add to the congestion.
  Potential indicators:
  - Number of traffic accidents (and number involving tourists)
  - % tourists who agree that the traffic is bad
  - Number of parking places at key sites (% use on key days)

10) **BIOLOGICAL DIVERSITY**
(*Impact on habitats, flora and fauna – support for their conservation*)

- **Protection of the Tarsiers (Priority issue discussed in workshop)**
  The tarsiers are a unique resource for Bohol and part of its image as a destination. There is concern over levels of protection of the animals and their habitat and also regarding how they are presented to tourists. There is a risk to Bohol’s reputation due to instances where tourists can harass or harm tarsiers, overcrowding in visitation sites and lack of visitor control and guiding. Also there are instances of poaching of tarsiers from protected areas and insufficient protection and enforcement.

<table>
<thead>
<tr>
<th>Potential Indicators:</th>
<th>RELEVANCE</th>
<th>FEASIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>% encounters between visitors and tarsiers under good conditions for tarsiers and tourists</td>
<td>Tarsiers are key asset and can be stressed. Protection is key goal.</td>
<td>Would require an on site monitoring program at key sites</td>
</tr>
<tr>
<td>Number of tarsiers in captivity</td>
<td>Tourists will react to how tarsiers are treated – affecting reputation of Bohol and its key symbol</td>
<td>Need to cooperate with protection personnel</td>
</tr>
<tr>
<td>% of tarsier habitat under protection (at different levels)</td>
<td>Support is needed to ensure sustainability of the tarsier population</td>
<td>May require standards to be set and then implementation monitored</td>
</tr>
<tr>
<td>Value of funding for protection activity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value of tourism contribution to protection of tarsiers and their key sites</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Conservation and protection of marine mammals**
  Many locals (including former fishermen and whalers) make their living taking visitors to see marine mammals. There are resident dolphin populations visible during most of the year, as well as some whales in season. While there are some organized cooperatives (e.g. on Pamilacan Island) there are many unregulated boats, some of which do not have crews trained in how to treat the mammals and how to manage watchers.
  Indicators:
  - Number of marine mammals in region
  - % of those taking tourists who are trained
  - % tourists who are happy with their whale/dolphin watching experience
  - Number of tourists viewing dolphins and whales
Number of incidents of bad practice/harassment reported to authorities
Number of protection officers in region

- **Reef protection**
The reefs around Bohol are considered to be some of the most bio-rich and varied on earth – a major draw for divers and snorkellers. Over fishing, dynamite fishing, cyanide fishing, anchoring on reefs, inappropriate practice by visitors, all are damaging key reefs. There is insufficient patrol, enforcement of good practice. Loss of the reefs or damage to them can significantly harm Bohol’s tourism.

Potential Indicators:

  Number/% of tourists who dive, snorkel
  % of reef visitors who believe reefs are well managed and protected
  Number of boats taking tourists diving/snorkelling (% licensed and trained)
  % of reefs considered to be in good condition
  # Complaints received about diving practice (need central point to collect)
  Amount spent to patrol/control reef areas
  % Reef area buoyed

11) **RESOURCE EFFICIENCY**
(Reducing use of scarce and non-renewable resources – energy, water etc.)

- **Water provision for Panglao**
Panglao is a rapidly growing tourism destination. At present, it has no reticulated water system. Water is pumped from wells and some is brought in by truck from the main part of Bohol. Panglao sits on a small freshwater lens which is depleted in dry season and can easily be over-pumped – causing salinization. There have been many complaints over water shortage and quality. Tourists do not appreciate brackish water coming from taps. As well, there may be problems of contamination as there is no central wastewater collection system and leachates may contaminate the aquifer.

Potential Indicators:

  % of tourism establishments which are on a central water system (none now)
  % tourists who agree that the island has clean safe drinking water
  Number of waterborne diseases reported by tourists and locals
  % tourists who agree that food and drink in Bohol (Panglao) was good
  Cost per liter of drinking water (to consumer, to LGU)

- **Environmental awareness**
Both local residents and tourists are less aware of environmental issues than is desirable. The maltreatment of ecosystems and species, the way garbage is strewn, how people treat the beaches and reefs is related to their awareness of the value of the environment and their impact on it.
Steps to make both locals and tourists aware of environmental concerns (see also following issue) can be a catalyst for better behaviours and help sustain key environmental resources.
Potential Indicators:

- **% of guides who have received appropriate training**
- **% of local residents (and students in particular) having exposure to environmental curricula**
- **% of local officials who have attended workshops and courses on environmental and sustainable tourism**
- **% local residents who have awareness of environmental issues in their own community**

**Environmental information for tourists**

Tourists need to know of key environmental issues and expectations in the destinations they visit.

Potential Indicators

- **% tourists who receive information on environmental issues (e.g. good behaviour on reefs, need to conserve water, local fragile sites) before arriving**
- **% of tourist literature re Bohol which has environmental component**

**12) ENVIRONMENTAL PURITY**

*(Global emissions – carbon footprint – local pollution of air, water and land)*

- **Provision of sufficient comfort rooms/toilets at key sites** *(Priority issue discussed in workshop)*

All tourists need to relieve themselves on visits. The availability and condition of public toilets (and those in private enterprises which may be accessible to them) can make a significant difference to their comfort level and their overall experience. Bohol has few public facilities, and those which are available are often unclean or broken. There is little planning for needs, particularly at peak use times at tourist sites, and as a consequence use of inappropriate places to seek relief. This can cause site contamination and again negatively affect the tourist experience.

Potential Indicators:

- **% of tourists who agree that toilet facilities are available and clean**
- **Length of lineups at key sites (peak times)**
- **Number of toilets per tourist at key sites (day counts and peak times)**
- **% toilet facilities which meet agreed standards**
- **% toilet facilities which are clean and in working order**

- **Sewage management (particularly Panglao, Baliscag and Loboc river)**

The beaches of Panglao and Baliscag and the waters of the Loboc River are key tourism sites. The quality of the water is both visible and part of the tourism experience. Where there is contamination there are both aesthetic (and smell) and health effects – which translate into negative impacts on the tourism experience. While swimming or eating, tourists do not wish to see or sense sewage. Sewage management along the rivers and on/near the beaches is inadequate – and seepage or direct dumping from boats is common – and not policed.

Potential Indicators:

- **% of tourists who believe that the sites are clean**
- **% days that site meets coliform standards**
- **Number of gastrointestinal or other water-borne diseases reported**
- **% of sewage systems which meet standards (and are independently inspected)**
- **Number of septic systems in good repair**
- **% of resort/hotels where sewage is treated to primary/secondary/tertiary standard**
- **% hotels on reticulated sewage system**
- **Garbage (beaches and tourism sites)**
  Tourists are very sensitive to garbage; many come from countries where there are sophisticated systems for solid waste management. Piles of garbage, debris strewn on the roads or beaches, degrade the destination and the experience. No-one wants a vacation in a garbage dump. While the state of debris in public areas in Bohol is quite good, there is not a real formal collection system and there is risk of contamination.

  **Potential Indicators:**
  - % of tourists who agree that Bohol is a clean destination
  - Waste counts on tourist sites (Alona beach, roads to the Chocolate Hills, other visited places)
  - % of LGUs with effective waste collection systems

- **Noise (Alona)**
  Alona beach is the most intensively developed tourism site, with large numbers of tourists congregating on the 1.5 Km beach. The entire shore zone is developed with hotels, bars, tourism services and access points. With many restaurants and bars, and access by cars trucks and motorcycles to the shore zone, noise can offend some tourists. While some may stay late for the karaoke or loud bands, others nearby may wish to sleep (they may want to rise early to watch the dolphins or go diving). This can create conflict.

  **Potential Indicators:**
  - % tourists who agree that Alona is a quiet pleasant beach (exit questionnaire)
  - Number of complaints to hoteliers (need central collection point for data)
  - % locals who agree that Alona is a quiet pleasant area (local questionnaire)
  - % of time when noise levels exceed standard (can use noise meter)
6.7 Action Plans for Key Selected Issues

Each working group selected a few issues from the priority list it had identified in each working group to serve as a training exercise in the selection and evaluation of indicators. To show the range of challenges, one relatively simple issue was chosen to develop first; the group then moved to deal with a more abstract or complex issue. The work entailed consideration of indicators and examining the potential use of these in the context of an action plan. The results of the working sessions are set out below. The Action Plan worksheets were used to guide the discussion.

Tourism Planning

Sustainability objective: Having an effective planning process, with good participation

Description, observed trends to date in the issue (using the indicators):

- Most tourism destinations have tourism councils (around 80%) Panglao now inactive.
- Most tourism destinations have designated tourism officers (except Panglao). In Chocolate Hills, General Manager also designated as tourism officer.
- LGU level private sector is not fully integrated in planning. In Loboc, private sector is normally invited, but participation is low (late notice, problem of timing, communication).
- Chocolate Hills, hotel provides lunch for consultation (incentives).
- Desired trends, targets, standards or thresholds (limits) to be met:
  - All destinations have functional planning processes, councils and designated areas.

Actions taken so far (results), existing regulations, policies or references:

- Executive Legislative Agenda special budget line was created for tourism. Staff has been designated, to form special tourism unit at LGU (Carmen, Chocolate Hills).

Expected actions to improve the situation with the sustainability issue in question (including plans to improve information collection and analysis of information and indicators, if necessary):

- Create specific tourism unit at Panglao and Dauis LGUs (compose Panglao island) at Loboc with corresponding budget and staff (include in ELA – overseen by DILG).
- Improve coordination, better notification. Provide incentives.
- Hold regular monthly meetings with minutes to be submitted to Provincial Tourism Office. Prepare regular analysis on situation and quarterly report – disseminate (Institutionalizing monitoring process).
- Develop inter-agency task force at provincial and municipal level (Provincial dependencies of Public works and highways, Dept. of Transport an Communication, DOT) – through the Provincial Tourism Council.

Public safety and security

Sustainability objective: Safety and security in tourism establishments and activities

Description, observed trends to date in the issue (using the indicators):

- There have been recent incidents of drowning in resort/hotel pools.
- Incidents reported in Chocolate hills, children falling down slopes and stairs; Normally guides brief passengers (steps, slippery), there is good maintenance.
- Boat accidents (an accident happened when tourists had engine problem, drifted some distance, used cell phone to contact rescuers.)
- Petty crime is increasing, especially in the city.
- Compliance with safety requirements: basic requirements (e.g. fire extinguishers are broadly complied with – it is part of a basic permit).
- Emergency facilities (communication, first aid) rather limited. Due to the incidents, now almost all resorts with pool have lifeguards.
- There is no decompression chamber in Alona. In Loboc there is a new stand for lifeguards by the river, not fully operational and lacking key equipment, communication facilities. There is a river patrol.
- There is a special tourist police force in Alona and are 2 tourist police representatives for each floating restaurant (boat) in Loboc (volunteer).

**Indicators:**
- Number of incidents related to tourists per year, per month in high season
- Ratio of medical, security person per tourists/population
- % resorts with lifeguards
- % of tourist establishments complying with safety and security requirements
- % of tourists who believe the destination is safe
- % of residents with the opinion that safety is good

**Desired trends, targets, standards or thresholds (limits) to be met:**
- Zero incidents
- All resorts with basic safety equipment, lifeguards and radio communication
- All guards should be trained and licensed, accredited by Red-Cross for first aid
- Reduce petty crime to minimum

**Actions taken so far (results), existing regulations, policies or references:**
- A first aid attention room has been set up at Chocolate Hills
- In Loboc there is a new stand for lifeguards by the river, not fully operational. Lack of equipment, communication. There is river patrol.
- Existing ordinance for lifeguards has been enforced after the incidents (LGUs)
- There is a lost-and-found desk at Chocolate Hills
- Local radio announces cases of lost pertinences to help search (incentives are provided – small money, recognition)
- There is a reception center (visitor assistance office in the new dwarf facility), but service is not complete, problem with location
- Provincial peace and order Council deals with situation (Provincial and municipal police are members) This body recently had its first meeting with tourism stakeholders

**Expected actions to improve the situation with the sustainability issue in question**
(including plans to improve information collection and analysis of information and indicators, if necessary):
- Assign guides on stops on stairs, assign girl scout volunteers (Chocolate Hills)
- Barangay Tanods (local police) to designate guards especially in high season and night time (will be paid allowance from the donations, provide food, coffee)
- Include in the agenda of the LGU tourism council as priority
- Organize training programmes for guards (Dept. of Health, Police, DOT, Disaster Coordinating Council, Red Cross)
- Increase regularity of police patrol (better visibility, availability for tourists)
• Improve visitor assistance, signage in Loboc (re-organization of site, tourism flow management)
• Provide regular reports on safety issues

Improvement of environmental planning processes

Sustainability objectives:
- Creating a planning environment which works to deliver sustainable tourism
- Fostering better knowledge and therefore agreement, partnership and political will to address environmental issues associated with tourism in Bohol.

Description, observed trends to date in the issue (using the indicators):
- Plans: Sketch plan in place since 1998; New tourism plan in process
- Laws are generally sufficient but lack effective implementation
- Enforcement is very sporadic and missing for many key issues
- Political will seems to be lacking to fully enforce some important laws
- Seems to be getting worse in some cases – affecting quality of tourism product and causing dissatisfaction of locals and visitors

Desired trends, targets, standards or thresholds (limits) to be met:
- Effective on site enforcement – of for example activities of boats, dive boats, tour boats, tour operators,
- Key indicators:
  - %locals satisfied with planning and management of destination
  - %tourists who agree that destination is well planned and managed
  - % LGUs with plans which include tourism
- Targets should be set high – 100% compliance as a goal

Actions taken so far (results), existing regulations, policies or references:
- Sketch plan 1998
- Master Plan – Bohol Tourism Plan
- Culture and Arts plan in place
- Environment code
- Zoning/Land Use Plan

Expected actions to improve the situation with the sustainability issue in question
(including plans to improve information collection and analysis of information and indicators, if necessary):
- Make all new area development conform to Land Use Plan -Building officials –DILG (LGU)
- Integrate coastal resource management plan (CRMP) and tourism/zoning plan
- Create strong multi-stakeholder (lobby) group to influence decision process (Council of Prime Movers)
- Community participatory process to create consensus and influence decision makers
- Case studies/research to highlight issues and concerns (directed research on key issues)
- Public use of key indicators – as check and to claim successes
- Bring other allies into the process (the church, NGOs, etc)
- Awards to good practice
**Adequacy of Public Toilets**

**Sustainability objective:** Good, accessible, clean facilities at all tourist sites and also on boats/beaches

**Description, observed trends to date in the issue (using the indicators):**
- Capacity issue: more stress on toilets due to more tourism – many sites.
- Long line-ups when buses arrive.
- Poor quality, not clean, often broken facilities.
- No cooperation among private and government to assure adequate facilities.

**Desired trends, targets, standards or thresholds (limits) to be met:**
- Accessible toilets all key sites,
- Adequate numbers for peak times,
- Tourists satisfied,
- Elimination of use of inappropriate places for toilet activities.

**Actions taken so far (results), existing regulations, policies or references:**
- DOT Program-GREET
- Toilet of the Year Award

**Expected actions to improve the situation with the sustainability issue in question** (including plans to improve information collection and analysis of information and indicators, if necessary):
- Get all sectors together for each site
- Plan sites with toilets to match capacity
- Cooperation re land/infrastructure
- Users fee or free?
- Toilet provision as part of strategic plan for any site development
- Law to put toilets in all destinations as element in permitting, certification

**Protecting the Tarsiers**

**Sustainability objective(s):**
- Conservation and protection of tarsiers and their habitat
- Protection of the Image/symbol of Bohol
- Sustain tourist access to tarsiers

**Description, observed trends to date in the issue (using the indicators):**
- Increased tourist pressure on species and specific sites
- Lack of sufficient protection at viewing sites and more generally for tarsier habitat
- Insufficient funding for protection activity

**Desired trends, targets, standards or thresholds (limits) to be met:**
- All encounters between visitors and tarsiers to be under good conditions for tarsiers and tourists
- Tourism cooperates in protection of tarsiers and their key sites
- Critical tarsier populations protected in the wild (including habitats)
Actions taken so far (results), existing regulations, policies or references:

- Some protection legislation in place;
- Limited enforcement

Expected actions to improve the situation with the sustainability issue in question (including plans to improve information collection and analysis of information and indicators, if necessary):

- Pre-orientation/information for all tourists
  - at entry points
  - Interaction standards
- Tarsier Welfare Act-
  - Wildlife act in effect
  - Local ordinance needed
- Monitoring Program
- Strict enforcement at sites
- Guide training and certification
- Improved awareness program for visitors
- Local community sensitization
- Monitoring - of tourist impact
  - Illegal trade
- Thorough species inventory
- Monitor captive tarsier health
- Support Tarsier Foundation
7.0 CONCLUSIONS AND RECOMMENDATIONS FROM THE WORKSHOP

7.1 Baseline Indicators for Tourism Development in Bohol

The workshop was primarily about demonstrating processes in indicator selection; it did not set out to establish a comprehensive indicator set for the region. It was also pointed out that to do so requires a phased approach, with the necessary time and resources (see the beginning of Chapter 4, above). However, based on the workshop and existing material, there is a possibility to provide some pointers for the Department in developing a baseline indicator set. UNWTO particularly encourages use of the Guidebook on Indicators of Sustainable Development for Tourism Destinations (UNWTO 2004). This contains a full compendium of relevant sustainability indicators with suggestions on associated data collection. Particular attention is drawn to the set of 29 baseline indicators identified in that publication, which are seen as of key relevance to most destinations. These are reproduced in Annex C. However, destinations are encouraged also to review and supplement this set according to their specific circumstances. The guidebook also provides a commentary of issues and indicators which may be of particular relevance to islands, coastal zones, mountains and fragile ecosystems.

Based on the research and results of workshop discussion, the following indicators are recommended as a shortlist to be considered in establishing a sustainable tourism monitoring program (Observatory) for Bohol. Many can be combined in a simple exit questionnaire (Exit Q) or in a periodic local survey (Local Q). Those indicators which the expert team believe to be most timely and critical – and should be implemented as soon as possible are shown in bold and red.

### Economic viability
- % of tourists who believe that Bohol has a good variety of products for tourists (Exit Q)
- % of tourists who believe that Bohol is good value for money (Exit Q)
- % of tourists who would recommend Bohol to their friends (Exit Q)
- No. of structures inside 20 m salvage zone on key beaches
- No. of households/establishments with potable water supply
- No. of households/establishments with sewerage connection
- Volume of visitors (and per sq metre) in average and peak day – key sites
- % of tourists who agree that Bohol is a clean destination (Exit Q)
- % of tourists who believe the site is well managed and protected
- % beach where structures correspond to salvage zone regulations
- % of tourism establishments which are on a central water system (none now)
- % of tourists who agree that the island has clean safe drinking water
- % tourism sector officials and enterprises who are satisfied with the availability and accessibility of the data they need

### Local Prosperity
- Length of stay (Average)
- Occupancy rate by classification of establishment
- % of tourists who are unhappy about their interaction with vendors on key sites
Employment Quality
- % of crafts sold which are made locally (in Bohol) – simple survey of craft markets
- % of local residents who believe that tourism offers good job opportunities for them (gather via local survey – Local Q)
- % of tourists who believe that they received good service in Bohol (Exit Q)
- % of front line staff who have received tourism training (% of staff with appropriate training in the last two years)

Social Equity
- % of local entrepreneurs who are satisfied with the level of access to capital and support services
- Value of support to small tourism enterprises in Bohol (per year)

Visitor Fulfillment
- Number of incidents related to tourists per year, per month in high season (per type, road, boat, activities, petty crime)
- % of t. establishments complying with safety and security requirements
- % of tourists who believe the destination is safe (Exit Q)
- % of residents with the opinion that safety is good (Local Q)
- % hotels and restaurants which are wheelchair accessible

Local Control
- No, or % of LGUs with formal consultation processes undertaken
- % of businesses satisfied with processes, feel involved
- % of community who are knowledgeable about tourism

Community Wellbeing
- % of local residents who believe that Bohol has benefited from tourism (Local Q)
- % of local residents who agree that tourism has helped to sustain Bohol culture (Local Q)
- Volume of visitors engaged in sex tourism

Cultural Richness
- No., % of buildings in deteriorated state, % restored
- Budget allocated for heritage preservation

Physical Integrity
- % locals satisfied with planning and management of destination (Local Q)
- % tourists who agree that destination is well planned and managed (Exit Q)
- % LGUs with plans which include tourism
- Number of visitors (total, average and peak day) (registries, Exit Q)
- % tourists who believe the site is well managed and protected (Exit Q)
- % beach where structures correspond to salvage zone regulations
- % reef area in good condition
- Number of toilets per person (average and peak)
- % of local residents who believe the site is in good condition and well managed
- Number of traffic accidents (and number involving tourists)
- % tourists who agree that the traffic is bad
- % encounters between visitors and tarsiers under good conditions for tarsiers and tourists
- Number of marine mammals in region
- % of those taking tourists to view marine life who are trained
% tourists who are happy with their whale/dolphin watching experience (Exit Q)
Number/% of tourists who dive, snorkel
% of reef visitors who believe reefs are well managed and protected (Exit Q)
Number of boats taking tourists diving/snorkelling (% licensed and trained)
% of reefs considered to be in good condition

Resource Efficiency
% of tourism establishments which are on a central water system in key areas
% tourists who agree that the island has clean safe drinking water (Exit Q)
% of guides who have received appropriate training
% tourists who receive information on environmental issues (e.g. good behaviour on reefs, need to conserve water, local fragile sites) before arriving
% of tourist literature re Bohol which has environmental component

Environmental Purity
% of tourists who agree that toilet facilities are available and clean
% of tourists who believe that the sites are clean (Exit Q)
% days that site meets coliform standards (bathing water quality)
Number of gastrointestinal or other water-borne diseases reported
% of sewage systems which meet standards (and are independently inspected)
% tourists who agree that Alona is a quiet pleasant beach (Exit Q)

Note that many of the key indicators can be obtained together in exit questionnaires or in a periodic local questionnaire, including many of those which seem to be most important and critical to decisions regarding the future sustainability of Bohol. Such questionnaires can be island-wide, or on occasion done locally (such as the test demonstration done in Alona beach)
7.2 Next Steps for Bohol

Bohol is at a critical juncture. Most of its assets are intact, and prospects for tourism growth are good. Comprehensive planning of tourism at an island wide scale is under way, and steps are being taken to fortify the infrastructure necessary to support more tourism. This is the ideal time to establish a baseline of information and to formalize the monitoring of key factors related to the sustainability of tourism in Bohol. A session, dedicated to discuss recommendations for follow up actions, identified the following possibilities:

1) A selection of key indicators be formally adopted, and that these be calculated and monitored on a regular basis. The short list above should act as a catalyst for the selection of at least a dozen indicators to be collected and reported on a regular basis.

2) An exit questionnaire for tourists should be developed, covering the critical issues and administered on a systematic basis to tourists as they exit Bohol. This is facilitated by the fact that most tourists leave Bohol by a few exit points (Airport and ferry docks) and most must wait to board, making a sampling very practical. Universities can help in developing and conducting the questionnaire, integrating it in course exercises, preparing and involving students for this purpose. Cooperation can be developed also with transport sector, to have conduct surveys at exit or check in, while tourists wait to board. There could be also a possibility to conduct local surveys, e.g. through the Hotel association at Alona beach, with their guests. DOT has developed a manual for tourism statistics and surveys, and occasional surveys has been conducted, with the main focus on demand and market analysis. These surveys can be complemented with questions addressing tourist's satisfaction on key sustainability issues.

3) A local survey questionnaire be established addressing some of the key issues affecting local residents described in this report. It can be administered in off season by tourism staff, providing adequate resources can be provided. Bohol could consider partnering some private enterprises, NGOs or local colleges to carry out this task, ideally to a representative sample every year or two. (Note, in some other jurisdiction, this type of survey can make a very good class project at the high school or college level). The challenge is to arrange to have it done systematically on a continuing basis. In the past some household surveys has been done. These cam be amplified and specified on the perception of locals about tourism and destination-specific issues.
4) Bohol is encouraged to become part of the Sustainable Tourism Observatory, currently being developed by UNWTO, and to share its results and benchmarking with other destinations involved in the observatory worldwide. Observatory status can be conferred once a monitoring program using a set of indicators has been established on a continuing basis. Setting up the Observatory should be a gradual process, as developing capacities takes time and resources. It could started at the IGU level, with identifying and measuring a selected set of indicators. It is suggested that this report be presented in a follow up stakeholder meeting in Bohol, establish a task force or committee and discuss on follow up actions. Interagency cooperation and the mobilization of appropriate institutional partners will be key for this process. Tourism authorities will need to cooperate with the statistical offices at the national, provincial and local levels (e.g. with NSCB – National Statistical Coordination Board, Provincial Planning Office and Municipal Planning Offices that have statistical roles and capacities). The National Service Training Program (NSTP) may provide capacity building service or access to student labour, in relation with community services.
7.3 Next Steps for the Philippines

The Philippines are just beginning to benefit from the significant growth in tourism which has occurred in much of Southeast Asia. With extensive tourism assets, the country is expected to see a rapid expansion of tourism, notably from East Asia, as well as other parts of the world. While excellent steps have been taken to set up national tourism accounts, and the Philippines is a leader in work to extend this to a regional level, there still is a need for consistent reporting of several indicators related not only to economic aspects of tourism but also to social and environmental factors and measures of the impacts of tourism on key local destinations and sites. The national government is encouraged to consider the establishment of a selection of shared indicators at the island or site level which can be used to benchmark individual sites and to compare aspects of sustainability. The Bohol workshops were designed to showcase an approach and to give participants a taste of how fruitful both the methodology and results can be in understanding sustainability at the site and destination level. Representatives from other provinces expressed interest to apply the indicators methodology, and it is hoped that similar workshops and processes can be arranged in other Philippine destinations, leading to a national program which will help in understanding sustainable tourism at this level and support other initiatives towards sustainable tourism at a national level. UNWTO will continue provide technical support for these efforts.
ANNEXES

Annex A : Workshop Programme: Workshop on Sustainable Tourism Indicators and Destination Management

Monday, 15 October 2007

08:30 – 09:30 Registration

Opening Ceremony

Welcome remarks:
Hon. Erico B. Aumentado, Governor, Bohol

09:30 – 09:45 Opening Remarks
Hon. Oscar P. Palabyab, Undersecretary, Department of Tourism

Message
United Nations World Tourism Organization

Introduction to sustainable tourism destination management and to the workshop methodology

09:45 – 10:15
- Sustainable tourism policies and tools for destination management: principles and practice
  Mr. Gabor Vereczi, Chief, Environment and Quality Section, Sustainable Development of Tourism Department, United Nations World Tourism Organization

10:15 – 10:30 Coffee/ Tea Break

10:30 – 11:00
- The application of sustainable tourism indicators for destination management and monitoring:
  Dr. Edward Manning, UNWTO Expert on Sustainable Tourism Indicators

Introduction to tourism policies, planning and management in the Philippines and Bohol

11:00 – 11:30
- The Eco-tourism National Strategy
  Dean Evelyn B. Pantig, School of Tourism, Philippine Women’s University

11:30 – 12:00
- National Tourism Satellite Accounts
  Ms. Regina S. Reyes, Chief, National Statistical Coordination Board

12:00 – 01:00 Lunch

Presentations by experts and local representatives on tourism in Bohol

01:00 – 01:30
- Bohol Experience on Sustainable Tourism Development
  Ms. Josephine Cabarrus, Bohol Tourism Office

01:30 – 01:45
- Tourism Practices in Alona Beach
  Mr. Holger Horn, President, Alona Beach Community Foundation
Establishing the destination profile of Bohol

(01:45 – 03:30)
(Plenary exercise led by UNWTO experts to identify the key tourism resources, stakeholders and policy/management frameworks)

Coffee/Tea Break

Briefing on the field visit and exercises for Tuesday and Organization of working groups

UNWTO Experts

Welcome Reception

Hosted by Provincial Government of Bohol

Tuesday, 16 October 2007

Assembly

09:00 – 02:00
Field visits and exercises at the case study sites in Bohol (Chocolate Hills, Loboc, Panglao)

Meeting with LGUs, tourism association and organizations

04:00
Back to Hotel

Wednesday, 17 October 2007

Processing of the field exercise information and analysis of key sustainability issues

(09:00 – 12:00)
(Introduction in plenary, followed by working groups)

Coffee/Tea Break

10:00 – 10:15

Reporting to plenary on working group results

10:15 – 12:00

Lunch

001:00 – 05:00
Identification of potential indicators and monitoring methodologies that correspond to the sustainability issues

(03:00 – 03:15)
(Introduction in plenary, followed by working groups)

Coffee/Tea Break

03.15 – 06:00
Plenary
Thursday, 18 October

09:00 – 12:00  
**Definition of policy and management responses** to the sustainability issues  
(Introduction in plenary, followed by working groups)
10:00 – 10:30  
Coffee/ Tea Break
10:30 – 12:00  
**Plenary (working group results)**
12:00 – 01:00  
Lunch
01:00 – 03:00  
**Recommendations on a follow up action plan** to implement the workshop results in Bohol:
  - Implementation of the sustainable tourism indicators and policy/management responses, reporting and communication processes
  - Application of the survey tools introduced
  - Establishment of a Sustainable Tourism Observatory in the case study destination (Bohol)  
    (discussions in plenary)
03:00 – 03:15  
Coffee break
03:15 – 04:45  
**Recommendations for the broader application of the indicators and workshop methodology:**
  - Applications in other destinations of the Philippines
  - Links with national policies
  - Establishment of a National Observatory on Sustainable Tourism
04:45 – 05:00  
**Closing remarks**
Hon. Phineas A. Alburo  
Undersecretary, Department of Tourism
### Annex B: Sustainability Issue Analysis Worksheet: 12 Aims for Sustainable Tourism

*Making Tourism more Sustainable – A Guide for Policy Makers (UNWTO/UNEP 2005)*

<table>
<thead>
<tr>
<th>Economic dimension</th>
<th>Socio-cultural dimension</th>
<th>Environmental dimension</th>
</tr>
</thead>
</table>
| **1) ECONOMIC VIABILITY**  
To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term. | **5) VISITOR FULFILMENT**  
To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways. | **9) PHYSICAL INTEGRITY**  
To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment |
| **2) LOCAL PROSPERITY**  
To maximize the contribution of tourism to the prosperity of the host destination, including the proportion of visitor spending that is retained locally | **6) LOCAL CONTROL**  
To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders. | **10) BIOLOGICAL DIVERSITY**  
To support the conservation of natural areas, habitats and wildlife, and minimize damage to them. |
| **3) EMPLOYMENT QUALITY**  
To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways. | **7) COMMUNITY WELLBEING**  
To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation. | **11) RESOURCE EFFICIENCY**  
To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services. |
| **4) SOCIAL EQUITY**  
To seek a widespread distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor. | **8) CULTURAL RICHNESS**  
To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities. | **12) ENVIRONMENTAL PURITY**  
To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors. |
**SUSTAINABILITY ISSUES AND INDICATORS:** Each of the 12 Aims is elaborated below with some suggested indicators which may respond to them.

1) **ECONOMIC VIABILITY**
To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of status and performance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tourism volume and seasonality</strong></td>
<td><strong>What is the current/baseline situation? How well/badly we are doing now and how do we progress?</strong></td>
</tr>
<tr>
<td>- Tourist arrivals or bednights by month or quarter (distribution throughout the year)</td>
<td>- Number of different attractions in or near destination (classified by type of attractions, e.g. cultural and natural heritage sites, events and festivities, leisure activities and sites, etc.).</td>
</tr>
<tr>
<td>- Day visitor arrivals (estimate) per month or per annum</td>
<td>- Range of tourist services available in the destination (classified by tourism services type, e.g. accommodation and catering, transportation, information and guiding, conferences and meetings, etc., also classified by price ranges).</td>
</tr>
<tr>
<td>- Number of bedspaces (by accommodation type)</td>
<td>- Use intensity of attractions and services (n. of clients and visitors per month or year).</td>
</tr>
<tr>
<td>- Occupancy rates for licensed (official) accommodation by month (peak periods relative to low season)</td>
<td>- Number and type of unique features, attractions, programmes</td>
</tr>
<tr>
<td>- % of business establishments open all year</td>
<td>- Existence of special (branded) local products (handicrafts, cuisine, produce),</td>
</tr>
<tr>
<td>- Number and % of tourist industry jobs which are permanent or full-year (compared to temporary jobs)</td>
<td>- % of products sold in shops produced locally,</td>
</tr>
<tr>
<td><strong>Product diversity, differentiation, providing variety of tourist experiences and services</strong></td>
<td>- Number, % of shops selling local products and crafts</td>
</tr>
<tr>
<td><strong>Access, tourism transport</strong></td>
<td>- Number % of restaurants serving typical local dishes</td>
</tr>
<tr>
<td>- Modes of transport to reach the destination (frequency, capacity, occupancy rates, price levels)</td>
<td><strong>Increased visitor staying and spending</strong></td>
</tr>
<tr>
<td>- Length of travel from international airport</td>
<td>- Average length of stay</td>
</tr>
<tr>
<td>- Number of sites and tourism services accessible by public transport</td>
<td>- Total local spending generated by tourism</td>
</tr>
<tr>
<td>- Availability of transportation services at the destination (by type)</td>
<td>- Average spending per tourist</td>
</tr>
<tr>
<td><strong>Viability/competitiveness of tourism businesses</strong></td>
<td><strong>Cost/Price ratios (including gross margin) of accommodation, attractions, tours or packages compared to industry norms or ratios for similar products at other destinations.</strong></td>
</tr>
<tr>
<td>- Tourism revenues (growth rates)</td>
<td><strong>Annual profit of tourism businesses (growth rates)</strong></td>
</tr>
</tbody>
</table>
| - % of enterprises reporting growth in business over previous years | **Workshop on Indicators of Sustainable Development for Tourism Destinations**
**Tagbilaran, Bohol, Philippines**

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October 15-18 2007

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Workshop on Indicators of Sustainable Development for Tourism Destinations
### Indicators of management and policy framework

**What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?**

- Existence of an agreed and monitored sustainable development strategy or action plan, or tourism component included in regional development strategy. Rate of implementation
- Existence of marketing study and plan. Rate of implementation (marketing activities carried out)
- Existence of destination brand, and its use in different media
- Budget allocated for marketing and promotion of the destination
- Existence, number of staff dedicated to marketing activities
- Existence of tourism business support programmes (incentives, trainings), frequency, level of participation
- Existence of product development support and marketing activities for low season
- Existence of tourism business associations for cooperative marketing and management, % of businesses participating
- Existence and implementation of plans to improve transport infrastructure and access

### Indicators of perception/satisfaction of tourists and residents

**What is the opinion of the tourists about the quality of the destination experience, and what is the opinion of locals about tourism's impacts?**

- Number of returning guests
- N. of complaints received from tourists on services and programmes
- N. of complaints received from managers and business owners on marketing and business support activities

**Questionnaire based evaluation:**

- Value/price rating by tourists
- % of tourists attracted to destination because of unique features
- % of tourists satisfied with:
  - programme variety and quality of services
  - the information provided on the destination before the trip and during their stay
  - with the access and transport conditions
- % of tourists made their travel decision using the information and promotional channels developed through the destination marketing activities.
- % of tourists who would recommend the destination to others
- % of managers, business owners satisfied with support and marketing programmes
- % of managers, business owners with positive expectations of business growth
2) LOCAL PROSPERITY
To maximize the contribution of tourism to the prosperity of the host destination, including the proportion of visitor spending that is retained locally, and to reduce the leakages.

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of status and performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support of locally owned businesses</td>
<td>• % of businesses owned by local residents, nationals or foreigners</td>
</tr>
<tr>
<td></td>
<td>• % of licensed operators run by locals</td>
</tr>
<tr>
<td>Local sourcing and supply (local products)</td>
<td>• % and value of products purchased locally by tourism businesses and facilities</td>
</tr>
<tr>
<td></td>
<td>• % and value of local products and produce sold to tourism facilities and businesses</td>
</tr>
<tr>
<td></td>
<td>• Number of tour operators working with local service providers, guides, etc.</td>
</tr>
<tr>
<td></td>
<td>• Number of shops selling local products and crafts</td>
</tr>
<tr>
<td>Local labour</td>
<td>• % of jobs occupied by local residents (by types and levels – unskilled, skilled)</td>
</tr>
<tr>
<td>Tourism’s contribution to social services, infrastructure</td>
<td>• Infrastructure and social services attributable to tourism development</td>
</tr>
<tr>
<td></td>
<td>• Value of voluntary giving by tourists and tourism businesses</td>
</tr>
<tr>
<td></td>
<td>• Value, frequency of community outreach programmes by tourism businesses and operators</td>
</tr>
</tbody>
</table>

Indicators of management and policy framework

What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?

- Existence of tourism business support programmes (incentives, trainings), frequency, level of participation
- Existence of special brands, labels for local products
- N. % of tourism businesses with policies and practices promoting local sourcing, collaboration with local producers
- N. % of companies that has donation schemes

Indicators of perception/satisfaction of tourists and residents

What is the opinion of the tourists about the quality of the destination experience, and what is the opinion of locals about tourism’s impacts?

- % of local residents who believes tourism brings benefits to the community
3) EMPLOYMENT QUALITY
To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of status and performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number and quality of employment in the tourism sector</td>
<td>- Total number employed in the tourism sector, by sub-sectors (e.g. accommodation, restaurants, transportation, guiding, etc.), by occupations and levels</td>
</tr>
<tr>
<td></td>
<td>- Retention levels of employees</td>
</tr>
<tr>
<td></td>
<td>- Average hourly earnings in tourism compared to other sectors</td>
</tr>
<tr>
<td></td>
<td>- Number (%) of employees qualified/certified;</td>
</tr>
<tr>
<td>Local labour</td>
<td>- % of jobs occupied by local residents (by types and levels — unskilled, skilled)</td>
</tr>
<tr>
<td>Year round employment</td>
<td>- Percentage of jobs that are full time, full year;</td>
</tr>
<tr>
<td></td>
<td>- Local unemployment rate in off-season</td>
</tr>
<tr>
<td>Training</td>
<td>- Number, % of enterprises providing on-the job training, number of employees involved</td>
</tr>
<tr>
<td></td>
<td>- Training funds spent per employee, frequency of training programmes and level of participation</td>
</tr>
</tbody>
</table>

**Indicators of management and policy framework**
*What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?*
- Availability of publicly driven training programmes for human resources development in local destination or for groups of enterprises (frequency, level of participation)
- Existence of incentives for companies to provide training
- Number, % of enterprises offering social services for workers
- Existence of labour regulations and standards (health, safety, social services), level of application in the tourism sector

**Indicators of perception/satisfaction of tourists and residents**
*What is the opinion of the tourists about the quality of the destination experience, and what is the opinion of locals about tourism’s impacts?*
- % of employees satisfied with work conditions
4) SOCIAL EQUITY
To seek a widespread distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of status, and performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment and business opportunities in tourism for women, youth, indigenous people, poor people</td>
<td>% of women, youth, indigenous people, people living below poverty thresholds (international, national) of all tourism employment and of all informal tourism occupations&lt;br&gt;Income levels and levels of training/skills in the above groups&lt;br&gt;% of women/men owning /controlling tourism businesses&lt;br&gt;Number,% of companies with community outreach programmes, donation schemes, value of support provided</td>
</tr>
</tbody>
</table>

Indicators of management and policy framework
What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?
- Availability of publicly driven support programmes and incentives for the inclusion of women, youth, indigenous an poor people in tourism activities and businesses
- % of operators who have regulations/commitments regarding equal employment opportunities, or support schemes for disadvantaged groups

Indicators of perception/satisfaction of tourists and residents
What is the opinion of the tourists about the quality of the destination experience, and what is the opinion of locals’ about tourism’s impacts?
- % of local residents satisfied with employment, business opportunities, with the availability of support programmes

5) VISITOR FULFILMENT
To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability, or in other ways.

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of status and performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor satisfaction</td>
<td>% of returning guests</td>
</tr>
<tr>
<td>Visitor safety and security</td>
<td>Number of incidents (per month, per annum, per types of incidents) involving tourists&lt;br&gt;Number of incidents reported in local and international press&lt;br&gt;Number of tourism establishments complying with safety and security standards&lt;br&gt;Availability and comprehensiveness of safety and security information in different media</td>
</tr>
</tbody>
</table>
### Accessibility (for senior persons and people with special needs)
- Number / % of attractions and facilities (by type) with special access for people with mobility concerns
- Existence of transportation with access for disabled people
- Number of persons with disabilities visiting the sites

### Tourist information (including interpretative programmes)
- Availability and comprehensiveness of information on natural and cultural values of the sites in different media (brochures, guidebooks, Internet). Level of use, visitation (Internet)
- Number of guides (total, per number of tourists)
- Availability of interpretative programmes, number of tourists participating
- Availability of interpretative trails, visitor centres, materials

### Indicators of management and policy framework
*What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?*
- Existence of security services, level of staff, expenditure
- Existence of contingency plan and emergency services
- Existence of norms on accessibility, level of compliance

### Indicators of perception/satisfaction of tourists and residents
*What is the opinion of the tourists about the quality of the destination experience, and what is the opinion of locals about tourism’s impacts?*
- % of tourists satisfied with the overall destination experience
- % of tourists with the opinion that the destination is safe
- % of tourists satisfied with tourist information, presentation of sites and interpretative programmes

### 6) LOCAL CONTROL
To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of management and policy framework</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local participation in planning</td>
<td>Existence of a participatory planning process</td>
</tr>
<tr>
<td>Effective local decision making</td>
<td>Existence of a multi-stakeholder coordination mechanism, types and number of stakeholders involved</td>
</tr>
<tr>
<td>Involvement of Indigenous, traditional communities</td>
<td>Number of consultation events (meetings, forums) and level of participation</td>
</tr>
<tr>
<td></td>
<td>Existence and frequency of reporting and communication mechanisms on tourism issues and development results (using printed and electronic media)</td>
</tr>
<tr>
<td></td>
<td>Existence of awareness raising and training programme for local community, level of participation</td>
</tr>
</tbody>
</table>
7) COMMUNITY WELLBEING
To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of status and performance</th>
</tr>
</thead>
</table>
| **Pressure from tourism on local communities (on infrastructure, natural and cultural resources) , due to high volume and seasonal tourism activity** | • Ratio of tourists to locals (annual average, in peak season, peak days)  
• Congestion at key sites: number of tourists or vehicles at key areas, number of tourists per square meter (e.g. at beaches, historic centres)  
• Amount of revenue (e.g. from tax) raised from tourism and used for the maintenance of public areas, and infrastructure  |
| **Access by local residents to key local assets and services (areas, natural resources, properties, housing, goods). Shortages and deficiencies due to tourism use (especially in high season).** | • % of tourist and recreational areas and sites freely accessible to the public  
• Number of local visitors (annual, in high season)  
• Cost of access (expressed in hours of local wages)  
• Changes in prices of goods, properties, housing  
• % of housing affordable to local residents  
• Frequency and duration of shortage of goods and produce due to tourism demand (especially in high season)  
• Frequency and duration of deficiencies/shortages of basic public services (water, electricity, garbage collection) in peak periods  
• Number of social services available for local community  |
| **Community Demographics** | • Number of residents who have left the community in the previous years;  
• Number of immigrants (temporary or new residents) taking tourism jobs in the past year;  
• Net migration into/out of community (sort by age of immigrants and out-migrants).  |
| **Local public safety** | • Number of incidents reported  
• Number of crimes reported (involving tourists)  
• Number of tourists charged with crimes  |
| **Respecting local values, customs and traditions** | • Number of incidents against local norms by tourists  
• Number of incidents reported on sex tourism, exploitation of children  |

**Indicators of management and policy framework**
*What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?*

- Existence of land use planning and regulation
- Existence of congestion management measures (e.g. traffic, public transport, routes, tourist flow management)
- Existence of tourist information, codes, on local norms and customs
- Existence of incentives for local labour and business to provide year-round occupations*
**Indicators of perception/satisfaction of residents**

*What is the opinion of locals about tourism’s impacts?*

- Number of complaints received by from local residents
- % of residents with the opinion that tourism has negative or positive impact on the community
- % of residents believing that tourism adds to the overall quality of life of the community
- % of residents who believe that tourism harms local moral

---

**8) CULTURAL RICHNESS**

To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of status and performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Built heritage conservation (impacts, support through tourism)</td>
<td>Number, % of buildings retaining traditional / vernacular architecture (increase/decrease through time)</td>
</tr>
<tr>
<td></td>
<td>Number of traditional buildings in degraded conditions</td>
</tr>
<tr>
<td></td>
<td>Number of new buildings within and around heritage areas</td>
</tr>
<tr>
<td></td>
<td>Number of historic/traditional buildings used for tourism services (accommodation, restaurants, shops)</td>
</tr>
<tr>
<td></td>
<td>% of tourists visiting historic sites, areas, museums, other heritage attractions</td>
</tr>
<tr>
<td></td>
<td>Congestion at key sites: number of tourists or vehicles at key areas, number of tourists per square meter</td>
</tr>
<tr>
<td></td>
<td>Amount of revenue generated at heritage sites and attractions (user fees, licences, retail and merchandise, etc.)</td>
</tr>
<tr>
<td></td>
<td>Amount of revenue retained for site conservation</td>
</tr>
<tr>
<td></td>
<td>Number of tourism establishments using traditional design, materials and decoration</td>
</tr>
<tr>
<td>Information, interpretation, presentation and authenticity of cultural heritage (programmes, events, products)</td>
<td>Availability of interpretive programmes, facilities and materials (e.g. guided walks, visitor centres, museums, information in printed and electronic media) number of tourists using them</td>
</tr>
<tr>
<td></td>
<td>Number of guides per tourists</td>
</tr>
<tr>
<td></td>
<td>Existence of typical local products (handicrafts, cuisine), number of shops, restaurants offering them</td>
</tr>
<tr>
<td></td>
<td>Number of cultural events, and level of attendance (by locals and by tourists)</td>
</tr>
<tr>
<td>Conserving traditional culture and customs (tourism’s impact, support to the maintenance of them)</td>
<td>% of residents changing from traditional occupation to tourism over previous year(s): men and women;</td>
</tr>
<tr>
<td></td>
<td>Increase/decrease in cultural activities or traditional events (e.g. % of locals attending ceremonies)</td>
</tr>
<tr>
<td></td>
<td>Number or % of residents continuing with local dress, customs, language, music, cuisine, religion and cultural practices. (e.g. change in number of local residents participating in traditional events);</td>
</tr>
</tbody>
</table>
Indicators of management and policy framework
What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?

- Existence of regulation, protected status designation for cultural, historic areas and sites
- Amount of revenue generated at heritage sites and attractions through tourism (user fees, licences, retail and merchandising, voluntary contributions, etc.), % used/retained for site conservation and maintenance
- Amount of funds allocated for site conservation (from different source, e.g. public funding, donors, tourism revenues)
- Existence of incentives for maintaining traditional skills, activities, events, for the production of traditional crafts, level and frequency of support

Indicators of perception/satisfaction of tourists and residents
What is the opinion of the tourists about the quality of the destination experience, and what is the opinion of locals about tourism’s impacts?

- % of tourists satisfied with the availability and quality of cultural programmes
- % of tourists with the opinion that the cultural site is well-conserved and managed
- % of tourists who believe the sites are overcrowded
- % of locals who believe that tourism supports the conservation of local culture
- % of locals who believe tourism degrades local culture
- Level of awareness of local values (% aware, %supporting);
- % who are proud of their community and culture.

9) PHYSICAL INTEGRITY
To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of status and performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>Volume of garbage thrown in public areas (garbage count)</td>
</tr>
<tr>
<td>Quality of rural and urban landscapes (impacts of infrastructure development, land use patterns, visual pollution)</td>
<td>Number of new buildings approved, build</td>
</tr>
<tr>
<td></td>
<td>Extension, % of area built, classified for urban development</td>
</tr>
<tr>
<td></td>
<td>Number of buildings, commercial signs, infrastructure, that can be seen from viewpoints, along scenic roads</td>
</tr>
<tr>
<td></td>
<td>Number of new buildings can be seen in historic sites</td>
</tr>
<tr>
<td></td>
<td>% of area, coastline covered by buildings and infrastructure, number or % of buildings exceeding the height of the vegetation cover</td>
</tr>
<tr>
<td></td>
<td>% of coastal area eroded</td>
</tr>
<tr>
<td></td>
<td>% of area with traditional land use (rate of change over time)</td>
</tr>
<tr>
<td>Use intensity of sites, congestion</td>
<td>Number of tourists (annual average, in peak days, periods)</td>
</tr>
<tr>
<td></td>
<td>Number of congested days</td>
</tr>
<tr>
<td></td>
<td>Number of tourists per square meter in peak periods</td>
</tr>
</tbody>
</table>
Indicators of management and policy framework

**What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?**

- Number, frequency of garbage collection services
- Number, frequency of clean up programmes
- Existence of a land use or development planning process, including tourism (can be categorized by degree to which it covers tourism, e.g. land use planning that includes zones for tourism development, specific criteria for tourism properties);
- % of area subject to control (density, design, etc).
- % of area designated for tourism purposes, for buildings.
- Existence of land use regulation and licensing processes for new buildings, level of compliance
- % building proposals receiving environmental impact assessment (EIA);
- Existence of congestion management measures

Indicators of perception/satisfaction of tourists and residents

**What is the opinion of the tourists about the quality of the destination experience, and what is the opinion of locals about tourism’s impacts?**

- % of tourists with the opinion that the destination/site is clean
- % of residents with the opinion that tourism affects the cleanliness of the place
- % of tourists who believe that the natural environment is pristine, or the urban area is well-conserved
- % of tourists with the opinion that the site is crowded

10) BIOLOGICAL DIVERSITY

To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of status and performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impacts of tourist and local use on flora and fauna, species population, habitat</td>
<td>Number of species (count, sightings) – per key, endemic or unique species, changes in population over time</td>
</tr>
<tr>
<td></td>
<td>Breeding success rate of key species</td>
</tr>
<tr>
<td></td>
<td>% of habitat being affected by tourism infrastructure and facility development</td>
</tr>
<tr>
<td></td>
<td>Number of incidents on inappropriate behaviour of tourists (e.g. causing fire, collecting protected species, geological features, littering), extension of area affected</td>
</tr>
<tr>
<td></td>
<td>% of area with traditional land use patterns (change over time)</td>
</tr>
<tr>
<td></td>
<td>Number of incidents on inappropriate practices by locals, % of area affected (e.g. illegal poaching, gathering, burning)</td>
</tr>
<tr>
<td>Quality of natural landscapes</td>
<td>Number of buildings, commercial signs, infrastructure that can be seen from viewpoints, along scenic roads</td>
</tr>
<tr>
<td></td>
<td>Extension, % of area in degraded condition visible from viewpoints, along scenic routes</td>
</tr>
<tr>
<td>Visitor infrastructure in natural and protected areas</td>
<td>Length of trails, existence of signage, interpretative materials along the trails</td>
</tr>
<tr>
<td></td>
<td>% of trails in degraded/eroded conditions</td>
</tr>
</tbody>
</table>
Indicators of management and policy framework
What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?

- Existence of public use or tourism management in natural and protected areas
- Existence of tourist use zoning
- Revenues generated through tourism (user fees, licences, retail, merchandising, voluntary contributions), % retained for site conservation and maintenance
- Existence of regulation, licensing process for tour operators
- Existence of building regulations and environmental impact assessment procedure for tourism infrastructure development, level of compliance
- Existence of training and business development support programmes for eco and nature-tourism businesses

Indicators of perception/satisfaction of tourists and residents
What is the opinion of the tourists about the quality of the destination experience, and what is the opinion of locals’ about tourism’s impacts?

- Number of tourist with the opinion that the natural area is pristine and well-preserved
- Tourists satisfaction with the overall nature experience, interpretation and information services (e.g. availability of materials, guides)
- Number of tourists with the opinion that the natural area/site is over-crowded
- Number of locals with the opinion that tourism harms the environment

11) RESOURCE EFFICIENCY
To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services. To promote policies and techniques to facilitate the reduction, re-use and recycling of scarce resources.

<table>
<thead>
<tr>
<th>Sustainability issues</th>
<th>Indicators of status and performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water use and conservation, allocation between different sectors, supply (shortages)</td>
<td>Total volume consumed and litres per tourist (change, reduction over time) in tourism facilities</td>
</tr>
<tr>
<td></td>
<td>% of wastewater recycled</td>
</tr>
<tr>
<td></td>
<td>Number of facilities applying water-recycling techniques</td>
</tr>
<tr>
<td></td>
<td>% of volume of water used in tourism, compared to other sectors, or by local population</td>
</tr>
<tr>
<td></td>
<td>Water price per litre or cubic meter</td>
</tr>
<tr>
<td></td>
<td>Total use as % of installed capacity</td>
</tr>
<tr>
<td></td>
<td>Number of shortage incidents per year</td>
</tr>
</tbody>
</table>
| Drinking water quality | • % of tourism establishments with water treated to international potable standards  
|                        | • % of local population with access to potable water  
|                        | • Frequency of water-borne diseases  
| Energy use and saving, renewable sources | • Per capita consumption of energy from all sources (overall, and by tourist sector – per person day)  
| Land use (land as scarce resource) | • % of land subject to land use regulation  
|                                | • % of area designated for tourism development  

**Indicators of management and policy framework**

*What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?*

- Number of hotels and establishment with environmental management systems, having a designated environmental manager
- % of establishments applying water-saving policies, techniques, devices
- Percentage of businesses participating in energy conservation programs, or applying energy saving policy and techniques
- Number, % of hotels and establishments having an environmental certification
- Existence of incentives, training and support programmes for the application of environmental management techniques
- Existence of land use regulation and licensing processes for new buildings, level of compliance

**12) ENVIRONMENTAL PURITY**

*To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.*

| Sustainability issues                                      | Indicators of status and performance  
|----------------------------------------------------------|---------------------------------------
| Solid waste                                              | *What is the current/baseline situation? How well/badly we are doing now and how do we progress?*  
|                                                         | • Waste volume produced by the destination (tonnes, by month, by tourism)  
|                                                         | • Volume, % of waste recycled (specified by different types)  
|                                                         | • Quantity of waste strewn in public areas (garbage counts)  
| Sewage                                                   | • Percentage of sewage from the destination/site receiving treatment (also break out sewage from tourism sector if possible)  
|                                                         | • % of treated sewage recycled (e.g. for irrigation).  
|                                                         | • Number of reported pollution or contamination events per annum (by month) in watercourses receiving effluents  
| Bathing water quality (fresh water recreation areas, seawater, beaches) | • Level of contamination of bathing water (e.g. faecal coliforms, campylobacter, heavy metals);  
|                                                         | • # days beach/shore closed due to contamination events;  
|                                                         | • Turbidity of water (simple tests);  
|                                                         | • Alternative proxy indicators where laboratory testing is prohibitive in cost: e.g.: - frequency of algae blooms; counts of dead fish or birds on shore; frequency counts of indicator species which are particularly vulnerable (sponges, corals, sea-urchin).
### Air (quality)
- Number of days exceeding standards.
- Incidence of respiratory problems (local and tourist);
- Number of health problems reported by tourists and residents.
- Number of warnings regarding the air pollution of the destination in major publications and guidebooks.

### Noise
- Noise levels at site in decibels (also can be reported by time of day).

### Environmentally friendly transport
- Existence, frequency of public transport and environmentally friendly transport alternatives in order to reduce emissions (air quality) and noise.
- %, number of tourists using public or alternative transport.

### Indicators of management and policy framework
*What do we do to improve the situation, what management responses are delivered what policies are implemented to create an enabling environment?*
- Waste collection capacity (n. of bins, trucks, frequency of collection, staff, etc.)
- Existence of recycling facility
- Number/% of hotels applying selective waste collection
- Percentage of tourism establishments (or accommodation) on (suitable) systems treatment systems
- Existence of noise regulations, level of compliance
- Existence of traffic regulation

### Indicators of perception/satisfaction of tourists and residents
*What is the opinion of the tourists about the quality of the destination experience, and what is the opinion of locals about tourism's impacts?*
- Tourist perception on the quality of bathing water
- Perception of air quality by tourists
- Number of complaints received on noise
- % of tourists with the opinion that noise affected their vacation
Annex C: UNWTO: Baseline Issues and Indicators

From: Guidebook on Indicators of Sustainable Development for Tourism Destinations, UNWTO (2004). These are the issues and related indicators which have proven to be useful in a majority of destinations and therefore should receive consideration in the choice of indicators in any particular destination.

Local satisfaction with tourism
• Local satisfaction level with tourism (Questionnaire)

Effects of tourism on communities
• Ratio of tourists to locals (average and peak period/days)
• % who believe that tourism has helped bring new services or infrastructure. (questionnaire-based)
• Number and capacity of social services available to the community (% which is attributable to tourism)

Sustaining tourist satisfaction
• Level of satisfaction by visitors (questionnaire-based)
• Perception of value for money (questionnaire-based)
• Percentage of return visitors

Tourism seasonality
• Tourist arrivals by month or quarter (distribution throughout the year)
• Occupancy rates for licensed (official) accommodation by month (peak periods relative to low season) and % of all occupancy in peak quarter or month
• % of business establishments open all year
• Number and % of tourist industry jobs which are permanent or full-year (compared to temporary jobs)

Economic benefits of tourism
• Number of local people (and ratio of men to women) employed in tourism (also ratio of tourism employment to total employment)
• Revenues generated by tourism as % of total revenues generated in the community

Energy management
• Per capita consumption of energy from all sources (overall, and by tourist sector – per person day)
• Percentage of businesses participating in energy conservation programs, or applying energy saving policy and techniques
• % of energy consumption from renewable resources (at destinations, establishments)

Water availability and conservation
• Water use: (total volume consumed and litres per tourist per day)
• Water saving (% reduced, recaptured or recycled)
Drinking water quality
• Percentage of tourism establishments with water treated to international potable standards
• Frequency of water-borne diseases: number/percentage of visitors reporting water-borne illnesses during their stay

Sewage treatment
• Percentage of sewage from site receiving treatment (to primary, secondary, (wastewater management) tertiary levels)
• Percentage of tourism establishments (or accommodation) on treatment system(s)

Solid waste management (garbage)
• Waste volume produced by the destination (tonnes) (by month)
• Volume of waste recycled (m3) / Total volume of waste (m3) (specify by different types)
• Quantity of waste strewn in public areas (garbage counts)

Development control
• Existence of a land use or development planning process, including tourism
• % of area subject to control (density, design, etc.)

Controlling use intensity
• Total number of tourist arrivals (mean, monthly, peak periods)
• Number of tourists per square meter of the site (e.g., at beaches, attractions), per square kilometer of the destination - mean number/peak period average.
**Annex D: Indicators Selection Worksheet**

**Sustainability objective and issue to be monitored:**
(use one sheet for each issue)

Note: Key factors for initial choice are relevance and feasibility. Other factors which can be considered are credibility of data, clarity of the indicator and ability to compare or benchmark against other destinations.

**Possible indicators**

<table>
<thead>
<tr>
<th>RELEVANCE</th>
<th>FEASIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Who will use?</td>
<td>• Are there available data sources?</td>
</tr>
<tr>
<td>• How will it support decisions making on the issue?</td>
<td>• Which organizations can provide this?</td>
</tr>
<tr>
<td></td>
<td>• What technique can be used to collect and analyse information, and is it practical and affordable?</td>
</tr>
<tr>
<td></td>
<td>• Is data available in time series?</td>
</tr>
<tr>
<td></td>
<td>• Are there any existing standards?</td>
</tr>
<tr>
<td></td>
<td>• What is the frequency of collection needed?</td>
</tr>
</tbody>
</table>
Annex E: Indicators Implementation Worksheet

This worksheet is to be used to elaborate an indicator which has been selected for implementation. It is a practical checklist for putting an indicator/monitoring program in place for a specific indicator.

1. Issue or risk to which the indicator responds (brief description):
   _______________________________________________________________________
   _______________________________________________________________________

2. Indicator (include precise statement of indicator)
   _______________________________________________________________________
   _______________________________________________________________________

   Data source(s):
   _______________________________________________________________________
   _______________________________________________________________________

   Precise method of calculation:
   _______________________________________________________________________
   _______________________________________________________________________

   Intended users:
   _______________________________________________________________________

3. Logistics of indicators production:

   Who will gather and process the data and information?
   _______________________________________________________________________

   Who will compile the indicator and prepare for reporting?
   _______________________________________________________________________

   Frequency of production
   _______________________________________________________________________

   Time needed between data collection and production/use of the indicator: (e.g., is data released only annually or can it be obtained and used immediately?)
   _______________________________________________________________________

   Confidentiality considerations:
   _______________________________________________________________________

   Form of reporting (specific tables, graphs, etc to be produced, reporting in brochures, reports, website, etc.)
   _______________________________________________________________________

   Difficulties expected in data gathering and processing:
   _______________________________________________________________________

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Observed trends to date:

___________________________________________________________________________

Desired trends, objectives (clearly defined), standards or thresholds to be met:

___________________________________________________________________________

___________________________________________________________________________

Actions taken so far (results), existing regulations, policies or references:

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

Benchmarking (comparison with similar destinations, same destination over time):

___________________________________________________________________________

Who will be responsible for monitoring the indicator on a regular, ongoing basis?

___________________________________________________________________________

Expected actions (including plans to improve information collection and analysis, if necessary):

___________________________________________________________________________

___________________________________________________________________________

Note: More technical worksheets are available in Indicators of Sustainable Development for Tourism Destinations: A Guidebook pages 486-90 relating to technical development of the indicator and monitoring and reporting results.
**Annex F: Action Plan Worksheet**

Sustainability objective:

Description, observed trends to date in the issue (using the indicators):

Desired trends, targets, standards or thresholds (limits) to be met:

Actions taken so far (results), existing regulations, policies or references:

Expected actions to improve the situation with the sustainability issue in question (including plans to improve information collection and analysis of information and indicators, if necessary):
Annex G: Exit Questionnaire from Indicators Guidebook (Bohol adaptation)

Model Questions for Potential Use in Visitor Exit Surveys (Adapted for Bohol from UNWTO Guidebook)

The questions suggested in the sample below are based on a model questionnaire undertaken in several destinations in a number of countries and are designed to quantify and clarify the components of visitor satisfaction. Additional questions can be added, including probes to clarify the reasons why specific responses were received.

Analysis of responses according to motivation for the visit, origin, region, and demographic characteristics can assist in understanding what the indicator (or specific sub-indicator) really means. The overall list could become a long list of questions which would be too much to administer to exiting tourists (in the few minutes available in a departure lounge, ferry line-up, customs post or hotel lobby). It may be useful to begin with a shorter list of questions of greatest importance.

Some of the questions may be amenable to asking only to a smaller set of tourists so that no one departing tourist is overwhelmed with the list. A pilot test of the questions will provide insight into the best way to administer the questions.

Exit Questionnaire

Why did you visit [this destination]?
____________________________________________________________________________________

Is this your first visit? Yes No If yes, when were you last here?____________________________________

While [here] did you:

- Visit a beach Yes No Which was your primary reason for the visit?
- Visit the mountains Yes No
- Walk on natural trails Yes No
- Attend a conference Yes No (ring answer)
- Visit relatives Yes No
- Visit cultural sites Yes No
- Take a cruise Yes No
- Conduct business Yes No
- Attend a cultural performance Yes No
- Dive or snorkel Yes No
- Watch wildlife Yes No
- Participate in _(See note 1) etc. Yes No
- ________________

Which parts of (the destination) did you visit (where there are different sites)?

<table>
<thead>
<tr>
<th>Site A (e.g Panglao)</th>
<th>Site B (e.g Tagbilaran)</th>
<th>The Chocolate Hills</th>
<th>Site C (e.g Loboc)</th>
<th>The heritage site</th>
<th>etc</th>
</tr>
</thead>
<tbody>
<tr>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
<td>_____</td>
</tr>
</tbody>
</table>

Where did you spend most of your time? (ring one answer)

(Possible follow-up question for where precisely the respondent stayed - a specific resort, hotel, or community)

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Please respond to the following questions with the appropriate answer. Note:

These are sample questions – choose those appropriate or modify as needed. The questions can refer generally to the following main aspects of tourist’s satisfaction: access, tourist information, quality of services, safety and security, variety of experiences/sites/activities, attitude of/relation with locals, destination environment (cleanliness, noise, built and natural environment), overall satisfaction, intent to repeat visit or advise destination to friends, etc.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Circle best answer

- I enjoyed my experience in “destination” (Bohol)
- The state of roads and signage made travel easy
- I found the “destination” to be clean

(Note: can also duplicate these for sub destinations such as the beach, the town centre, the river etc)

- “Destination” provided a good variety of experiences
- The towns and villages were crowded
- I had a good experience involving the local culture
- Cultural sites were well maintained
- Cultural sites were accessible
- The beaches were clean
- Good souvenirs and crafts were available
- I had good opportunities to enjoy local cuisine
- The quality of food was good *
- The quality of accommodation was good *
- The level of service provided was high
- Service staff were competent and helpful #
- I was bothered by the messy appearance of built areas
- I was bothered by noise *
- I was bothered by garbage in public areas*
- The state of the natural environment was good#
- “Destination” has an interesting and varied landscape
- It was easy to get to “destination” for my visit
- I felt safe and secure during my visit
- I feel I received good value for money
- I would recommend “destination” to my friends

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Tagbilaran, Bohol, Philippines

October 15-18 2007
• I would visit “destination” again

1  2  3  4  5

Note: possible follow up:  * probe if get strong response – ask where or what caused this opinion?,
# identify reason for negative

Note that the same question can also be phrased in the negative (I feel I did not get good value for money. In practice, Both seem to obtain similar responses but the phrasing should be kept constant over time for valid comparisons.

Would you be interested in visiting the “destination” outside the summer (or other peak) season? What places/sites in the destination would you likely visit and what activities would you prefer to do during the low season (or other off-season period)?

______________________________________________________________________________

Were there any activities which you expected to find in “destination” which were missing?

______________________________________________________________________________

How long would you spend next time in “destination”?

______________________________________________________________________________

What could be done to improve your vacation next time in “destination”?

______________________________________________________________________________

Would you mind providing us with a few details on yourself?

Nationality____________ Age: (See note 2) _______________ Length of stay_____________

Number in party_______________________ Home city or region_________________

Thank you for your valuable comments
Use of Follow-up probes:
An alternative probe which has proven useful is the following set of questions:

If you return, what would you do again?

What would you not do?

What would you change?

(These questions help to do a SWOT, and have been used in some other destinations.)

Note1: For some of the questions, smaller samples will yield usable results, as long as the data are to be used for simple time-series comparisons and not for any more sophisticated analyses in for example, contingency tables differentiated by nationality, age or region visited. For questions which may address something done by only a few tourists (e.g., bicycling, diving, cultural events, caving) a sequence of questions can serve. The first question may ask whether a tourist participated in any of these activities. The second may be asked only of those who did these activities.) Similarly, a question can be asked about a particular site like Loboc, Alona Beach, or a specific resort. If the person says yes, some additional specific questions can focus on a particular issue at that site (such as traffic, or contamination).

Note 2: It may be useful to collect some information about the respondent to permit a more nuanced analysis of the data: do this at the end of any questionnaire. It is usually effective to allow respondents to decline to give personal responses, but in most circumstances, if asked late in the survey process, respondents will agree to some personal information – particularly if assured that responses will be confidential. Suggested data could include: age, gender, permanent residence, occupation, place of residence in the destination. Take care with any questions about age, income, ethnicity, religion or social class as these may be considered offensive and may even be illegal to ask in some jurisdictions.
Annex H: Questionnaire to evaluate satisfaction of host community members

The local or resident questionnaire is designed to provide information on the attitudes and concerns of the community with respect to the key issues from their perspective. The sample questionnaire which follows is designed to, as objectively as possible, obtain information from the community. The questions are generally structured as statements with which the respondent can agree or disagree. For an extensive list of model questions see the WTO Indicators Guidebook which also provides guidance regarding sample design, analysis of results and means of presentation.

Users are advised to follow a statement format for such questions. (e.g., “Tourist harvesting activity is harming the local harvest of shellfish” – to which they are asked if they agree or disagree and to what extent). Changes over time in the responses (e.g., last year 40% agreed, and 10% strongly agreed. This year over 50% agreed, and over 25% strongly agreed.) can be important signals at the community level.

One consideration in administering community questionnaires is length and appropriateness. Those using this form of questionnaire are urged to do so with the full knowledge and support of local representatives and community leaders wherever possible, and encouraged to test any new questions before using them – both for clarity, and suitability/sensitivity to the local culture.

In the workshop at Bohol, a short version of the local questionnaire was used as a means to expose participants to the approach and to obtain some quick results which could help make the discussions interesting and productive. The questionnaire, with the results obtained, follows.

Questionnaire for local residents

SECTION I. BENEFITS OF TOURISM

😊 Strongly agree 😊 Agree 😊 Disagree
(Note that where questions are clearly positive or negative a symbol may be easier to use than words.)

<table>
<thead>
<tr>
<th>Tourism is good for my community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>I personally benefit from tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
</tbody>
</table>

SECTION 2: EFFECTS OF TOURISM IN THE COMMUNITY

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributes to the creation of new infrastructure/equipment/facilities that benefit the community</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helps stimulate local culture and crafts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creates jobs for local residents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employs local youth</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION 3. MAIN CONCERNS OF RESIDENTS FACING TOURISM DEVELOPMENT

Overall, what is your opinion of tourism development in your community?
very unsatisfactory______poor____satisfactory____good____excellent____

In the future, would you want more or less tourism in your community?
much less____less____same____more____much more____

What is your main concern regarding tourism in your community?

____________________________________________________________________

SECTION 4. PROPOSALS FOR SUPPORTING TOURISM DEVELOPMENT

What could be done to improve tourism in your community?

____________________________________________________________________

PROFILE
Gender:
Place of residence:
Age:
Occupation:

Following section (to be completed by the interviewer)
Comments about the survey
Form:
Content:
Annex I: Brief Field Tourist Questionnaire (also used as Field visit evaluation sheet). This was used for participants and applied as an exercise with selected tourists at Alona Beach. It is a new instrument which merges quality and sustainability criteria and the Alona application was a field test of the questions and approach. It emulates in many ways an exit questionnaire.

(Option of visiting participants: please provide your own opinion, by checking the appropriate box if you are not from the field visit area, or ask the opinion of a tourist if you reside in the field visit area)

Section I. Motivations

Is it your first visit? Yes ___ No ___ , if no, when was your last visit? __________

Primary reason for your visit
___leisure/holidays
___meeting/conferences
___event
___business
___health
___family/friends
___other (please specify) ______________________________

How did you learn/know about the destination)
___Information
   ___Internet ___guide books ___magazines ___travel agencies ___
   ___family/ friends ___other ______________________________
___Publicity
___Tourism fair
___Word of mouth
___Other: ______________________________

Number of nights stayed: __________
(if daytrip put 0)

Means of access to this destination (one or more)
___plane
___train
___public bus ___ private coach
___private taxi ___ collective taxi
___private car ___ rented car
___moto ___ bicycle
___boat ___ferry ___cruise ship ___yacht
___other

Means of transport use in destination (one or more)
___plane
___train
___public bus ___ private coach
Accommodation
___ commercial accommodation (hotel and similar)
___ second homes
___ family/friends
Other:________________________

Section II. Tourist activities

Activities undertaken:
Primary reason of your visit ____________________________________________
Other activities ________________________________________________________

Places/sites visited during the stay:
_____________________________________________________________________

Section III. Visitor satisfaction

Please give your opinion according to the following rating:
😊 Satisfied
😊 Fairly satisfied
😊 Unsatisfied

Information
Did you seek tourist information before travel? ___ yes ___ no
If so, where did you find it? (eg. Internet, guide books, magazines, etc.)
_____________________________________________________________________

usefulness of information
accuracy of information

Did you seek information (additional information) during your stay? ___ yes ___ no
If so, where did you find it?
___ tourist information offices
___ resident
___ tourist establishments
___ other commercial establishments
___ other _____________________________

usefulness of information
accuracy of information
Have you found adequate information about the following aspects (please tick):

<table>
<thead>
<tr>
<th>Aspect</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractions and activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourist services (e.g. accommodation, food, transport)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health and safety conditions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local customs and social norms (do’s and dont’s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General conditions (climate, currency, voltage, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emergency assistance</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Has there been any information you would have liked to receive, but could not find?

________________________________________________________________

---

### Access

<table>
<thead>
<tr>
<th>Description</th>
<th>☑️</th>
<th>☐️</th>
<th>☒️</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to comply with entry requirements (eg. visas, vaccinations, entry fees, etc.) and stay requirements (eg. register at police station)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy transport connection to final destination</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of maintenance on access roads and public and private services at access points (eg. emergency, police, parking, toilet services, public telephone, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Legibility of traffic signs and symbols</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of maintenance of traffic signs and symbols</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Legibility of tourist signs and symbols</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of maintenance of tourist signs and symbols</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability and easy access to parking services at destination</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of maintenance and cleanliness of streets, pedestrian areas and bicycle lanes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy use of public transport (information, schedules, frequency, punctuality)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existence of stop indications (to know where to get off) in the public transport</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of maintenance and cleanliness of public transport</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic congestion of vehicles on entry and exit</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Congestion of people (eg. ticket windows, entrances to points of interest, souvenir stands, restaurant establishments and street food vendors, hygiene facilities, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comments:
### Physical environment

#### Natural areas

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of landscape and natural areas</td>
<td></td>
</tr>
<tr>
<td>State of maintenance and cleanliness</td>
<td></td>
</tr>
<tr>
<td>Equipment and infrastructure safety (e.g. trail, viewpoints)</td>
<td></td>
</tr>
<tr>
<td>Beach quality and maintenance</td>
<td></td>
</tr>
<tr>
<td>Level of noise</td>
<td></td>
</tr>
<tr>
<td>Air quality</td>
<td></td>
</tr>
<tr>
<td>Suitability of infrastructure and buildings to natural setting</td>
<td></td>
</tr>
</tbody>
</table>

#### Built

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of urban architecture</td>
<td></td>
</tr>
<tr>
<td>Preservation of monuments and traditional buildings</td>
<td></td>
</tr>
<tr>
<td>State of maintenance and cleanliness</td>
<td></td>
</tr>
<tr>
<td>Keeping and use of traditional architecture styles</td>
<td></td>
</tr>
</tbody>
</table>

Comments:

________________________________________________________________________

---

### Social and cultural environment

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local community attitude with visitors</td>
<td></td>
</tr>
<tr>
<td>Cultural events and festivals open to visitors</td>
<td></td>
</tr>
</tbody>
</table>

Comments:

________________________________________________________________________

---

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### Visitor control and protection procedures

| Treatment by officials during inspection procedures (e.g. border, customs, police, wardens, etc.) | ☻ ☻ ☻ |
| Sense of security | ☻ ☻ ☻ |
| Protection services (police, emergency lines, complaint offices, legal assistance, etc.) | ☻ ☻ ☻ |

Comments: __________________________________________________________

### Commercial considerations

| Value for money: |
| - accommodation |
| - restaurants and similar |
| - other services (please specify) ________________ |
| - the overall trip (general perception) | ☻ ☻ ☻ |
| Working days and opening hours of shops and facilities | ☻ ☻ ☻ |
| Attractions and activities (diversity, quality) | ☻ ☻ ☻ |
| Availability of public services: |
| - telephone |
| - public toilets |
| - banking |
| - supermarket |
| - shops |
| Other: ________________ |
| Local gastronomy (existence, diversity, quality) | ☻ ☻ ☻ |
| Local products and crafts (existence, diversity and quality) | ☻ ☻ ☻ |

Comments: ____________________________ ____________________________

### Tourism staff (human resources at destination)

| General attitude: |
| - tourist information offices |
| - tourism enterprises |
| - public and private services indirectly related with tourism (e.g. hospitals, police station, supermarkets, etc.) | ☻ ☻ ☻ |
Language skills:  
- tourist information offices  
- tourism enterprises  
- public and private services indirectly related with tourism (e.g. hospitals, police station, supermarkets, etc)

Level of knowledge:  
- tourist information offices  
- tourism enterprises  
- public and private services indirectly related with tourism (e.g. hospitals, police station, supermarkets, etc)

Comments (eg. Information you were liked to received)
________________________________________________________________________

Would you come back? __ yes ___ no
Would you recommend it to someone else? __ yes ___ no

Section IV Proposals of improvement

Were there any activities which you expected to find which were missing?
________________________________________________________________________

What could be done to improve visitors experience in the destination?
________________________________________________________________________

Section V. Visitor profile

Gender:  
Nationality:  
Age:  
Number in party:  
Spending (estimate - daily, total):  
Occupation:
________________________________________________________________________

(to be completed by interviewer)

Comments about the survey
Form:
Content:
Annex J: Bohol Exit Questionnaire Exercise Results Compilation

(Results from the Field Application – selected workshop participants and Alona Beach tourists)

Section I. Motivations

Is it your first visit? Yes 11 No 8
If no, when was your last visit? 1997 = 1
                                      2005 = 2
                                      2006 = 2

Primary reason for your visit

  13 leisure/holidays
  6 meeting/conferences
  ____ event
  1 business
  ____ health
  ____ family/friends
  ____ other (please specify) ___________________________

How did you learn/know about the destination)

  5 internet
  4 guide books
  2 magazines
  1 travel agencies
  9 family/ friends
  ____ other

Publicity

  3 Tourism fair
  6 Word of mouth
  ____ Other:    Friends = 1
                  Meetings = 1

Number of nights stayed: (if daytrip put 0)

  2 = 2 persons
  3 = 3 persons
  4 = 4 persons
  5 = 1 persons
  6 = 1 persons
  7 = 2 persons
  8 = 1 persons
  21 = 1 persons

Average length of stay (in nights) = 1.48 nights

Means of access to this destination (one or more)

  6 plane
  3 train
  ____ public bus
  ____ private coach
  ____ private taxi
  ____ collective coach
  4 private car
  ____ rented car
  ____ motor
  ____ bicycle
  6 boat
  4 ferry
  ____ cruise ship
  ____ yacht
  ____ other
 Means of transport use in destination (one or more)

- plane ___ train
- public bus __ private coach
- private taxi ___ collective taxi
- private car ___ rented car
- motor ___ bicycle
- boat ___ ferry ___ cruise ship ___ yacht ___ other: tourist bus

 Accommodation
- commercial accommodation (hotel and similar)
- second homes
- family/friends
- Other:______________

 Section II. Tourist activities

 Activities undertaken:

<table>
<thead>
<tr>
<th>Activities Undertaken</th>
<th>Non-Tourist</th>
<th>Tourist</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Reason of your visit</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seminar</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Conference/Meeting</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Leisure/Vacation</td>
<td>4</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Diving</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Farm Tour</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Snorkelling</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Observance of the</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>custom/tradition/events/celebration</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Business</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>2</td>
<td>18</td>
<td>20</td>
</tr>
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</table>

 Other activities ____________________________________________________________

<table>
<thead>
<tr>
<th>Other Activities</th>
<th>Non-Tourist</th>
<th>Tourist</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>snorkeling</td>
<td>5</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>sightseeing</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>diving</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>dolphin watching</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>swimming</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>water sports</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>well being services</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>gastronomic experiences</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>meet friends</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>site visits</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>sing-along with a band</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>business meeting</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Total (Note: multiple response)</td>
<td>21</td>
<td>21</td>
<td></td>
</tr>
</tbody>
</table>
### Places/sites visited during the stay:

<table>
<thead>
<tr>
<th>Places Visited During Stay</th>
<th>Non-Tourist</th>
<th>Tourist</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alona Beach</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>around Bohol</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>baclayon church</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Bee Farm</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>blood compact</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>bohol plaza</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Bohol rural day tour</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Butterfly Farm</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Cabiloan island</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Cebu city</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Choco countryside tour</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Chocolate Hills</td>
<td>1</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>church</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>City</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>hanging bridge</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Malapascua</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>none yet, just arrived</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Pamilacan</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Panglao</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>River Cruise (Loboc)</td>
<td>1</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Tagbilaran</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Tarsier</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>tarsier sanctuary/tarsier</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>tourist spots</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6</strong></td>
<td><strong>43</strong></td>
<td><strong>49</strong></td>
</tr>
</tbody>
</table>

Note: multiple response

### Section III. Visitor satisfaction

Please give your opinion according to the following rating:

😊 Satisfied
😊 Fairly satisfied
😊 Unsatisfied

**Information**

Did you seek tourist information before travel?  

13. yes  6. no

If so, where did you find it? (eg. Internet, guide books, magazines, etc.)

<table>
<thead>
<tr>
<th>usefulness of information</th>
<th>12</th>
<th>4</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>accuracy of information</td>
<td>7</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>
Did you seek information (additional information) during your stay? ___yes ___no
If so, where did you find it?
- 3 tourist information offices
- 3 resident
- 4 tourist establishments
- ___ other commercial establishments
- ___ other: guidebook = 2
  Colleague = 1
  Hotel = 2
  Tour guides = 1
  Flyers/brochures = 1
  Talk w/ locals/driver = 2

usefulness of information
                                              11 1 1
accuracy of information
                                              9 1

Have you found adequate information about the following aspects (please tick):

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractions and activities</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>Tourist services (e.g. accommodation, food, transport)</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>Health and safety conditions</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Local customs and social norms (do’s and don’ts)</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>General conditions (climate, currency, voltage, etc.)</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Emergency assistance</td>
<td>3</td>
<td>13</td>
</tr>
</tbody>
</table>

Has there been any information you would have liked to receive, but could not find?

---

Access

<table>
<thead>
<tr>
<th></th>
<th>😊</th>
<th>😕</th>
<th>😞</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to comply with entry requirements (eg. visas, vaccinations, entry fees, etc) and stay requirements (eg register at police station)</td>
<td>14</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Easy transport connexion to final destination</td>
<td>11</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>State of maintenance on access roads and public and private services at access points (eg. emergency, police, parking, toilet services, public telephone, etc)</td>
<td>7</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Legibility of traffic signs and symbols</td>
<td>3</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>State of maintenance of traffic signs and symbols</td>
<td>4</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Legibility of tourist signs and symbols</td>
<td>5</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>State of maintenance of tourist signs and symbols</td>
<td>5</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Availability and easy access to parking services at destination</td>
<td>3</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>State of maintenance and cleanliness of streets, pedestrian areas and bicycle lanes</td>
<td>6</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Easy use of public transport (information, schedules, frequency, punctuality)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existence of stop indications (to know where to get off) in the public transport</td>
<td>1</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>State of maintenance and cleanliness of public transport</td>
<td>3</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Traffic congestion of vehicles on entry and exit</td>
<td>11</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Congestion of people (eg. ticket windows, entrances to points of interest, souvenir stands, restaurant establishments and street food vendors, hygiene facilities, etc.)</td>
<td>9</td>
<td>8</td>
<td>0</td>
</tr>
</tbody>
</table>

Comments:

_____________________________________________________________________________

**Physical environment**

<table>
<thead>
<tr>
<th></th>
<th>😊</th>
<th>😊</th>
<th>😊</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural areas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of landscape and natural areas</td>
<td>12</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>State of maintenance and cleanliness</td>
<td>4</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Equipment and infrastructure safety (e.g. trail, view points)</td>
<td>8</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Beach quality and maintenance</td>
<td>10</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Level of noise</td>
<td>10</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Air quality</td>
<td>8</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Suitability of infrastructure and buildings to natural setting</td>
<td>7</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>😊</th>
<th>😊</th>
<th>😊</th>
</tr>
</thead>
<tbody>
<tr>
<td>Built</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of urban architecture</td>
<td>5</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Preservation of monuments and traditional buildings</td>
<td>6</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>State of maintenance and cleanliness</td>
<td>6</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Keeping and use of traditional architecture styles</td>
<td>6</td>
<td>6</td>
<td>4</td>
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</tbody>
</table>

Comments:

_____________________________________________________________________________
### Social and cultural environment

<table>
<thead>
<tr>
<th></th>
<th>☁️</th>
<th>☂️</th>
<th>☀️</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local community attitude with visitors</td>
<td>16</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Cultural events and festivals open to visitors</td>
<td>10</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

Comments: _____________________________________________________________

### Visitor control and protection procedures

<table>
<thead>
<tr>
<th></th>
<th>☁️</th>
<th>☂️</th>
<th>☀️</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment by officials during inspection procedures (e.g. border, customs, police, wardens, etc.)</td>
<td>9</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Sense of security</td>
<td>11</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Protection services (police, emergency lines, complaint offices, legal assistance, etc.)</td>
<td>8</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments: _____________________________________________________________

### Commercial considerations

<table>
<thead>
<tr>
<th></th>
<th>☁️</th>
<th>☂️</th>
<th>☀️</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value for money:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-accommodation</td>
<td>1</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>-restaurants and similar</td>
<td>11</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>-other services (please specify)</td>
<td>8</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>-the overall trip (general perception)</td>
<td>7</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Working days and opening hours of shops and facilities</td>
<td>9</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Attractions and activities (diversity, quality)</td>
<td>10</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Availability of public services:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>telephone</td>
<td>4</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>public toilets</td>
<td>4</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>banking</td>
<td>4</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>supermarket</td>
<td>6</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>shops</td>
<td>6</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Other:</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Local gastronomy (existence, diversity, quality)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local products and crafts (existence, diversity and quality)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comments: _____________________________________________________________
Tourism staff (human resources at destination)

<table>
<thead>
<tr>
<th>General attitude:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- tourist information offices</td>
</tr>
<tr>
<td>- tourism enterprises</td>
</tr>
<tr>
<td>- public and private services indirectly related with tourism (eg. hospitals,</td>
</tr>
<tr>
<td>police station, supermarkets, etc)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language skills:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- tourist information offices</td>
</tr>
<tr>
<td>- tourism enterprises</td>
</tr>
<tr>
<td>- public and private services indirectly related with tourism (eg. hospitals,</td>
</tr>
<tr>
<td>police station, supermarkets, etc)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level of knowledge:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- tourist information offices</td>
</tr>
<tr>
<td>- tourism enterprises</td>
</tr>
<tr>
<td>- public and private services indirectly related with tourism (eg. hospitals,</td>
</tr>
<tr>
<td>police station, supermarkets, etc)</td>
</tr>
</tbody>
</table>

- **General attitude:**
  - Tourist information offices: 8 ☺ 5 ☻ 1 ☼
  - Tourism enterprises: 8 ☺ 3 ☻ 1 ☼
  - Public and private services indirectly related with tourism (e.g., hospitals, police station, supermarkets, etc): 5 ☺ 1 ☻ 1 ☼

- **Language skills:**
  - Tourist information offices: 8 ☺ 3 ☻
  - Tourism enterprises: 5 ☺ 4 ☻
  - Public and private services indirectly related with tourism (e.g., hospitals, police station, supermarkets, etc): 1 ☺ 5 ☻ 1 ☼

- **Level of knowledge:**
  - Tourist information offices: 7 ☺ 7 ☻ 1 ☼
  - Tourism enterprises: 5 ☺ 6 ☻ 1 ☼
  - Public and private services indirectly related with tourism (e.g., hospitals, police station, supermarkets, etc): 7 ☺ 1 ☻

Comments (eg. Information you would like to have received)

Would you come back? _17_ yes  _2_ no

Would you recommend it to someone else? _17_ yes  _0_ no

Section IV Proposals of improvement

Were there any activities which you expected to find which were missing?

<table>
<thead>
<tr>
<th>Non Tourist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities expected to find which were missing = no answer solicited/given</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tourist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities expected to find which were missing</td>
</tr>
<tr>
<td>1. everything is here</td>
</tr>
<tr>
<td>2. surfing</td>
</tr>
<tr>
<td>3. windsurfing</td>
</tr>
<tr>
<td>4. paddle boat</td>
</tr>
<tr>
<td>5. boat rental</td>
</tr>
<tr>
<td>6. no need</td>
</tr>
<tr>
<td>7. none</td>
</tr>
<tr>
<td>8. boat should have clean and safe areas for valuable things e.g. camera</td>
</tr>
<tr>
<td>9. kiteboarding</td>
</tr>
<tr>
<td>10. better shopping, nightlife, sports activity</td>
</tr>
<tr>
<td>11. proper implementation of laws &amp; ordinance in all aspects of tourism</td>
</tr>
<tr>
<td>business</td>
</tr>
<tr>
<td>12. sports activity</td>
</tr>
<tr>
<td>13. well being tourism product</td>
</tr>
<tr>
<td>14. more up-market shopping</td>
</tr>
</tbody>
</table>
What could be done to improve visitors experience in the destination?

**Non Tourist**

1. Tarsiers should be viewed from a distance
2. Paid restrooms for maintenance
3. Modulated/pleasant voice of boat operators

**Tourist**

1. More information in the internet on how to go places about the transportation
2. Native look and style
3. ATM availability
4. Accessibility
5. Regulation of tourist influx
6. Running fresh water
7. Availability of voltage sockets (110)
8. No burning of waste
9. More protection of the fish. Tourists come here because of snorkeling and diving and they want to see fishes. Not so much fishing
10. To get into action of what this questionnaire is looking for
11. Add specialize activity
12. Train some vendors not to push with their goods to the visitors
13. The sellers should have a place to sell their goods and not go near the visitors to sell their products
14. A day trip is not enough to appreciate and visit all tourism destinations
15. Upgrade facilities and more access to tourist information
16. More information on interest on how to do about local tours
Section V. **Visitor profile** *(to be competed by interviewer)*

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<th>Profile/Travel Characteristics</th>
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Comments about the survey

Form:

1. it's complete
2. okay
3. basic and easy for foreign tourists to answer
4. lengthy; make it concise
5. too many repeated questions
6. should be easier words for tourist to understand
7. one-on-one interview
8. no comment
9. good
10. tourist information counter in every destination
11. brochures should be available
12. postcards/posters for sale
13. visitors education of do's and don't's
14. visibility of first aid units/rescue units
15. too long

Content:

1. okay
2. applicable to other provinces to know/find out the satisfaction of tourists in their visit to a particular destination
3. there are concerns that have to be deleted
4. should ask about bad experience
5. variable subjects and topics regarding the culture of tourism
6. add economic impact
7. good
8. some questions very specific
Annex K: Issues and Concerns around Alona Beach, Panglao, Bohol Philippines

Compiled by Holger Horn, ABCFI President, Alona Beach Association

The following list was prepared for its own use by the Alona Beach Association and provides a good overview of key issues which they, along with local government and other stakeholders are addressing.

1. Potable water
2. Salvage zone
3. Garbage collection
4. Liquid waste management
5. Balicasag Island
6. Access to establishments
7. Beach cleanliness
8. Environmental users fees = EUF
9. Ground water
10. Hygiene and Health
11. Illegal anchoring
12. Illegal fishing
13. Noise pollution
14. Stray dogs
15. Street lighting
16. Swimming zone
17. Tourist Police
18. Traffic at beach
19. Unregulated dolphin and whale watching

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<th>FINDINGS</th>
<th>ACTIONS</th>
<th>ADVANTAGES</th>
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<td>1. Potable water</td>
<td>No potable water at Alona area</td>
<td>Water at Alona area is brackish. Low pressure and sporadic. Major tourists complaints because of the salt content. Establishments have to buy expensive, potable water from Tagbilaran. Lack of potable water may be health risk and is marketing obstacle.</td>
<td>Need urgent completion of the potable water supply system coming in from Bohol waters. Education to the community re. the health risk when consuming brackish water.</td>
<td>Tourists are pleased and happy, especially females who want fresh water for hair. Marketing advantage. More tourists. More tourists repeater. More happy tourists. More revenue. Enhanced reputation. Enhanced quality of life.</td>
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<td>(Alona area Tawala &amp; Danao)</td>
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Note: 1-5 are highest priority for action to resolve
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<tr>
<td>3. Garbage collection (Alona area Tawala &amp; Danao)</td>
<td>Irregular collection. Unfinished collection. NO imposed 'No segregation, no collection' law. Anti littering law is not imposed.</td>
<td>Garbage not collected or irregularly collected. Garbage scattered around by dogs, cats or rats. Garbage is not segregated. Missing of proper garbage segregation bins at the beach and missing of proper segregation bins at most of the establishments. No regulated disposal of hazardous waste (Batteries, etc). Tourists may react badly to waste, odor. Marketing obstacle.</td>
<td>Need compliance/enforcement of 'No segregation, no collection law' and place segregation litter bins at easy to access areas. 1. Bio-degradable. 2. Non-biodegradable. 3. Recyclable materials. 4. For composting. Training and outreach in proper garbage management.</td>
<td>Clean and odor free beach area and other places near the beach. Better hygiene. Enhanced environmental preservation. Marketing advantage. Much less risk or contamination such as coli form level Sustain reputation</td>
</tr>
<tr>
<td>4. Liquid waste management (Alona area Tawala &amp; Danao)</td>
<td>The general septic tank situation is far below standard. It seems that not all establishments changed to a 3-chamber septic tank as per DENR standards. Water samples show a high coli form level especially at high seasons. Lack of monitoring and enforcement</td>
<td>Many of the residents are still using one or two chamber septic tanks. Most septic tanks leak (Ground water contamination, threat to corals, ocean water contamination-higher levels of coli form) Some septic tanks at Alona beach are fully inside or very near the 20m salvage zone (Contamination of beach, threat to corals. Contamination of ocean water-higher levels coli form), ultimately into the ocean, contaminating precious drinking water and the ecosystem. Lack of monitoring and enforcement regarding where wastes are disposed of.</td>
<td>Inventory and inspection of all septic tanks within the area of concern. Strict implementation of ordinance. Encouraging the reed bed system or other doable systems in coordination with e.g. SCOTIA. Investigating to find out where these companies dump the septic tank sludge's. Possible implementation of new plant for shared treatment.</td>
<td>Safer ground water, less coliform levels, algae growth reduced. Elimination of risks to tourists and reputation</td>
</tr>
<tr>
<td>5. Balicasag Island</td>
<td>The dive sites around Balicasag are degrading. PTA resort has environ mental issues. PTA is collecting beach entrance fees? Fish schools, e.g. Barracudas and Jack fish are diminished. Balicasag is Panglao's main tourist attraction with regards to scuba diving; our crown jewel.</td>
<td>The visibility around the waters of Balicasag is getting worse. Certain types of algae indicating bad liquid waste management. Commercial fishing vessels are more often seen in the area or even anchoring near the Island. Evidences of dynamite fishing are seen. Fishers are fishing with fine mesh nets. The Island's population may stress carrying capacity. Septic systems may not meet standards. PTA role may be an issue – fees, building close to water, exercise of controls and waste management</td>
<td>Need consultation process for island. Need inspection and control of all liquid waste on island Opportunity for PTA, SCOTIA and others to work together to solve issues</td>
<td>Key to maintenance of important attraction, maintained of reefs and reef species, with benefits for tourism.</td>
</tr>
<tr>
<td>6. Access to establishments (Alona area, Tawala and Danao)</td>
<td>No road access to many establishments</td>
<td>Fire trucks, police and sludge trucks cannot get to establishments. Obstacle for tourists</td>
<td>Implementation and adjustment of easement zone. Alona beach promenade LGU ABCFI and stakeholders need coordination regarding promenade</td>
<td>Proper access for service and emergency. Enhanced safety and security Satisfied tourists</td>
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Workshop on Indicators of Sustainable Development for Tourism Destinations 100 October 15-18 2007 Tagbilaran, Bohol, Philippines
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<tbody>
<tr>
<td>7. Beach cleanliness (Alona area, Tawala and Danao)</td>
<td>Little action</td>
<td>Garbage from visitors, incoming tide; Sea grass and sea grass disposal; Concrete debris from collapsing walls, other</td>
<td>Every establishment holding an E.C.C. should be responsible for cleanliness of own frontage; ABCFI could assist with workers and organize stakeholders</td>
<td>Clean and beautiful beach; More safety for swimmers, divers, snorkellers; Image and reputation</td>
</tr>
<tr>
<td>8. Environmental User Fees Ordinance (Municipal waters at Panglao)</td>
<td>Not yet implemented</td>
<td>Current approach may not be stakeholder friendly – there is a better model from Moalboal/Cebu. Issue of competitiveness with other destinations in Philippines and Southeast Asia</td>
<td>Need cooperation to make it work best – link to diving community</td>
<td>Win-win situation will help all and promote cooperation in guarding MPAs</td>
</tr>
<tr>
<td>9. Ground Water (Alona area, Tawala and Danao)</td>
<td>Overpumping of groundwater causing salinization</td>
<td>Evidence that groundwater is being extracted faster than it is replenished. Excessive pumping has led to salinization as seawater replaces fresh. Also issue re seepage of contaminants into aquifer</td>
<td>Need inventory of wells in Panglao; Need installation of potable water system; Seal landfills to stop contamination; Regular inspection and monitoring</td>
<td>Reduction of health problems; Happy tourists – now complaints re salinity; Public safety</td>
</tr>
<tr>
<td>10. Hygiene and health (Alona area, Tawala and Danao)</td>
<td>Comfort rooms inadequate or substandard at some restaurants; Problem re food quality and inspection; Coliform near shore</td>
<td>Some tourists complain of digestive problems; Issue re freshness of fish and other products; Lack of toilets mean some locals and boaters use beach; Odours on/near beach</td>
<td>Need frequent random inspections of hygiene food and safety; Seminars on food handling; Public toilets on beach; Public collector for liquid waste from septic tanks</td>
<td>Food safety; Tourist satisfaction; Maintain image and reputation</td>
</tr>
<tr>
<td>11. Illegal anchoring (Alona area, Tawala and Danao)</td>
<td>No action</td>
<td>Severe destruction of corals at Alona beach; Safety hazard for swimmers</td>
<td>Establish buoy system; Enforcement of ordinance - policing</td>
<td>Rehabilitated coral reef; better experience and safety; Tourist satisfaction</td>
</tr>
<tr>
<td>12. Illegal fishing activities (Municipal waters of Panglao)</td>
<td>Dynamite and cyanide fishing, fine mesh nets, other illegal methods</td>
<td>Dynamite and cyanide fishing continue; Safety hazard to tourists and staff; Image and market negatively affected</td>
<td>Enhance and expand good work of Bantay Dagat; Enforcement</td>
<td>Richer fishing grounds and species to view; Tourist satisfaction, image</td>
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<tr>
<td>13. Noise Pollution (Alona area, Tawala and Danao)</td>
<td>Concern over loud music and excessive noise on/near beach</td>
<td>No coordination to limit numbers, times, loudness; Often play late – some tourists complain; Sometimes bands right next to each other on beach – competing for loudness</td>
<td>Implementation of ordinance by LGU/tourist police; Review of ordinances; Limits to noisy vehicles</td>
<td>Happier tourists; Less complaints; Enhanced image and tourist satisfaction</td>
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<tr>
<td>14. Stray dogs (Alona area, Tawala and Danao)</td>
<td>Large number on beach</td>
<td>Dogs not constrained, may spread diseases, dirty water, beg from tourists; Tourists complain</td>
<td>Proper dog control and policing; Leash law enforced; Law to have owner remove excrement</td>
<td>Clean beach; Happier tourists; Image sustained</td>
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<tr>
<td>15. Street Lighting (Alona area, Tawala and Danao)</td>
<td>Very limited lighting with some areas dark</td>
<td>Some tourists uneasy at night and complain; Security issues; Injury potential on roads; Need to invest in better lighting system</td>
<td>Install street lighting on all streets and on Alona beach promenade</td>
<td>Better safety; Area beautification; Tourist satisfaction; Sustain image</td>
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<td>16. Swimming Zone (Alona area, Tawala and Danao)</td>
<td>Not implemented</td>
<td>Unauthorized anchoring in 50m zone; Hazard from mix of boats and swimmers; Angry tourists, some incidents</td>
<td>Strict implementation and policing of 50M swimming zone; Limitation of number of Habal-Habal boats at a time at docking station; Stop anchoring</td>
<td>Safe swimming; Coral rehabilitation; Tourist satisfaction; Image</td>
</tr>
<tr>
<td>CONCERNS / LOCATION</td>
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<td>FINDINGS</td>
<td>ACTIONS</td>
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<tr>
<td>17. Tourist Police (Alona area, Tawala and Danao)</td>
<td>New PNP unit operating. Outpost at entry to Alona beach, Community Police Action Centre near Dumaluan beach</td>
<td>Need cooperation on stable funding for tourist police involving key stakeholders. Current funding nearly all from ABCFI. Need improved equipment and facilities for tourist police.</td>
<td>Need to include PNP tourist police in National and Provincial PNP MOOE annual budget. Need phone, internet, transport equipment. Need more training and skills development.</td>
<td>Improved public safety on beaches. Satisfied tourists. Enhanced image as safe well managed destination.</td>
</tr>
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</table>

Notes:

The Philippines has one of the world’s most threatened marine habitats and is also one of the most biodiverse marine ecosystems in the world.

Protection of reefs and fish is critical to the survival of Panglao as an ecosystem and tourist destination. The beach itself depends on the health of Parrot fish that create the coral grains which make the beach.

Alona beach access
### Annex L: Participants List and Contact Information

#### CONSULTANTS & SPEAKERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tr>
<td>1 Dr. Edward W. Manning</td>
<td>President Tourisk Inc. Lead Consultant, UNWTO Indicators Program</td>
<td>Tel (+1) 613-521-0594 E-mail: <a href="mailto:tourisk@rogers.com">tourisk@rogers.com</a> Webpage: <a href="http://www.tourisk.com">www.tourisk.com</a></td>
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<tr>
<td>2 Eunji Tae</td>
<td>Regional Representative, Asian and the Pacific UNWTO</td>
<td>Capitán Haya, 42 28020 Madrid – Spain Tel: (+34) 91 567 8100 E-mail: <a href="mailto:eta@unwto.org">eta@unwto.org</a></td>
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<tr>
<td>3 Gabor Vereczi</td>
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<tr>
<td>4 Joselito P. Supangco</td>
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<td>Tel: <a href="mailto:jsupangco@yahoo.com">jsupangco@yahoo.com</a></td>
</tr>
<tr>
<td>5 Holger Horn</td>
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<td>Tel: 09173051000 E-mail: <a href="mailto:holger.horn@gmail.com">holger.horn@gmail.com</a></td>
</tr>
<tr>
<td>6 Peter P. Dejaresco</td>
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<td>Tel: (038) 235-3353 Fax: (038) 411-3100</td>
</tr>
<tr>
<td>8 Regina S. Reyes</td>
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<td>Tel: (02) 895-5002 Email: <a href="mailto:rs.reyes@nscb.gov.ph">rs.reyes@nscb.gov.ph</a></td>
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#### DOT REGIONAL DIRECTORS & STAFF

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<tr>
<td>1 Dir. Rolando A. Cañizal</td>
<td>DOT – Manila</td>
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<tr>
<td>2 Dir. Purificacion S. Molintas</td>
<td>DOT – CAR</td>
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<tr>
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<tr>
<td>5 Danilo B. Intong</td>
<td>DOT – Region V</td>
<td>Tel: (052) 482-0712 Fax: (052) 482-0712</td>
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<tr>
<td>6 Ma. Emma J. Guillermo</td>
<td>DOT – Region V</td>
<td>Tel: (052) 482-0712 Fax: (052) 482-0712 Email: <a href="mailto:mariarowanilla@yahoo.com.ph">mariarowanilla@yahoo.com.ph</a></td>
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<tr>
<td>7 Angeli V. Lapingcao</td>
<td>DOT – Region VII</td>
<td>Tel: (032) 254-2711 Fax: (032) 254-2711 Email: <a href="mailto:dotcebu@gmail.com">dotcebu@gmail.com</a></td>
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<td>Ma. Trinidad C. Dacuycuy</td>
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<td>Dir. Ricardo A. San Juan</td>
<td>DOT – Region IX</td>
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<td>Ludivina G. Silorio</td>
<td>DOT – Region IX</td>
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<td>Ma. Elena O. Manalo</td>
<td>DOT – Region X</td>
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<td>12</td>
<td>Dir. Leticia D. Tan</td>
<td>DOT – Region XIII</td>
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### REGION I

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<tr>
<td>1</td>
<td>Erwin Ferdinand A. Barba</td>
<td>Aringay Municipal Government</td>
<td>Tel: 09062564032 Fax: (072) 714-0105</td>
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<td>1</td>
<td>Florande S. Polistico</td>
<td>National Statistical Coordination Board</td>
<td>Tel: (632) 895-5002 Fax: (632) 895-5002 Email: <a href="mailto:fs.polistico@nscb.gov.ph">fs.polistico@nscb.gov.ph</a></td>
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<tr>
<td>1</td>
<td>Myda A. Nieves</td>
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<td>Tel: (052) 482-0498/ 482-0505 Fax: (052) 482-0504 Email: <a href="mailto:mydanieves@yahoo.com.ph">mydanieves@yahoo.com.ph</a></td>
</tr>
<tr>
<td>2</td>
<td>Baby Glenda O. Bongao</td>
<td>Albay Provincial Government</td>
<td>Tel: (052) 481-9471</td>
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<tr>
<td>3</td>
<td>Gerardo Quiñones</td>
<td>Camarines Sur Provincial Government</td>
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<tr>
<td>4</td>
<td>Karen C. Matza</td>
<td>Tabaco City Government</td>
<td>Tel: (052) 820-2976</td>
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<td>5</td>
<td>Gloria V. Romero</td>
<td></td>
<td>Tel: (052) 487-8014</td>
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<td>6</td>
<td>Maria Christina Laban</td>
<td>LGU Sorsogon City</td>
<td>Tel : (056) 421-5374</td>
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<td>7</td>
<td>Lillian Alice Lopez</td>
<td>LGU Sorsogon City</td>
<td>Tel : (056) 421-5195</td>
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### REGION VI

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<td>1</td>
<td>Florentino H. Egida</td>
<td>Antique Provincial Tourism Office</td>
<td>Tel: 540-9765 Fax: 540-8198 Email: <a href="mailto:nongegida@yahoo.com">nongegida@yahoo.com</a></td>
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<td>1</td>
<td>Alfonso Damalerio II</td>
<td>Bohol Provincial Government</td>
<td>Tel: 411-4930/ 501-9901 Fax: 501-9901 Email: <a href="mailto:aeverdam@yahoo.com">aeverdam@yahoo.com</a></td>
</tr>
<tr>
<td>2</td>
<td>Josephine R. Cabarrus</td>
<td>Bohol Tourism Office</td>
<td>Tel: (038) 411-3666 Fax: (038) 411-3666/ 501-9186 Email: <a href="mailto:boholtourism@yahoo.com">boholtourism@yahoo.com</a></td>
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<td>3</td>
<td>Peluchi Kapirig</td>
<td>Bohol Tourism Office</td>
<td>Tel: (038) 411-3666 Fax: (038) 411-3666/ 501-9186 Email: <a href="mailto:boholtourism@yahoo.com">boholtourism@yahoo.com</a></td>
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<td>4</td>
<td>Chito Vaño</td>
<td>Bohol Tourism Office</td>
<td>Tel: (038) 411-3666 Fax: (038) 411-3666/ 501-9186 Email: <a href="mailto:boholtourism@yahoo.com">boholtourism@yahoo.com</a></td>
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<td>Carmen C. Gatal</td>
<td>Bohol Tourism Office</td>
<td>Tel: (038) 411-3666 Fax: (038) 411-3666/ 501-9186 Email: <a href="mailto:boholtourism@yahoo.com">boholtourism@yahoo.com</a></td>
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<td>6</td>
<td>Apolonio Aparece</td>
<td>Buenavista Municipal Government</td>
<td>Tel: 411-4745 Fax: 411-4077</td>
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<td>7</td>
<td>Narena Nonita</td>
<td>Carmen Municipal Government</td>
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<td>Ma. Mercedes E. Salinas</td>
<td>Dauis Municipal Government</td>
<td>Tel: 411-4745 Fax: 411-4077</td>
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<td>Antonio Ouano Jr.</td>
<td>Getafe Municipal Government</td>
<td>Tel: 514-9006 Fax: 514-9006</td>
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<td>Melquiades J. Corona Jr.</td>
<td>Loboc Municipal Government</td>
<td>Tel: 537-9090 Fax: 537-9488</td>
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<tr>
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<td>Chrisylli Mitzi A. Ibaya</td>
<td>Tagbilaran City Government</td>
<td>Tel: (038) 411-4995</td>
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<td>Rain Calimbayan</td>
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<td>Marichu Mejares</td>
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<td>Nursida Lim</td>
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<td>15</td>
<td>Aldren N. Uy</td>
<td>Tubigon Municipal Government</td>
<td>Tel: (038) 508-8189</td>
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<td>16</td>
<td>Emmylou P. Noel</td>
<td>Holy Name University</td>
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<td>17</td>
<td>Glenn R. Labrador</td>
<td>Bohol Alliance of Non-Government Organizations, Inc. (BANGON)</td>
<td>Tel: (038) 501-9516</td>
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<td>Email: <a href="mailto:glennlabrado@yahoo.com">glennlabrado@yahoo.com</a></td>
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<td>18</td>
<td>April Maita C. Palo</td>
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<td>Email: <a href="mailto:glennlabrado@yahoo.com">glennlabrado@yahoo.com</a></td>
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<td>19</td>
<td>Danny Nazareno</td>
<td>Bohol Island Tour Guides Association of the Philippines</td>
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<td>20</td>
<td>Resti R. Tejido</td>
<td>Bohol Trips and Ventures / RRT &amp; Associates Consultancy</td>
<td>Tel: (038) 500-0803</td>
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<td>21</td>
<td>David M. Baillie</td>
<td>Citadel Alona Beach</td>
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<td>Ping Chaluya</td>
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<td>Nonet Madrinan</td>
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<td>23</td>
<td>Evelyn B. Cabrera</td>
<td>MetroCentre Hotel &amp; Convention Center</td>
<td>Tel: (038) 411-2599</td>
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<td>Fax: (038) 501-8281</td>
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<td>Webpage: <a href="http://www.metrocentrehotel.com/">www.metrocentrehotel.com/</a></td>
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<td>Reginald Ong</td>
<td>O.G. Holdings Corporation</td>
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<td>Agaton Baugbog</td>
<td>PIDWWO, Pamilacan</td>
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<td>Teresita Sumampong</td>
<td>Riverwatch Floating Restaurant</td>
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<td>27</td>
<td>Cristy Burlace</td>
<td>Simply Butterflies Conservation Center</td>
<td>Tel: 09068300722 / (038) 535-9400</td>
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<td>Email: <a href="mailto:simplybutterflies@gmail.com">simplybutterflies@gmail.com</a></td>
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<td>28</td>
<td>Aniceta Arcay</td>
<td>Tierra Azul Beach House</td>
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### REGION VII

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<tr>
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<tr>
<td>Teodora C. Abregana</td>
<td>DENR – Region VII</td>
<td>Tel: 346-9177&lt;br&gt;Fax: 346-9177&lt;br&gt;Email:</td>
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<tr>
<td>Claribel D. Abraham</td>
<td>DENR – Region VII</td>
<td>Tel: (032) 346-9177&lt;br&gt;Fax: (032) 346-9177&lt;br&gt;Email: <a href="mailto:claribel_abraham@yahoo.com">claribel_abraham@yahoo.com</a></td>
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<tr>
<td>Lourdes F. Vale</td>
<td>NEDA – Region VII</td>
<td>Tel: 414-7530 loc. 227&lt;br&gt;Fax: 414-7530 loc. 238 or 2530&lt;br&gt;Email: <a href="mailto:lourdes_vale@yahoo.com">lourdes_vale@yahoo.com</a></td>
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<tr>
<td>Rafael C. Tura</td>
<td>Cebu Association of Tour Guides (CAT-G)</td>
<td>Tel: 231-7238</td>
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<tr>
<td>Steve Retuya</td>
<td>Cebu Association of Tour Guides (CAT-G)</td>
<td>Tel: 09173217252</td>
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<tr>
<td>Mona Clarita T. Zosa</td>
<td>Cebu Provincial Tourism &amp; Heritage Council</td>
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<tr>
<td>Andre Jesu Cortes</td>
<td>Siiquijor Provincial Government</td>
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<td>Arthur M. Chan</td>
<td>Siiquijor Provincial Government</td>
<td>Tel: (035) 480-9171/ 344-2131&lt;br&gt;Email:</td>
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<tr>
<td>Arturo P. Pacatang</td>
<td>Siiquijor Provincial Government</td>
<td>Tel: (035) 480-9171/ 344-2131&lt;br&gt;Email:</td>
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<tr>
<td>Josette Armilo</td>
<td>Siiquijor Tourism Office</td>
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<td>Rico Ancog</td>
<td>University of San Carlos</td>
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<tr>
<td>Corazon H. Makabenta</td>
<td>DENR – Region VIII</td>
<td>Tel: (053) 325-7268&lt;br&gt;Fax: (053) 325-4446&lt;br&gt;Email: <a href="mailto:corahmakabenta@yahoo.com">corahmakabenta@yahoo.com</a></td>
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<td>Josefina G. Duterte</td>
<td>Baybay City Government</td>
<td>Tel: (053) 563-8374&lt;br&gt;Fax: (053) 563-8374&lt;br&gt;Email: <a href="mailto:samantha_go74@yahoo.com">samantha_go74@yahoo.com</a></td>
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<td>Marissa Josephine A. Acorin</td>
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<td>Tel: (055) 560-9700&lt;br&gt;Fax: (055) 261-3127&lt;br&gt;Email: <a href="mailto:muntour@yahoo.com">muntour@yahoo.com</a></td>
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<td>Rosalie A. Igot</td>
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<td>Tel: (085) 342-4406&lt;br&gt;Fax: (085) 342-4406&lt;br&gt;Email: <a href="mailto:alexis_25rose@yahoo.com">alexis_25rose@yahoo.com</a></td>
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<tr>
<td>Arnel C. Pasilan</td>
<td>Palay Travel &amp; Tours</td>
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<td>Andreas Mikoleczik</td>
<td>Patrick’s on the Beach Resort</td>
<td>Tel: 09187257728</td>
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### DOT MANILA

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<td>1 Alex M. Macatuno</td>
<td><a href="mailto:ammacatuno@yahoo.com">ammacatuno@yahoo.com</a></td>
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<td>2 Milagros Y. Say</td>
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<tr>
<td>3 Priscilla N. Calimag</td>
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<td>4 Elmo S. Jaranilla</td>
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<td>5 Alain C. Quesea</td>
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<td>6 Merlyn Q. Baal</td>
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<td>7 Mary Cris C. Martinez</td>
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