



Center for Governance

2016 PROJECT ACCOMPLISHMENT REPORT

I. Project Information

Project Code: CLPEL
Project Title: Seminar-Workshop on Tourism Development Planning for Local Government Units (LGUs) – Public Offering
Project Start: October 28, 2016
Project End: November 30, 2016
Project Price: PHP 780,000.00
Client Organization: Various Local Government Units

II. Project Team

Project Manager: MICHELLE N. BELGA
Team Members: MA. NARCIELYN P. RIZAL
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Supervising Fellow: IMELDA C. CALUEN
Consultants/ Resource Persons: DR. JULIE CATHERINE D. PARAN
MR. WARNER M. ANDRADA
DR. DONNA PAZ T. REYES

III. Project Details

Project Description: The five-day live-out Seminar-Workshop is designed to enhance the knowledge and skills of LGU officials and staff, particularly the Local Chief Executive, Sanggunian Chair on Tourism, Tourism Officer, Planning and Development Coordinator and Staff, Investment Officer, and other tourism stakeholders in developing their local tourism development plan. It builds on the earlier collaboration among the Department of Tourism (DOT), Department of the Interior and Local Government (DILG), Department of Environment and Natural Resources (DENR), and Development Academy of the Philippines (DAP) on the development of the Tourism Guidebook for Local Government Units in 2014.

Project Objectives: At the end of the seminar-workshop, the participants would have:

1. Appreciated the context of tourism development in the Philippines;
2. Enumerated the steps in local tourism planning;
3. Described their LGUs' local tourism situation; and
4. Formulated and articulated initial elements of their tourism plan.

Focus Area: --
Project Type: Training
Project Beneficiary: Local Government Units
Regional Coverage: Nationwide



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IV. Project Accomplishments

Key Activities Implemented:

- Finalization of the Seminar-Workshop Design
- Development of Seminar-Workshop promotional materials
- Marketing of the Seminar-Workshop to LGUs
- Invitation and Confirmation of Seminar-Workshop participants
- Identification of Resource Persons/Technical Experts
- Development of Presentation Materials
- Conduct of Meetings with Project team and Resource Persons
- Preparation of Supplies, Materials, and other Logistical Requirements
- Conduct of the Seminar-Workshop
- Development of Project Accomplishment Report

Major Outputs:

1. Seminar-Workshop Design

The draft Seminar-Workshop design originally consisted of three (3) modules with a total of 11 sessions. After consultations with the Local Governance and Development Office (LGDO) staff and tourism planning experts, the final design included only seven (7) sessions and a total of nine (9) workshops. The contents of these sessions and workshops are discussed under Major Output 2 (Conduct of Seminar-Workshop).

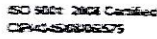
The sessions provided inputs for the workshops, while the outputs from the workshops served as building blocks for the final output of the Seminar-Workshop which was the Local Tourism Development Plan Concept.

The sessions and workshops were designed to fit the five-day Seminar-Workshop, with expected output/s per day as detailed below:

DAY 1 (Monday)	<ul style="list-style-type: none"> • Tourism Attractions and Activities
DAY 2 (Tuesday)	<ul style="list-style-type: none"> • Problem Tree • Objective Tree • Vision, Goals, and Objectives
DAY 3 (Wednesday)	<ul style="list-style-type: none"> • Tourism Circuit • Tourism Product (Tour Package)
DAY 4 (Thursday)	<ul style="list-style-type: none"> • Programs, Projects, and Activities (PPAs)
DAY 5 (Friday)	<ul style="list-style-type: none"> • Local Tourism Development Plan Concept

2. Conduct of Seminar-Workshop

The Seminar-Workshop on Tourism Development Planning for LGUs was conducted on November 14-18, 2016 at the Astoria Plaza Hotel and the DAP Conference Center in Pasig City. Some 52 representatives from 25 LGUs composed of the provinces of Cebu, Guimaras, Palawan, Cagayan, Surigao del Norte, and Abra; the cities of Zamboanga and Bacoor in Cavite, Tuguegarao; and the municipalities of Sison, Alegria, and Placer in Surigao del Norte; Burauen and La Paz in Leyte; Basco and Sabtang in Batanes; Tuao and Rizal in Cagayan; Taytay and Kalayaan in Palawan; Plaridel and Polillo in Quezon; Buhi in Camarines Sur; Cantilan in Surigao del Sur; and Miagao in Iloilo participated in the said seminar-workshop. Mr. Sato Hirufumi, a DAP intern who is now helping the Quezon City Government, also participated in the activity.



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Session 4: Identifying Tourism Strategies

For session 4, Dr. Paran discussed the different types of tourism strategies such as the Priced-based strategy, Differentiation strategy, Hybrid strategy, Focus strategy, and Cluster strategy. The cluster strategy was specifically highlighted in the discussion which entails clustering of compatible attractions, a popular version of which is the tourism circuit. Dr. Paran explained the definition of tourism circuit and its components which include the set of attractions, enroute facilities, transport infrastructure and services, and service center.

Workshop 5: Tourism Circuit Development

For workshop 5, the participants were asked to accomplish Annex J (pp. 49) of the main guidebook. They were also instructed to plot their tourism sites/attractions in their LGU maps using push pins and connect these sites/attractions using yarns to visually observe the travel flow of tourists.

Session 5: Product Development and Marketing

For session 5, Dr. Reyes provided a discussion on the tourism product and its various levels which include the core product (experience), main product (tourist activity), and augmented product (souvenir). She highlighted the nine (9) different core products which include nature-based, cultural tourism products, sun and beach, meetings, incentives, conventions and exhibitions (MICE), among others. She also explained the tourism product cycle and new product development once the existing product reaches the decline stage. Marketing the tourism products was also discussed, including the 4Ps of the marketing mix: Product, Price, Place, and Promotion.

Workshop 6: Product Development and Marketing

For workshop 6, the participants were asked to plan a one-day tour by plotting the time, itinerary, activity, and cost.

Session 6: Identifying Programs, Projects, and Activities (PPAs) within a Circuit

Before the actual session on PPAs within a circuit, Dr. Paran discussed Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis as one of the tools for strategy formulation. She also provided guide questions and criteria examples for the participants to easily identify the SWOT and turn its results to strategies. Then, Dr. Paran discussed identifying and prioritizing PPAs within circuits and emphasized the need for legislations to support tourism development.

Workshop 7: Accomplishment of SWOT Matrix

For workshop 7, the participants were asked to accomplish a SWOT analysis matrix which identifies the LGU's internal environment including its strengths and weaknesses, and external environment including its opportunities and threats.

Workshop 8: Identification of PPAs within Circuits

For workshop 8, the participants were asked to accomplish a form which includes the name of the tourism circuit, the issues and concerns faced by the circuit, the timeframe for development, and the programs and projects to address the issues and concerns.



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Session 7: Packaging the Plan

This session was not discussed during the Seminar-Workshop due to time constraints, but the participants were provided a copy of the presentation material for their reference. The session basically includes the recommended contents of the tourism development plan.

Workshop 9: Preparations for Presentation

For the final workshop, the participants were asked to prepare their presentations of the initial elements of their local tourism development plans. The recommended contents of the presentation were the following: (1) selected attractions; (2) initial vision elements; (3) initial goals and objectives; (4) tourism circuit; and (5) tour package. It was emphasized in the workshop that the participants have the chance to improve their outputs based on the comments of the panel members before they bring these back to their respective LGUs.

Project Impact:

The presentations of the LGUs' local tourism development plan concepts showed that the Seminar-Workshop was able to provide the participants with the knowledge and skills on tourism development planning. Although they need to refine their visions, goals, and objectives, they were able to capture what should be included in a tourism development plan. They were able to identify the strategies and PPAs that suit the situation of their tourism industry. Generally, the LGUs were able to present good outputs as observed by the panel members.

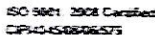
Overall, the participants gave positive feedback on the Seminar-Workshop with an average rating of 4.49 for the course evaluation (*see attachment 1*). They gave the highest rating to usefulness of course with 4.73 followed by selection of topics and degree of learning acquired with 4.69 and 4.68, respectively. The participants found the learnings they acquired from the sessions and the sharing of LGU experiences as particularly rewarding.

The participants also gave relatively high ratings for the resource persons with 4.31, 4.60, and 4.65 for Mr. Andrada, Dr. Reyes, and Dr. Paran, respectively. They found the extensive knowledge and experience of the resource persons as their positive points.

Lessons Learned:

The following are the lessons learned from the preparation to the implementation of the Seminar-Workshop:

1. Securing the DOT endorsement of the Seminar-Workshop is a good marketing strategy. Requesting for the endorsement of the different LGU Leagues such as the League of Provinces, League of Municipalities, among others is also a good way to reach the target participants.
2. For public offering (PO) courses, especially those with wide range market like the Tourism Development Planning, the Virata Hall or Rizal Hall (if available) should be reserved as venue. If the number of confirmed participants continues to increase, the project team should consider having two batches to avoid risks in terms of venue availability.
3. The project team should ensure that there will be back-up resource persons or panel members just in case anyone opts to withdraw his/her participation in the Seminar-Workshop activities.



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